



DR. TOBIAS M. SCHOLZ

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03.05.1983 • Austrian • +49 151 54746999

EXPERIENCE

- 2019 • present **Founding Chairperson** • Esports Research Network • www.esportsresearch.net.
- 2019 • present **Founder** • Esports Lab Siegen • www.esportslab.org.
- 2018 • present **Founder** • Siegen Bisons • University Esports Team • www.siegenbisons.com.
- 2016 • 2022 **Akademischer Rat** • Chair for Human Resource Management and Organizational Behavior • University of Siegen.
- 2018 • 2019 **Interim Professor** • Chair for Human Resource Management and Organizational Behavior • University of Siegen.
- 2010 • 2016 **Research Associate** • Chair for Human Resource Management and Organizational Behavior • University of Siegen.
- 2005 • 2006 **Student Assistant** • Chair for Organizational Behavior • Goethe University Frankfurt am Main.

EDUCATION

- 2017 • present **Habilitation** • Chair for Human Resource Management and Organizational Behavior • University of Siegen.
- 2010 • 2016 **Doctorate** • Chair for Human Resource Management and Organizational Behavior • University of Siegen.
- 2003 • 2009 **Diplom-Kaufmann** • Management and Applied Microeconomics • Goethe University Frankfurt am Main.
- 2007 **Semester Abroad** • UCLA Anderson School of Management.
- 2002 • 2003 **Computer Science** • TU Kaiserslautern.

EXPERTISE

Big Data • Blockchain • Complex Systems • Digital Work • Digitization • Dynamic Capabilities • Ecosystem • Esports • Gamification • (Risk) Governance • Human Resource Management • Leadership • Media Management • Organizational Behavior • Organizational Technology Studies • Platform Economy • Population Ecology Theory • Strategic Management • Sustainability • Team Dynamics • Works Council.



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PUBLICATIONS

Journal Papers

- 2021 Barker, Kim • Uribe-Jongbloed, Enrique • Scholz, Tobias M. • COVID-19 and the 'Myriad': A Comparative Assessment of Emergency Responses from Europe & South America • **Legalities** 1(1) • 116-143.
- 2021 Franke, Andy • Scholz Tobias M. • Die Gründung des Landesverbandes E-Sport Nordrhein-Westfalen • **SpoPrax** 1 (7) • 159-163.
- 2021 Nothelfer, Nepomuk • Scholz, Tobias M. • Kampf um Talente – Der E-Sport als Antwort für die HR-Probleme des deutschen Mittelstands • **manage it** 5-6 • 22-25.
- 2021 Scholz, Tobias M. • Der E-Sport als Ökosystem am Beispiel der Plattform Battle.net • **Medienwirtschaft** 18(1) • 22-29.
- 2021 Scholz, Tobias M. • Völkel, Lisa • Uebach, Carolin • Sportification of Esports - A Systematization of Sport-Teams Entering the Esports Ecosystem • **International Journal of Esports** 2(1) • 1-15.
- 2020 Barker, Kim • Uribe-Jongbloed, Enrique • Scholz, Tobias M. • Privacy as Public Good – A Comparative Assessment of the Challenge for CoronApps in Latin America • **Journal of Law, Technology and Trust** 1(1) • 1-24.
- 2020 Scholz, Tobias M. • Deciphering the World of eSports • **International Journal on Media Management** 22(1) • 1-12 • *Jourqual C.*
- 2020 Stein, Volker • Scholz, Tobias M. • Manufacturing Revolution Boosts People Issues: The Evolutionary Need for "Human-Automation Resource Management" in Smart Factories • **European Management Review** 17(2) • 391-406 • *Jourqual B.*
- 2019 Scholz, Tobias M. • Braun, Karoline • Stein, Volker • Gamification als Motivationstreiber. Die aktive Rolle des Personalmanagements • **Zeitschrift Führung + Organisation** 88(6) • 369-373 • *Jourqual D.*
- 2017 Scholz, Tobias M. • Stein, Volker • Going beyond Ambidexterity in Media Industry: eSports as Pioneer of Ultradexterity • **International Journal of Gaming and Computer-Mediated Simulations** 9(2) • 47-62.
- 2017 Scholz, Tobias M. • Stein, Volker • Juxtaposing Transduction and Transtraction: Pugging in International Virtual Teams • **Palabra Clave** 20(3) • 788-804.
- 2015 Uribe-Jongbloed, Enrique • Scholz, Tobias M. • Espinosa-Medina, Hernán David • The Joy of the Easter Egg and the Pain of the Numb Hands: The Augmentation and Limitation of Reality Through Video Games • **Palabra Clave** 18(4) • 1167-1195.
- 2013 Row, Sergio R. • Uribe-Jongbloed Enrique • Barker, Kim • Scholz, Tobias M. • Authorship in Virtual Worlds: Author's Death to Rights Revival? • **Journal of Virtual Worlds Research** 6(3) • 1-15.
- 2012 Scholz, Tobias M. • Talent Management in the Video-Game Industry: The Role of Cultural Diversity and Cultural Intelligence • **Thunderbird International Business Review** 54(6) • 845-858 • *Jourqual C.*



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PUBLICATIONS

Edited Special Issues

2020 Scholz, Tobias M. • eSports in Media Management • **International Journal on Media Management** 22(1) • *Jourqual C*.

Books

2019 Scholz, Christian • Scholz, Tobias M. • **Grundzüge des Personalmanagements** • München (Vahlen).

2019 Scholz, Tobias M. • **eSports is Business. Management in the World of Competitive Gaming** • Cham (Palgrave).

2017 Scholz, Tobias M. • **Big Data in Organizations and the Role of Human Resource Management – A Complex Systems Theory-Based Conceptualization** • Frankfurt (Peter Lang).

Edited Books

2021 Hiltcher, Julia • Scholz, Tobias M. • **eSports Yearbook 2019/20** • Norderstedt (BoD).

2019 Hiltcher, Julia • Scholz, Tobias M. • **eSports Yearbook 2017/18** • Norderstedt (BoD).

2017 Hiltcher, Julia • Scholz, Tobias M. • **eSports Yearbook 2015/16** • Norderstedt (BoD).

2015 Hiltcher, Julia • Scholz, Tobias M. • **eSports Yearbook 2013/14** • Norderstedt (BoD).

2013 Christophers, Julia • Scholz, Tobias M. • **eSports Yearbook 2011/12** • Norderstedt (BoD).

2011 Christophers, Julia • Scholz, Tobias M. • **eSports Yearbook 2010** • Norderstedt (BoD).

2010 Christophers, Julia • Scholz, Tobias M. • **eSports Yearbook 2009** • Norderstedt (BoD).

Book Chapters

2021 Barker, Kim • Uribe-Jongbloed, Enrique • Scholz, Tobias M. • Online Copyright Lessons from Europe: A Note of Warning for Creative Expression and Memes • **CETS PI2020 Special Issue: Considerations of Copyright in the Internet Environment in Latin America** • Universidad de San Andrés • 105-119.

2021 Scholz, Tobias M. • Assembling Intercultural Teams in Esports – Implications from the League of Legends European Championship • Hiltcher, Julia • Scholz, Tobias M. (Eds.) • **eSports Yearbook 2019/20** • Norderstedt (BoD) • 66-78.

2021 Scholz, Tobias M. • The Business Model Network of Esports - The Convergence of Overwatch • Dal Yong Jin (Ed.) • **Global Esports - Transformation of Cultural Perceptions of Competitive Gaming** • New York (Bloomsbury) • 99-114.

2020 Feldhaus, Anna • Mues, Nicolas • Scholz, Tobias M. • Uebach, Carolin • Völkel, Lisa • Der Kampf der Visionen zwischen Unternehmen – Implikationen für das strategische Management • Hoch, Gero • Schröteler-von Brandt, Hildegard • Schwarz, Angela • Stein, Volker (Eds.) • **Zum Thema: Vision** • Göttingen (V&R unipress) • 161-177.



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- 2020 Fried, Gil • Scholz, Tobias M. • Batzofin, Jason • Kennedy, Clint • Lee, Sang-ho • Mudd, Lance • Newhouse-Bailey • Webster, Colin • Esports Governance • Hedlund, David P. • Fried, Gil • Smith, R.C. (Eds.) • **Esports Business Management** • Champaign (Human Kinetics) • 58-72.
- 2020 Kordyaka, Bastian • Scholz, Tobias M. • Jahn, Katharina • Niehaves, Björn • Insights into the Esports Consumer. Explaining Consumer Engagement from A Dual Systems Perspective • Reitman, Jason G. • Anderson, Craig G. • Deppe, Mark • Steinkuehler, Constance (Eds.) • **Proceedings of the 2019 Esports Research Conference** • Pittsburgh (ETC Press) • 102-119.
- 2020 Scholz, Tobias M. • An Expert Perspective on the Future of Esports • Hedlund, David P. • Fried, Gil • Smith, R.C. (Eds.) • **Esports Business Management** • Champaign (Human Kinetics) • 217-220.
- 2020 Scholz, Tobias M. • Kordyaka, Bastian • A Stakeholder Journey Through the Business Ecosystem of the Esports Industry • Reitman, Jason G. • Anderson, Craig G. • Deppe, Mark • Steinkuehler, Constance (Eds.) • **Proceedings of the 2019 Esports Research Conference** • Pittsburgh (ETC Press) • 183-191.
- 2019 Scholz, Tobias M. • Big Data and Human Resource Management • Pedersen, John S. • Wilkinson, Adrian (Eds.) • **Big Data. Promise, Application and Pitfalls** • Cheltenham (Edward Elgar) • 69-89.
- 2019 Scholz, Tobias M. • Die Konvergenz der Digitalisierung – eine Prognose für Europa • Scholz, Christian • Dörenbächer, Peter • Rennig, Anne (Eds.) • **Europa jenseits des Konvergenzparadigmas Divergenz – Dynamik – Diskurs** • Baden-Baden (Nomos) • 357-375.
- 2019 Scholz, Tobias M. • How Berger and Luckmann Would Have Talked to Us • Scholz, Christian • Rennig, Anne (Eds.) • **Generations Z in Europe: Inputs, Insights and Implications** • Bingley (Emerald) • 41-42.
- 2019 Scholz, Tobias M. • How Luhmann Would Have Talked to Us: Generation Z as Unique Subsystems • Scholz, Christian • Rennig, Anne (Eds.) • **Generations Z in Europe: Inputs, Insights and Implications** • Bingley (Emerald) • 47-48.
- 2019 Scholz, Tobias M. • Kulturelle Diversität von Abenteuergruppen als Wettbewerbsvorteil • Donecker, Stefan • Fenböck, Karin • Kalnins, Alxeander • Klausner, Lukas Daniel (Eds.) • **Forschungsdrang & Rollenspiel** • Waldems (Ulisses Spiele) • 13-19.
- 2019 Scholz, Tobias M. • Vyugina, Daria • Looking into the Future: What We Are Expecting From the Generation Z • Scholz, Christian • Rennig, Anne (Eds.) • **Generations Z in Europe: Inputs, Insights and Implications** • Bingley (Emerald) • 277-284.
- 2018 Scholz, Tobias M. • Big Data & e-HRM • Thite, Mohan (Ed.) • **e-HRM: Leveraging Digital Technology to Transform HRM** • New York (Routledge) • 75-88.
- 2018 Scholz, Tobias M. • Gamification & e-HRM • Thite, Mohan (Ed.) • **e-HRM: Leveraging Digital Technology to Transform HRM** • New York (Routledge) • 140-149.
- 2018 Scholz, Tobias M. • Feldhaus, Anna • Braun, Karoline • Provokante Führung – eine fallbasierte Analyse • Stein, Volker • Hoch, Gero • Schröteler-von Brandt • Schwarz, Angela (Eds.) • **Zum Thema: Provokation** • Göttingen (V & R unipress) • 159-180.



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- 2017 Feldhaus, Anna • Scholz, Tobias M. • Strategische Steuerung von Mentoring in Unternehmen: Potenziale von Big Data • Stein, Volker • Carl, Mark-Oliver • Küchel, Julia (Eds.) • **Dekonstruktion und Rekontextualisierung von Mentoring** • Opladen (Budrich Unipress) • 99-107.
- 2017 Scholz, Tobias M. • Chaplin, Kevin • Reitz, Robin • Weuthen, Florian • Die Notwendigkeit einer Datensicherheitskultur in Unternehmen – eine fallbasierte Analyse • Habscheid, Stephan • Hoch, Gero • Schröteler-von Brandt, Hilde • Stein, Volker (Eds.) • **Zum Thema: Sicherheit** • Göttingen (V & R unipress) • 245-262.
- 2016 Scholz, Tobias M. • Una mirada a la textura causal e identidades múltiples para entender a los gurmés digitales: una observación teórica • Roncallo-Dow, Sergio • Uribe-Jongbloed, Enrique • Gutiérrez, Eduardo (Eds.) • **dentidades, Héroes y Discursos en la Modernidad Tardía** • Chía (Universidad de La Sabana Colección Compilaciones) • 151-163.
- 2016 Stein, Volker • Scholz, Tobias M. • The Intercultural Challenge of Building the European eSports League • Barmeyer, Christoph • Franklin, Peter (Eds.) • **Case Studies in Intercultural Management: Achieving Synergy from Diversity** • London (Palgrave) • 80-94.
- 2016 Stein, Volker • Scholz, Tobias M. • Sky is the Limit – eSports as Entrepreneurial Innovator for Media Management • Research Centre for Spatial and Organizational Dynamics (Eds.) • **Proceedings of the International Congress on Interdisciplinarity in Social and Human Sciences** • Faro (University of Algarve) • 622-631.
- 2015 Scholz, Tobias M. • Game Leadership - What Can We Learn from Competitive Games? • Hiltcher, Julia • Scholz, Tobias M. (Eds.) • **eSports Yearbook 2013/14** • Norderstedt (BoD) • 93-106.
- 2015 Scholz, Tobias M. • Gamification in der Hochschuldidaktik • KoSi (Eds.) • **Werkstattbericht: Hochschuldidaktik 4: Die Idee dahinter... Aspekte zur Gestaltung lernreicher Lehre** • Siegen (Universi) • 191-216.
- 2015 Scholz, Tobias M. • The Human Role within Organizational Change – A Complex System Perspective • Dievernich, Frank • Tokarski, Kim O. • Gong, Jie (Eds.) • **The Role of the Human Beings in Change Management** • Heidelberg (Springer) • 19-31.
- 2015 Scholz, Tobias M. • Feldhaus, Anna • Mentoring in eSports • Hiltcher, Julia • Scholz, Tobias M. (Eds.) • **eSports Yearbook 2013/14** • Norderstedt (BoD) • 66-75.
- 2015 Scholz, Tobias M. • Reichstein, Matthias S. • Wenn neue Paradigmen in die Gestaltung eingreifen: Hacker-Ethos in der Digitalisierung • Habscheid, Stephan • Hoch, Gero • Schröteler-von Brandt, Hilde • Stein, Volker (Eds.) • **Zum Thema: Gestalten gestalten**, Göttingen (V & R unipress) • 135-148.
- 2015 Stein, Volker • Scholz, Tobias M. • Personalentwicklung im Mittelstand: Zukunft verschlafen oder Zukunft gestalten? • Haag, Patrick/Roßmann, Patrick (Eds.) • **Management kleiner und mittlerer Unternehmen** • Berlin (De Gruyter) • 253-262.
- 2014 Scholz, Christian • Stein, Volker • Müller, Stefanie • Scholz, Tobias M. • University Governance: A Research Agenda • Scholz, Christian • Stein, Volker (Eds.) • **The Dean in the University of the Future** • München and Mering (Rainer Hampp) • 199-216.



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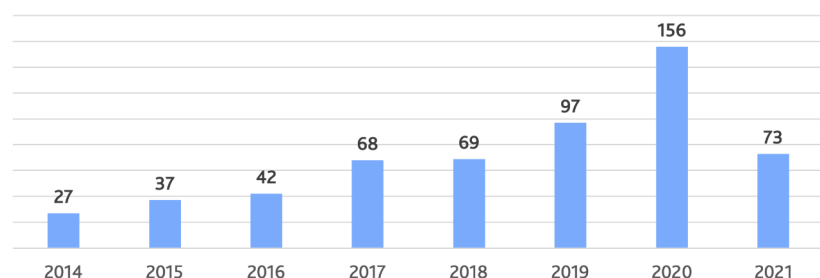
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- 2014 Scholz, Tobias M. • Big Data in Faculties – The Dean’s Role in the Brave New (Data) World • Scholz, Christian • Stein, Volker (Eds.) • **The Dean in the University of the Future** • München and Mering (Rainer Hampp) • 155-161.
- 2014 Scholz, Tobias M. • Feldhaus, Anna • Reichstein, Martin • Schöllhorn, Lena • Witzelmaier, Svenja • Umnutzung in Deutschland und Schweden – ein fallbasierter Vergleich • Habscheid, Stephan • Hoch, Gero • Schröteler-von Brandt, Hilde • Stein, Volker (Eds.), **Zum Thema: Umnutzung** • Göttingen (V & R unipress) • 133-152.
- 2013 Scholz, Tobias M. • Complex Systems in Organizations and Their Influence on Human Resource Management • Gilbert, Thomas • Kirkilionis, Markus • Nicolis, Gregoire (Eds.) • **Proceedings of the European Conference on Complex Systems** • Heidelberg (Springer) • 745-750.
- 2013 Scholz, Tobias M. • Does Context Matter? Conceptualizing Relational Contextualization • Mitgutsch, Konstantin • Huber, Simon • Wimmer, Jeffrey • Wagner, Michael G. • Rosenstingl, Herbert (Eds.) • **Context Matters! Exploring and Reframing Games and Play in Context** • Wien (new academic press) • 89-98.
- 2013 Scholz, Tobias M. • New Broadcasting Ways in IPTV – The Case of the Starcraft Broadcasting Scene • Christophers, Julia • Scholz, Tobias M. (Eds.) • **eSports Yearbook 2011/12** • Norderstedt (BoD) • 89-105.
- 2013 Scholz, Tobias M. • Spielend arbeiten - Parallelen zwischen der "World of Warcraft" und der "World of Workcraft" • Bundesministerium für Wirtschaft, Familie und Jugend (Eds.) • **Game Over. Was nun? Vom Nutzen und Nachteil des digitalen Lebens** • Wien (BMWfJ) • 119-129.
- 2013 Stein, Volker • Scholz, Tobias M. • Electronic Human Resource Management Strategies for Atypical Employment • Marca, David • van Sinderen, Marten (Eds.) • **Proceedings of the 10th International Conference on e-Business** • Setubal (SCITEPRESS) • 129-136.
- 2012 Scholz, Tobias M. • Dynamische Sprache für ein dynamisches Personalmanagement: Eine Anforderungsanalyse • Stein, Volker • Müller, Stefanie (Eds.) • **Aufbruch des strategischen Personalmanagements in die Dynamisierung** • Baden-Baden (Nomos) • München (Vahlen) • 291-296.
- 2011 Scholz, Tobias M. • What Can We Learn from Starcraft • Christophers, Julia • Scholz, Tobias M. (Eds.) • **eSports Yearbook 2010** • Norderstedt (BoD) • 82-85.
- 2010 Scholz, Tobias M. • eSports in the Working World • Christophers, Julia • Scholz, Tobias M. (Eds.) • **eSports Yearbook 2009** • Norderstedt (BoD) • 57-59.

Citations based on Google Scholar





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CONFERENCES

- 2021 Barker, Kim • Uribe-Jongbloed, Enrique • Scholz, Tobias M. • Digitalisation Difficulties: Imposing Borders on Digital Content? • **REWI Graz Day of Interdisciplinary Research** • Graz, Austria.
- 2021 Foxman, Maxwell • Scholz, Tobias M. • Stout, Bryce • Taylor, Nicholas • Mejur, Code • Cote, Amanda • Esports Governance as a Testing Field for Governance in the Digitised Society • **International Communication Association Conference** • Online Conference.
- 2021 Scholz, Tobias M. • McCauley, Brian • Esports as a Way to Prepare the Next Generation for the Modern Working World • **Gamesym** • Online Conference • <https://youtu.be/Xb1pxF17-YY?t=2840>.
- 2021 Scholz, Tobias M. • Völkel, Lisa • Uebach, Carolin • Stein, Volker • Game Changer – A Systematization of Sport Teams Participating in Esports • **Gamifin Conference** • Online Conference.
- 2020 Jahn, Katharina • Kordyaka, Bastian • Scholz, Tobias M. • Niehaves, Björn • Gamified Helping? The Impact of Individualized and Group-Level Cooperative Evaluation on Knowledge Sharing • **15. Internationale Tagung Wirtschaftsinformatik (WI2020)** • Potsdam, Germany • *Jourqual C*.
- 2020 Scholz, Tobias M. • Risk Governance in the Platform Economy and the Evolution of Self-Regulation • **8. Jahreskonferenz Risk Governance** • Siegen, Germany.
- 2019 Feldhaus, Anna • Scholz, Tobias M. • Mues, Nico • Stability versus Dynamics: Creating Sustainability Business Models in a Changing World • **13th Colloquium on Organisational Change & Development** • Manchester, Great Britain.
- 2019 Kordyaka, Bastian • Scholz, Tobias M. • Jahn, Katharina • Niehaves, Björn • Insights into the Esports Consumer: Explaining Consumer Engagement from a Dual Systems Perspective • **UCI Esports Conference** • Irvine, U.S.A.
- 2019 Mues, Nico • Stein, Volker • Scholz, Tobias M. • Die Dualität von Flexibilisieren und Stabilisieren – Ein mittelstandsgerechtes Modell der Pfadbrechung • **G-Forum** • Vienna, Austria.
- 2019 Scholz, Tobias M. • Little Brother is Watching You – The Role of Risk Governance in the Post-Panopticon • **7. Jahreskonferenz Risk Governance** • Siegen, Germany.
- 2019 Scholz, Tobias M. • Sustainability in Esports – A Proposition for Systematization • **Esports Research Network Symposium** • Jönköping, Sweden • <https://youtu.be/jZXU1JW6ZM>.
- 2019 Scholz, Tobias M. • The Effect of Cultural Synergy in League of Legends Teams • **Herbstworkshop der Kommission Personal** • Munich, Germany.
- 2019 Scholz, Tobias M. • Kordyaka, Bastian • A Stakeholder Journey Through the Business Ecosystem of the Esports Industry • **UCI Esports Conference** • Irvine, U.S.A. • <https://www.twitch.tv/videos/493171487>.
- 2019 Scholz, Tobias M. • Stein, Volker • Little Brother Is Watching You – Risk Governance as a Way to Deal with the Effects of the Post-Panopticon • **Academy of Management HR Division's International Conference (HRIC)** • Dublin, Ireland.



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CONFERENCES

- 2019 Scholz, Tobias M. • Stein, Volker • Search for the Intercultural Team-Fit – The Case of Professional eSports Teams • **Academy of Management HR Division's International Conference (HRIC)** • Dublin, Ireland.
- 2019 Scholz, Tobias M. • Stein, Volker • The Business Model Network of eSports: The Case of Overwatch • **DIGRA Conference** • Kyoto, Japan.
- 2018 Scholz, Tobias M. • The Business Model Network of eSports - The Benefits of Coopetition and Co-Destiny • **International Media and Management and Academic Association Conference** • Stuttgart, Germany.
- 2018 Scholz, Tobias M. • The Transformation of the eSports Landscape – The Clash of Traditional and Disruptive Businesses • **International Media and Management and Academic Association Conference** • Stuttgart, Germany.
- 2018 Scholz, Tobias M. • Wild Cards, Unicorns and Outcasts - The Search for the Unknown Unknowns • **6. Jahreskonferenz Risk Governance** • Siegen, Germany.
- 2018 Scholz, Tobias M. • Calvard, Thomas • Big Data and Employee Profiling: Not a Good Hit for Diversity? • **Big Data Conference of the Academy of Management** • Surrey, Great Britain.
- 2018 Scholz, Tobias M. • Stein, Volker • Understanding the Risk of Data Constructivism: Achieving Justice by Incorporating Risk Governance • **Data Justice Conference** • Cardiff, Great Britain.
- 2018 Scholz, Tobias M. • Stein, Volker • The Nature of the Blockchain Organization • **International Conference on Information Systems** • San Francisco, U.S.A. • *Jourqual A.*
- 2018 Scholz, Tobias M. • Stein, Volker • Virtually Real: How Data Constructivism is Transforming Reality • **Big Data Conference of the Academy of Management** • Surrey, Great Britain.
- 2018 Thite, Mohan • Wiblen, Sharna L. • McIver, Derrick A. • Hartwell, Christopher J. • Bhatta, N. M. K. • Marler, Janet H. • Scholz, Tobias M. • Lengnick-Hall, Mark L. • Lengnick-Hall, Cynthia A. • Edwards, Martin • PDW Workshop on Digital HRM: Nirvana or Nemesis? • **Academy of Management Conference** • Chicago, U.S.A.
- 2018 Thite, Mohan • Wiblen, Sharna L. • McIver, Derrick A. • Hartwell, Christopher J. • Scholz, Tobias M. • Edwards, Martin • Workshop on Digital HRM: Nirvana or Nemesis? • **7th e-HRM Conference** • Milan, Italy.
- 2017 Scholz, Tobias M. • Die Suche nach Risiken: Die Risk Governance aus Sicht der Akteur-Netzwerk-Theorie • **5. Jahreskonferenz Risk Governance** • Siegen, Germany.
- 2017 Scholz, Tobias M. • Uribe-Jongbloed, Enrique • The Globalization Strategy of Football Through Video Games • **The Beautiful Frame Symposium, Animation, Video Games and Virtual Experience: Sport and the Artifice of Moving Image Media** • Manchester, UK.
- 2016 Scholz, Tobias M. • Flexibilisierung der Risk Governance im Mittelstand: Dynamic Capabilities als Lösungsansatz • **4. Jahreskonferenz Risk Governance** • Siegen, Germany.



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CONFERENCES

- 2016 Scholz, Tobias M. • Language as Means of Dynamizing of Organizations • **European Group for Organizational Studies Conference** • Naples, Italy.
- 2016 Scholz, Tobias M. • The Business Model of eSports and How to Generate Money Off-line and On-line • **International Media and Management and Academic Association Conference** • Seoul, South Korea.
- 2016 Stein, Volker • Schramm-Klein, Hanna • Scholz, Tobias M. • When Ambidexterity Meets Informality: A Hidden Network versus Shadow Network Perspective • **Academy of Management Conference** • Anaheim, U.S.A.
- 2016 Stein, Volker • Scholz, Tobias M. • E-HRM for Atypical Employment: A Framework and Findings from the Forbes Top-100 • **Academy of Management HR Division's International Conference (HRIC)** • Sydney, Australia.
- 2016 Stein, Volker • Scholz, Tobias M. • Making Dynamics Work: The Strategic Potential of Gamification for Human Resource Management • **Academy of Management HR Division's International Conference (HRIC)** • Sydney, Australia.
- 2016 Scholz, Tobias M. • Stein, Volker • Pickup Groups or "Pugging" as a Prime Example for International Virtual Teams • **Cultural Transduction** • Barranquilla, Colombia • <https://youtu.be/ZfSIKCSf3zE>.
- 2016 Stein, Volker • Scholz, Tobias M. • The Sky is the Limit – eSports as an Example for Ultradexterity in Media Management • **Interdisciplinarity in Social and Human Sciences International Congress** • Faro, Portugal.
- 2015 Scholz, Tobias M. • Big Data Risk Governance – A Theoretical Conceptualization • **3. Jahreskonferenz Risk Governance** • Siegen, Germany.
- 2015 Scholz, Tobias M. • The Impact of Big Data on the Organization from an Evolutionary Perspective • **European Group for Organizational Studies Conference** • Athen, Greece.
- 2014 Scholz, Tobias M. • Dynamic Language for Dynamic Organization: The Role of Human Resource Management • **Academy of Management Conference** • Philadelphia, U.S.A.
- 2014 Scholz, Tobias M. • Metadiskurs über die Auffassung von Risk Governance in Organisationen • **2. Jahreskonferenz Risk Governance** • Siegen, Germany.
- 2014 Scholz, Tobias M. • The Big Data Value Chain and its Implications on Electronic Human Resource Management • **5th International E-HRM Conference** • New York, U.S.A.
- 2014 Scholz, Tobias M. • Feldhaus, Anna • Aligning the Mentoring Process with the Change Management Process by Using Big Data • **9th Colloquium on Organizational Change & Development** • Essen, Germany.
- 2013 Scholz, Tobias M. • Does Context Matter? Conceptualizing Relational Contextualization • **Future and Reality of Gaming, Vienna Games Conference** • Vienna, Austria.
- 2013 Scholz, Tobias M. • Making Big Data Human – Obstacles and Insights from Human Resource Management • **Conference on Big Data in Complex Systems** • Barcelona, Spain.
- 2013 Scholz, Tobias M. • The Impact of Big Data on Risk Governance and Knowledge Management • **1. Jahreskonferenz Risk Governance** • Siegen, Germany.



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CONFERENCES

- 2013 Stein, Volker • Scholz, Tobias M. • Electronic Human Resource Management - Strategies for Atypical Employment • **International Conference on E-Business** • Reykjavik, Iceland.
- 2012 Scholz, Tobias M. • Complex Systems in Organizations and their Influence on Human Resource Management • **European Conference on Complex Systems** • Brussels, Belgium.
- 2012 Scholz, Tobias M. • Creating a Dynamic Framework for Human Resource Management within Organizational Change • **7th Colloquium on Organisational Change & Development** • Bern, Switzerland.
- 2012 Scholz, Tobias M. • New Broadcasting Ways in IPTV – The Case of the Starcraft Broadcasting Scene • **X World Media Economics and Management Conference** • Thessaloniki, Greece.
- 2012 Scholz, Tobias M. • Spielend arbeiten – Parallelen zwischen der “World of Warcraft” und der “World of Warcraft” • **Future and Reality of Gaming, Vienna Games Conference** • Vienna, Austria.
- 2011 Scholz, Tobias M. • Strategic Renewal of Complex Systems Based on the Case of the 1.FC Kaiserslautern • **European Academy of Management Conference** • Tallinn, Estonia.
- 2010 Scholz, Tobias M. • International Talent Management – Tentative Implications from Cultural Background and Cultural Intelligence • **11th International Human Resource Management Conference** • Birmingham, UK.
- 2010 Scholz, Tobias M. • Different Jobs Need Different Cultures • **European Academy of Management Conference** • Rome, Italy.
- 2010 Scholz, Tobias M. • Can the HR world learn from Game Design? • **Future and Reality of Gaming, Vienna Games Conference** • Vienna, Austria.

REVIEWING

AKempor Conference • AOM Big Data Conference • AOM Conference • AOM HR International Conference • AOM Teaching and Learning Conference • Convergence • Education Sciences • Esports Research Network Conference • European Academy of Management Conference • European Media Management Association Conference • European Sport Management Quarterly • Future and Reality of Gaming Conference • Gamifin Conference • Hawaii International Conference on System Sciences • Human Resource Management Journal • Human Technology, Information Systems Management • International Conference on Information Systems • International Human Resource Management Conference • International Journal of Human Resource Management • International Journal on Media Management • International Media Management Academic Association Conference • Journal of Business Research • Journal of Management Studies • Journal of Risk Finance • Journal of Sport & Social Issues • Modern Physics Letters B • Organization • Personnel Review • Polish Political Science Yearbook • Public Health Reports • South Asian Journal of Human Resource Management • sustainability • UCI Esports Conference.



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ORGANIZATION

- 2022 Digitalization of Work • Chair for the Minitrack • **Hawaii International Conference on System Sciences** • Hawaii, U.S.A. • *Jourqual C* • Publication Possibility at the German HRM Journal.
- 2022 The Impact of AI on Digital Work • Associated Editor • **European Conference on Information System** • Timisoara, Romania • *Jourqual B*.
- 2021 **First International Esports Research Network Conference** • Paris, France • www.ernconference.com.
- 2019 **Symposium on Developing a Sustainable Future for Esports** • Jönköping, Sweden.
- 2019 **ESL One Cologne Research Workshop** • Cologne, Germany.
- 2018 Special track on eSports • **International Media and Management and Academic Association Conference** • Stuttgart, Germany.
- 2013 **Dean Conference** – The Dean in The University of the Future – Learning from and progressing with each other • Saarland University • Saarbruecken, Germany.
- 2011 **Interdisziplinäres Organisation & Psychologie-Doktorandenseminar** "Fortschritte in Personalführung und -bindung" • Hamburg, Germany.
- 2003 • present **BestPersAward** • Beste Personalarbeit im Mittelstand • www.bestpersaward.de.

INVITED TALKS

- 2021 Panel Discussion on Trends der Esports-Industrie • **PwC Gaming Masters** • Frankfurt am Main, Germany.
- 2021 The Media Phenomenon Esports - Implications for Digital Society • **Eyes & Ears eSports Day** • Cologne, Germany.
- 2021 HR and Esports • **DI4** • Munich, Germany.
- 2021 Esports Research Network - Sportification of Esports • **College Esports X** • Boston, U.S.A.
- 2021 E-Sports als Zukunftslabor für die digitale Gesellschaft • **Chaosflu(x)** • Siegen, Germany.
- 2021 The Business of Esports • **Esports and Education Symposium** • Dundee, Great Britain.
- 2020 Mobile Gaming: Wie sich die technische Entwicklung auf das Spielverhalten auswirken wird • **Spobis** • Düsseldorf, Germany.
- 2020 Was ist eigentlich eSports? • **Rotary Club** • Siegen, Germany.
- 2019 Business & Esports: Is Esports an Innovative Sector • **Level 256** • Paris, France.
- 2019 Closing Remarks of the Congress • **Esports Regulatory Congress** • Barcelona, Spain.
- 2019 Die Welt des eSports - Implikationen für eine digitalisierte Arbeitswelt • **Night of Science** • Siegen, Germany.



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INVITED TALKS

- 2019 eSports – Einblicke in die Welt des professionellen digitalen Sport • **Chaos Computer Club** • Stuttgart, Germany.
- 2019 Moderation of a Plenary Discussion about the Protection of Esports Integrity • **Esports Regulatory Congress** • Barcelona, Spain.
- 2017 Das Eigenleben von Big Data: Die neuen Aufgaben des Menschen in der Datenwelt • **26. Fachgespräch: BigData – Konzepte zur Analyse komplexer Infrastrukturen** • University of Leipzig • Leipzig, Germany.
- 2017 Presentation at the Open University Day • **University of Siegen** • Siegen, Germany.
- 2016 Stromberg Meets Wall-E: Der Roboter als Mitarbeiter, Science Slam Special „Menschen und Maschinen“ • **Effekte – Wissenschaftsfestival Karlsruhe** • Karlsruhe, Germany.
- 2016 Stromberg Meets Wall-E: Der Roboter als Mitarbeiter • **Science Slam Siegen** • Siegen, Germany • <https://youtu.be/VkjY9Przuc>.
- 2016 Making Dynamics Work: The Strategic Potential of Gamification for Human Resource Management • **University of Sydney** • Sydney, Australia.
- 2015 World of Workcraft • **Playin' Siegen, International Urban Games Festival** • Siegen, Germany • https://youtu.be/YK_S7FKbTXo.
- 2014 Gamification in der Hochschuldidaktik: Erfahrungen aus der Lehrpraxis • **Ninth Day of University Didactics** • Siegen, Germany.
- 2014 Mostly HARMless – Warum sich das Human Resource Management in ein Human Automation Resource Management weiterentwickeln muss! • **Science Slam im Wissenschaftsjahr** • Bonn, Germany • <https://youtu.be/NFXCSnsWhbw>.
- 2012 Grüne Personalarbeit: "Green HRM" – Eine Chance für die Integration von Ökonomie und Ökologie • **Siegener Alumni Career Forum** • Siegen, Germany.
- 2011 Was kann Personalmanagement von Videospiele lernen? • **Researching Games Barcamp** • Wiesbaden, Germany.
- 2011 Soziale Netzwerke als Mittel zur Intensivierung von Personalbindung und Personalführung – ein theoriebasierter Ansatz • **Interdisziplinäres Organisation & Psychologie-Doktorandenseminar „Fortschritte in Personalführung und -bindung“** • Hamburg, Germany.
- 2009 Guild Leader a Potential Top Manager? • **Role Play Convention** • Cologne, Germany.

PODCASTS

- 2021 **Spielsinn** • #24) Das Phänomen eSports und die Forschung dahinter • https://open.spotify.com/episode/4mEAKP0QL9uB4A16Tc2pED?si=WDcv-WueQm2VG7FEIMtP6A&dl_branch=1.



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PODCASTS

- 2021 **The Esports Research Report** • Sportification of Esports • https://open.spotify.com/episode/25zxyhOUqvEOPhNETkpX3l?si=NOrqTct3RaiVL9wqRXq7oQ&dl_branch=1.
- 2021 **aimTalk** • #021 Spezialfolge: Landesverbände SH und NRW, Gründungsprozess, Politik • https://open.spotify.com/episode/18kvpYG30QXowOdKJYIzp9?si=0cwfuwg9QbG8qtz9Rml8tQ&dl_branch=1.
- 2021 **aimTalk** • #010 Forschung, Esports Research Network, Studium • https://open.spotify.com/episode/1Ts08Dika7rtOozg3Hsl6v?si=TC-c0_OFTWu2BCPdDxFrHg&dl_branch=1
- 2020 **IJESPORTS** • talks to Tobias Scholz • <https://youtu.be/wbFqfo40T3w>.
- 2020 **ESVÖ Home Office Talk** • eSports und Forschung • <https://youtu.be/fE2K8T0PI6w>.
- 2019 **Monsoon Project** • Of Clicks and Consoles: eSports and Asia • <https://www.themonsoonproject.org/resource/of-clicks-and-consoles-esports-and-asia>.

ONLINE-NEWS

- 2021 Scholz, Tobias M. • Why the Esports Certificate Would Introduce a Pay-to-Work Mechanism in Esports • **The Esports Observer** • <https://esportsobserver.com/opinion-eci-tobias-scholz>
- 2021 Cote, Amanda • Calas, David • Hedlund, David • Scholz, Tobias M. • Esports and the Olympics? 4 ERN Members Give Their Thoughts • **Esports Research Network** • <https://esportsresearch.net/2021/03/11/esports-and-the-olympics-4-ern-members-give-their-thoughts>.
- 2020 Nothelfer, Nepomuk • Scholz, Tobias M. • The Parallels of Golf and Esports: History Repeated? • **Esports Research Network** • <https://esportsresearch.net/2020/09/08/the-parallels-of-golf-and-esports-history-repeated>.
- 2020 Nothelfer, Nepomuk • Scholz, Tobias M. • Vom „Killerspiel“ zum Sport? • **FAZ Einspruch** • <https://www.faz.net/einspruch/e-sport-vom-killerspiel-zum-sport-16982356.html>.
- 2020 Scholz, Tobias M. • LEC, BLAST, and NEOM: A Prime Example for Organizational Culture and Strategic Coherence • **The Esports Observer** • <https://esportsobserver.com/lec-blast-neom-opinion>.
- 2019 Scholz, Tobias M. • Esports is More Than Just Sports – A Proposition to Move Beyond the Existing Discourse • **Esports Research Network** • <https://esportsresearch.net/2019/10/22/esports-is-more-than-just-sports-a-proposition-to-move-beyond-the-existing-discourse>.
- 2019 Scholz, Tobias M. • Opinion: How Over-Regulation Endangers the Long-Term Success of the Overwatch League • **The Esports Observer** • <https://esportsobserver.com/opinion-owl-regulations>.



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PROJECTS

- 2021 **Approval of Esports Skills in the Recruiting Process** • Project with a Colleague from the University of Copenhagen.
- 2021 **Esport Management Module** • Design of a Module for the Executive MBA of the Business School Siegen.
- 2021 White-Paper on Sustainability at the ESL • Collaboration with PwC and ESL.
- 2021 **Esports Consulting** • Founding Process of a Start-Up on Esports and HR and Sustainability.
- 2021 **European Esports "Studium Generale" Plattform** • In Cooperation with Various European Universities the Goal is to Create an Entrance in Esports Degrees.
- 2021 **Gaming Masters in the Mittelstand** • Creating an Esports Roadshow in Cooperation with PwC for Small and Medium-Sized Enterprises.
- 2021 **Measuring the Esports Scene in Germany and Marginalized Groups in Esports** • Surveys with the ESBD.

FUNDING

- 2021 Horizon Europe • **Transformation of Europe through Esports by Multidisciplinary Observations (TEEMO)** • in preparation.
- 2021 Volkswagen Stiftung • **Digital and Data Waste in the Sub-Saharan Africa** • in preparation.
- 2021 COST • **Sustainable Future of Esports** • in review • 520.000€.
- 2021 Tech Coalition Safe Online Research Fund • **The Prevention of Online Child Sexual Exploitation and Abuse in and Through Gaming and Sport** • Centre for Sport and Human Rights • in review • 120.000€
- 2021 ZIF • **Conceptual Advances on Digital and Data Waste** • rejected • 100.000€.
- 2020 DFG • **Big Data is the Message: Cultural Data-Delusion in Media Production and Consumption** • rejected • 54.000€.
- 2020 Faculty Seed Funding at the Open University • **Responsible Media Reporting: Media, Technology & Trust Across Borders – Perspectives from the Pandemic** • granted • 2.500€.
- 2020 Riksbankens Jubileumsfond • **Researching the Cultural Impact of Global Gaming and Esports on Asia, South America and the Middle East** • rejected • 810.585€.
- 2020 Volkswagen Stiftung • **Fostering the European Vision by Utilizing the Emerging European Esports Culture** • rejected • 1.494.800€.
- 2019 Volkswagen Stiftung • **The Antecedents and Barriers of the Global Esports Industry** • rejected • 53.500€.



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FUNDING

- 2018 Faculty Funding at the University of Siegen • **Initial Funding for a Research Grant** • granted • 5.000€.
- 2018 Volkswagen Stiftung • **The Nature of the Firm in the 21st Century: Handling the Invisible Hand** • rejected • 61.400€.
- 2017 University of Siegen • **Best Dissertation** ("Förderpreis der Dirlmeier-Stiftung") • 1.000€.

CONSULTATION

- 2021 Co-Author • White Paper with the ESL and PwC on **Sustainable Ecosystems**.
- 2021 Participant • Round-Table Esport of the **Bavarian Digital Ministry**.
- 2021 Part of the Founding Team • **Esports Association for North Rhine Westphalia**.
- 2021 Task Force for the Creation of a **Scientific Committee** • ESBD (German Esports Association).
- 2019 External Examiner • Module "Introduction to eSports" • **The Hang Seng University of Hong Kong**.
- 2018 • present Member of the Jury • **BestPersAward** • Beste Personalarbeit im Mittelstand

TEACHING

- 2013 **Certification for University Didactics** • Program follows International Standards from Germany, Great Britain, Scandinavia and USA • Didactics Classes with over 200 Hours of Training.
Teaching Certificate
- 2021 **Games and eSport Management** • Bachelor at the Hochschule Mittweida with Nepomuk Nothelfer.
Teaching Assignments
- 2015 • present Works Council Function and Co-Determination • Master
Taught the Following Courses in German with Volker Stein (Classes Range from 10 to 200 Students)
- 2010 • present International Human Resource Management • Bachelor • since 2015 in English
- 2010 • present Leadership and Motivation • Bachelor



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TEACHING

2010 • present	Organization Design • Bachelor
2010 • present	Organizational Theory • Master
2010 • present	Strategic Human Resource Management • Master
2011 • present	Theoretical Foundation for Leadership Competences • Bachelor
2011 • present	Operational Human Resource Management • Bachelor
2011 • 2013	Organizational Change • Master
2012	Human Resource Management in Small and Medium Sized Enterprises • Master

Instructor in the Following Practice Classes in German

2015 • present	Works Council Function and Co-Determination • Master
2012 • present	Organizational Theory • Master
2012	Human Resource Management in Small and Medium Sized Enterprises • Master
2011 • 2013	Strategic Human Resource Management • Master
2011 • 2013	Organizational Change • Master

Supervisor in the Following Seminars in German (Over 350 Students)

2021	Professional Usage of Artificial Intelligence in Human Resources • Master
2021	Gig Economy - Case Studies for the New Working World • Bachelor
2020	Strategic Concepts for the Future of the Manufacturing Industry • Master
2020	Professionalization of Remote Work • Bachelor
2019	Meet the Expert: Systematization of the eSports • Master
2019	Leadership & Megalomania • Bachelor
2018	Management & eSports • Master
2018	Talent Management in the Digitization • Bachelor
2017	Superstition in Management • Master
2016	Third Country Nationals • Master
2017	Organizational Citizenship Behavior • Bachelor
2016	Conflict Management • Bachelor
2015	Masterminds of Systems Theory • Master



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TEACHING

- 2015 Industrial Espionage: Challenges for the HRM • Bachelor
- 2014 Development of Retail in Siegen as a Strategic Challenge • Master
- 2014 Industry 4.0 and Human Resource Management • Bachelor
- 2013 Working World in the Future and its Implications on HRM • Master
- 2013 Potential of Dynamization in a Professional HRM • Bachelor
- 2012 Organization Conditions for Innovations in Companies • Master
- 2012 Measuring Modern Organizational Phenomena • Bachelor
- 2012 Human Resource Management in Universities • Bachelor
- 2012 Green Human Resource Management • Bachelor
- 2012 Complexity Theories in Human Resource Management • Master
- 2011 Communication in the Human Resource Department • Bachelor
- 2010 Expatriate Management of Employees • Master

Theses

- 2016 • present Mentoring of **Two** Successful Ph.D.-Theses • Anna Feldhaus and Christian Vogel
- 2010 • present Supervision of over **160** Master-Theses
- 2010 • present Supervision of over **430** Bachelor-Theses

Guest Lectures

- 2021 **Esports Governance** • Drexel University • Philadelphia, U.S.A.
- 2021 **Esports and Research** • University of Copenhagen • Copenhagen, Denmark.
- 2020 **Lecture** • Herborner KinderUni • Herborn, Germany.
- 2019 **Lecture** • Children University • University of Siegen • Siegen, Germany.
- 2018 **Automated Content Loop in Digital Media: Trapped in the Algorithmic Prison** • Korea University • Seoul, South Korea.
- 2018 **Automated Content Loop in Digital Media: Trapped in the Algorithmic Prison** • Hansei University • Seoul, South Korea.
- 2017 **Gamification and Big Data** • Universidad de Bogotá Jorge Tadeo Lozano • Bogotá, Colombia.



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TEACHING

- 2013 **Medienmanagement als faszinierend-gefährliche Herausforderung** • Saarland University • Saarbruecken, Germany.
- 2012 **Was ist grüne Personalarbeit und wie kann sie weiterhelfen?** • Siegener Alumni Career Forum • Siegen, Germany.
- 2010 **New Ways of Leadership in Video Games** • Universidad de la Sabana • Bogotá, Columbia.

SOCIETIES

Deutscher Hochschulverband (German University Society) •
Digitale Gesellschaft (German Digital Society) • Esports Research Network •
Frankfurter Wirtschaftswissenschaftliche Gesellschaft (fwwg) (Frankfurt Society of
Business Administration) • International Communication Association •
Verband der Hochschullehrer für Betriebswirtschaft (Society for Professors in Business
Administration) • Zombie Research Society

SELF ADMIN

- 2017 • present Member • **Student Travel Grants Decision Committee**
- 2015 • present Member • **Faculty Advisory Board for Studies**
- 2014 • present Member • **Faculty Quality Management Committee**
- 2017 • 2021 Follow-Up Member • **Faculty Board**
- 2015 • 2017 Member • **Faculty Board**
- 2015 • 2017 Member • **HRK-Audit "Internationalization of Universities"**
- 2014 • 2015 Member • **Task Force for the Regulations of the Doctorate Program**
- 2014 Member • **Task Force "Strengths-Weakness-Analysis of the University"**
- 2014 Member • **Committee for Exchange Project with University of Tulsa**
- 2013 • 2015 Member • **University Senate**
- 2013 • 2016 Member • **Committee of Research and Young Scientists**
- 2013 • 2015 Follow-up Member • **Faculty Board**
- 2012 Member • **Appointment Committee for Entrepreneurship & Innovation-Management**
- 2011 • 2015 Member • **Examination Board for Business Administration and Economics**



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BUSINESS EXPERIENCES

1999 • 2021

Freelancer • **PRISMA Prof. Scholz GmbH** • At this consulting firm for Human Resource Management I helped at various projects like the support for the BestPersAward

2009

Programmer • **WIBKE Project Bertelsmann Foundation** • At this project, I was working on the realization of the Analysis System WIBKE as a project of the Bertelsmann Foundation.

2008

Team Leader Media-Hotline • **UEFA Euro 2008** • At the Euro Championship 2008 in football/soccer I was a Volunteer for the Media-Hotline department. Hereby I was the Team Leader over nearly 30 people and was responsible for coordination, organization, HR-problems and creating guidelines for this new department.

2006

Media-Volunteer • **FIFA Worldcup 2006** • My first soccer/football related volunteership was at the FIFA Worldcup in Kaiserslautern. I worked there as a Photo-Desk Helper and as a Runner, at the desk I helped the photographers and as a Runner I was responsible to get the copies of the line-up to the photographers at the field.

2005 • 2006

Raid-Leader • **Star Alliance** • In the game World of Warcraft I was one of the raid-leaders in a top German guild. In that guild I managed over 80 players and coordinated them in 40 players raids on a daily basis. The guild was the top one on its server and amongst the top 10. All players were distributed remotely throughout Germany.

2003 • 2005

Founder, Editor-in-Chief • **eMAG** • The startup eMAG was the first regularly published magazine about esports. On a monthly base we informed about tournaments, players and other happenings in the scene. In this project I coordinated over 30 different freelancers to produce a magazine regularly. All of them distributed remotely throughout Germany and Austria.

2002 • 2003

Project-Leader Magazine • **Gamesports.de** • Preliminary to eMAG, the fundamentals were made under the project Gamesports in which I was one of the founding members. In that project I helped building up this startup with focus on internet television before livestreaming became popular. Here my team consisted of 10 people, again all of them distributed remotely throughout Germany.

LANGUAGES

German (mother-tongue) • English (fluent) • French (basics)

HTML • CSS • Java • PHP • SQL • LUA



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REFERENCES

Prof. Dr. Juho Hamari

Professor for Gamification at the Faculty of Information Technology and Communications, Tampere University as well as at the Faculty of Humanities at University of Turku and he leads the Gamification Group
juho.hamari@tuni.fi

Brian McCauley, Ph.D.

Associate Professor for Marketing at the MMTC – Media, Management and Transformation Centre, Jönköping International Business School
brian.mccauley@ju.se

Gian Luca Vitale

Management Consulting for Esport & Gaming at PwC
gian.luca.vitale@pwc.com