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(Please scroll down for the English version)

Ausbildung und berufliche Tätigkeiten

- *PhD Candidate Management & Marketing*, Institute for Innovation in Business and Social Research, University of Wollongong, Australien
- *Master Practitioner of Trinergy-NLP*, Trinergy International, Akademie für Kommunikation und Persönlichkeitsentwicklung, Wien
- *Studium der Wirtschaftspädagogik*, Wirtschaftsuniversität Wien: Kombination von Betriebswirtschaft mit Pädagogik & Psychologie, Spezialisierungen: Entrepreneurship und Innovationsmanagement, Englisch für die Außenwirtschaft sowie Arbeits- und Sozialrecht
- *Selbständiger Trainer und Consultant* in den Bereichen Personal, PR, CI, Verkauf, Verhandlung und Moderation von Innovationsworkshops für KMUs, Großbetriebe und öffentliche Unternehmen (seit 2003)
- *Externe Lektorin* für Rhetorik, Argumentationstechnik und Verhandlungsführung sowie für Personalwesen, Juridische Fakultät der Universität Innsbruck (seit 2004)
- *Trainer und Berater* bei EGOS! The Education Company, Innsbruck (seit 2007)
- *Gutachterin* von Bachelor und Masterarbeiten, FH Salzburg, Fachbereich Human Ressource (seit 2006)
- *Lektorin* am Wollongong College Australia, Australien (2008)
- *Associated Business and Research Partner* am Institut für Entrepreneurship & Innovation, Wirtschaftsuniversität Wien (2004-2008)
- *Lektorin* für Die Lead User Methode als Innovationstool, Institut für Entrepreneurship an der Hochschule in Liechtenstein (2005-2006)
- *Czák Managementseminare GmbH*, Wien (2003-2005)
- *Beratung und Sanierung* von insolventen Kleinunternehmen, WT Mag. Gerhard Diechler, Murau (Ferialjobs von 1998-2000)

Preise und Auszeichnungen

2009	International Postgraduate Research Scholarship, Australian Government, Australien
2009	Australian Postgraduate Award, University of Wollongong, Australien
2004	Preisträgerin der Dr. Maria Schaumayer Stiftung zur Förderung von Karrieren von Frauen in Wirtschaft und Wissenschaft, Wien
2002	Leistungsstipendium der Wirtschaftsuniversität Wien, Wien

Publikationen

Hurlimann, Anna, Dolnicar, Sara, Meyer, Petra (2009): *Understanding behaviour to inform water supply management in developed nations – A review of literature, conceptual model and research agenda*. Journal of Environmental Management 91(1), 47-59

Meyer, Petra (2005): *User-Innovation in Gaming: motivation to contribute and share innovations within the „Sims“-Community*. Article for BMW Scientific Award

Meyer, Petra, Prügl, Reinhard (2005): *User-Innovation in interactive media: An empirical analysis about the online-community of the computer game The Sims*. In: Attention, Interest, Desire, InterAction. 31-39, FACTS Hochschulenverlag, Böhlau, St. Pölten

Harrer, Petra (2004): *User-Innovation in Gaming: Eine empirische Untersuchung der Motivation der „Sims“-Community*. Diplomarbeit, Wien¹

Prügl, Reinhard, Harrer, Petra, Franke, Nikolaus (2004): *The „Sims“: A case study about the use of „toolkits for user innovation“ in virtual communities*. In: Herstatt, C., Sander, J. G. (Hrsg.): Produktentwicklung mit virtuellen Communities: Kundenwünsche erfahren und Innovationen realisieren. 221-248, Gabler, Wiesbaden

Harrer Petra, Pötz Marion, Schrenk Elisabeth, Schulte David, Stadler Elisabeth (2003): *Use of toolkits for user innovation in the watch market: findings of valid comparative scales for self designed watches*. Seminar Paper²

English Version

Education and Employment History

- *PhD Candidate Management & Marketing*, Institute for Innovation in Business and Social Research, University of Wollongong, Australia
- *Master Practitioner of Trinergy-NLP*, Trinergy International, Academy for Communication and Personal Development, Vienna
- *Master in Business Education*, Vienna University of Economics and Business: combination of business, pedagogics and psychology, specialisations in entrepreneurship and management of innovations, business English and labour law
- *Trainer and Consultant* for human resource management, public relations, corporate identity, sales skills, negotiation skills, moderation of innovation workshops for SMEs, large corporations and public institutions (since 2003)
- *Lecturer* for rhetoric and negotiation skills as well as human resource management, Faculty of Law, University of Innsbruck (since 2004)
- *Trainer and consultant* for EGOS! The Education Company, Innsbruck (since 2007)
- *Supervisor* for Bachelor and Master theses, FH Salzburg, Department for Human Resource Management (since 2006)

¹ Parts of collected data set were published by Prügl, Reinhard, Schreier, Martin (2006): *Learning from leading-edge customers at The Sims: Opening up the innovation process using toolkits*. R&D Management 36 (3): 237-250

² Contribution to: Franke, Nikolaus, Piller, Frank (2004). *Value Creation by Toolkits for User Innovation and Design: The Case of the Watch Market*. Journal of Product Innovation Management, 21/6, 401-415

- *Lecturer* for Wollongong College Australia, Australia (2008)
- *Associated Business and Research Partner* , Department for Entrepreneurship & Innovation, Vienna University of Economics and Business (2004-2008)
- *Lecturer* for the Lead User Method as tool for innovations, Department for Entrepreneurship, Hochschule Liechtenstein (2005-2006)
- Czák Managementseminare GmbH, Vienna (2003-2005)
- Consulting for insolvent SMEs, WT Mag. Gerhard Diechler, Murau (work experiences during 1998-2000)

Awards

2009	International Postgraduate Research Scholarship, Australian Government, Australia
2009	Australian Postgraduate Award, University of Wollongong, Australia
2004	Dr. Maria Schaumayer – Price, to encourage women's careers in business and education, Dr. Maria Schaumayer Stiftung , Vienna
2002	Scholarship for excellent performance, Vienna University of Economics and Business

Papers

Hurlimann, Anna, Dolnicar, Sara, Meyer, Petra (2009): *Understanding behaviour to inform water supply management in developed nations – A review of literature, conceptual model and research agenda*. Journal of Environmental Management 91(1), 47-59

Meyer, Petra (2005): *User-Innovation in Gaming: motivation to contribute and share innovations within the „Sims“-Community*. Article for BMW Scientific Award

Meyer, Petra, Prügl, Reinhard (2005): *User-Innovation in interactive media: An empirical analysis about the online-community of the computer game The Sims*. In: Attention, Interest, Desire, InterAction. 31-39, FACTS Hochschulenverlag, Böhlau, St. Pölten

Harrer, Petra (2004): *User-Innovation in Gaming: Eine empirische Untersuchung der Motivation der „Sims“-Community*. Diplomarbeit, Wien³

Prügl, Reinhard, Harrer, Petra, Franke, Nikolaus (2004): *The „Sims“: A case study about the use of „toolkits for user innovation“ in virtual communities*. In: Herstatt, C., Sander, J. G. (Hrsg.): Produktentwicklung mit virtuellen Communities: Kundenwünsche erfahren und Innovationen realisieren. 221-248, Gabler, Wiesbaden

Harrer Petra, Pötz Marion, Schrenk Elisabeth, Schulte David, Stadler Elisabeth (2003): *Use of toolkits for user innovation in the watch market: findings of valid comparative scales for self designed watches*. Seminar Paper⁴

³ Parts of collected data set were published by Prügl, Reinhard, Schreier, Martin (2006): *Learning from leading-edge customers at The Sims: Opening up the innovation process using toolkits*. R&D Management 36 (3): 237-250

⁴ Contribution to: Franke, Nikolaus, Piller, Frank (2004). *Value Creation by Toolkits for User Innovation and Design: The Case of the Watch Market*. Journal of Product Innovation Management, 21/6, 401-415