

Generelles

- Ziel des Lebenslaufes ist, den persönlichen Werdegang darzustellen
- Übersichtliche Gestaltung, um schnell einen ersten Eindruck von Ihnen bekommen zu können
- Umgekehrt chronologisch sortiert (vom Aktuellsten zum Ältesten)
- Schriftart sollte deutlich lesbar sein, Schriftgröße nicht kleiner als 8Pkt.
- Keine Rechtschreib- oder Grammatikfehler
- Kurze und präzise Formulierungen, positiv und aktiv
- Machen Sie Ihren Lebenslauf persönlich, seien Sie authentisch
- CVs für die Akademia/Forschung sind in Englisch zu verfassen

1

THOMAS BEISPIEL
Swiss, *09.09.1979
Married, 03.2013 birth of first daughter

ACADEMIC POSITIONS

03/2013 – present **Associate Professor, Institute of Marketing, University of St.Gallen (HSG), Switzerland**

08/2012 – present **Associate Fellow at IKON, Warwick Business School, University of Warwick, England**

11/2012 – 02/2014 **Associate Dean of Undergraduate Studies, Institute of Marketing, University of St.Gallen (HSG), Switzerland**

07/2012 – 03/2013 **3 Senior Assistant Professor (since promotion in July 2012), Institute of Marketing, University of St.Gallen (HSG), Switzerland**

01/2010 – 06/2012 **Assistant Professor, Institute of Marketing, University of St.Gallen (HSG), Switzerland**

02/2008 – 06/2011 **Senior Research Fellow at IKON, Warwick Business School, University of Warwick, England**

09/2007 – 11/2009 **Lecturer at the Institute of Marketing, University of St.Gallen (HSG), Switzerland**

EDUCATION

11/2007 – 12/2008 **Postdoctoral Research Fellow at Institute of Marketing, University of St.Gallen (HSG), Switzerland**
Postdoctoral research on the dynamics of knowledge integration in collaboration with Professor Tristan Weber, financed by the Swiss National Science Foundation (SNF)

10/2003 – 09/2007 **Ph.D. in Economics and Communication, University of Lugano (USI), Switzerland**
Received degree with summa cum laude, February 2007
Dissertation: "Corporate Communication – The role of business reports in digital times.", Dissertation Committee: Prof. Andrea Andermatt (U of Lugano), Prof. Melvin Müller (U of St.Gallen), Prof. Ivan Inderbitzin (U of Zurich)
Ph.D. course program in Business Studies and Communication (60 ETCS); courses: foundations of organization theory, methodology of research, crafting research, advanced methods in statistics, politics of research in Switzerland, methods of system dynamic modeling, structural equation modeling, statistical methods in communication sciences, survey research methods, ethnographic and qualitative research methods, philosophy and epistemology of science, philosophical foundations of communication sciences

06/2004 – 05/2005 **4 Doctoral Visiting Fellow at Stanford University, Graduate School of Business, Stanford CA, USA**
Empirical case study work on the Brookings Institution
Doctoral courses at Harvard Business School: Innovation and Organizations, Behavioral Approaches to Decision Making and Negotiations

10/1997 – 11/2001 **B.A. Communication Sciences & M.Sc. Economics and Communication, University of Lugano (USI), Switzerland**
Graduated summa cum laude, November 2001
Major in Corporate and Institutional Communication
Master's dissertation "Knowledge management in organizations from a communication perspective."

02/2000 – 06/2000 **Free University of Berlin (FU), Berlin, Germany**
Erasmus exchange semester: course work at the institutes of communication science and of business administration

2

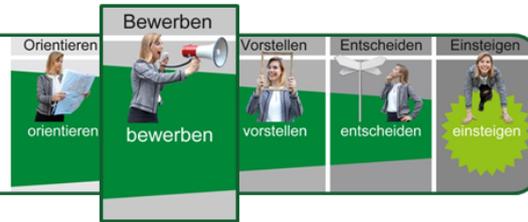
Thomas Beispiel
Beispielstrasse 9, 9000 St.Gallen, Switzerland
Phone: +41 (0)79 123 45 67
Email: thomas.beispiel@mail.com

1 **Do's:** Heben Sie Ihren Namen hervor. Nationalität, Geburtsdatum und zivile Verhältnisse daneben sind üblich. Ein Foto daneben ist für akademische Karrieren optional.
Don'ts: Grundsätzlich nicht nötig, Bürgerort, Fahrausweis etc. anzugeben.

2 **Do's:** Geben Sie Kontaktmöglichkeiten an. Vergessen Sie nicht, eine telefonische Voicemail zu installieren, damit Personalverantwortliche Nachrichten hinterlassen können.
Don'ts: Verwenden Sie keine unprofessionelle E-Mail Adresse wie z.B. dragonslayer92@mail.com

3 **Do's:** Benennen Sie nicht nur die Institutionen, sondern auch Ihre eigene Funktion und die Abteilung. Bei Instituten und Forschungsstellen können die Träger genannt werden. Details zu Hauptaufgaben und Projekten können optional hervorgehoben werden.
Don'ts: Vermeiden Sie z.B. lange Namensauflistungen von Professoren als Trägerschaft einer/s Institution/Arbeitgebers, wenn diese nicht bekannt sind.

4 **Do's:** Nennen Sie Genaueres zu Studienschwerpunkt, Notendurchschnitt, themenrelevanten Kursbeispielen bzgl. Theorie und Methodik, Praxisprojekten, Thesis etc.
Don'ts: Keine kompletten Auflistungen von Kurstiteln, sondern relevante Themenbereiche genügen.



AWARDS

- 2015 - Award of Best Papers in Organizational Communication at the Annual Conference of the International Communication Association (ICA)
- 2014 **5** - Best Full Paper award at the Management Learning Conference 2013, Lancaster University Management School - Best Poster award at the 3rd Annual Patient Safety Research Workshop, December 2009, London (UK).
- 2013 ...
- 2012 ...

RELEVANT IT SKILLS

- Atlas.ti Excellent
- MaxQDA Very good
- SPSS Very good

6

LANGUAGES

- German Native
- English Fluent
- Italian Good

7

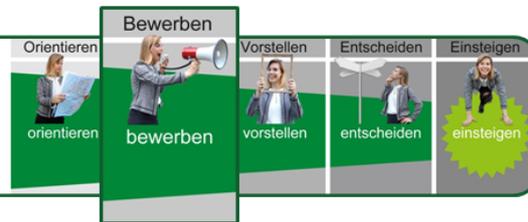
RESEARCH

- List of Publications
- Peer Reviewed Journals
 - Andermatt, A. & Beispiel, T. (2009) Digital business reports as innovation in corporate communication, Int. Journal of Business Communication, 9(10): 1287-1313
 - ...
- Non-peer-reviewed Journals
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- Books & Dissertation
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- Book Chapters
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- Press
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- Reports
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- Under review
 - ...
- Conferences & Workshops with Double Blind Peer Review Process
 - ...
- Non-Peer Reviewed Conferences and Workshops & Invited Talks
 - ...
- Case Studies
 - ...
- Working Papers
 - ...
- Grants
 - ...
- Research Projects
 - ...

5 **Dos:** Heben Sie besondere Leistungen, für die Sie Auszeichnungen erhalten haben, hervor. Auch Stipendien können genannt (inkl. Summe, Zweck) und der Abschnitt entsprechend Awards and Scholarships betitelt werden.
Don'ts: -

6 **Dos:** Schätzen Sie das Niveau Ihrer Kenntnisse ehrlich und realistisch ein. Nennen Sie bei den Sprachen das Level des Gemeinsamen Europäischen Referenzrahmens (GER) und erworbene Sprachzertifikate. Durchschnittliche MS Office Kenntnisse müssen nicht erwähnt werden, da vorausgesetzt.
Don'ts: Vermeiden Sie Auflistungen von knappen Grundkenntnissen, die für die Stelle nicht wichtig sind.

7 **Dos:** Zeigen Sie Ihre akademischen Leistungen wie z.B. Forschung, Publikationen oder Lehrtätigkeiten. Gliedern Sie diese in thematische Unterrubriken und ordnen Sie sie in umgekehrter chronologischer Reihenfolge nach Jahr auf. Achten Sie auf die richtige Zitierweise entsprechend Disziplin, Journal, o.ä.
Don'ts: Vermeiden Sie unstrukturierte Auflistungen, denen es an Übersichtlichkeit mangelt.



TEACHING EXPERIENCE

Academic Teaching
Institute of Marketing, University of St.Gallen (HSG), Switzerland

Master Level:

- Research Methods for Corporate Communication (6 ECTS)

Role: Designer and lecturer of a course on Research Methods in Corporate Communication (co-organized/taught with Dr. Melvin Müller, HSG) for the Master in Marketing, Services and Communication Management (MSC)

Duration: 2014-ongoing

- Organizational Communication (3 ECTS)

8

Bachelor Level:

- ...

Executive Training, Seminars & Workshops

2014, United Nations: Trainer of a four day course on knowledge management, Beirut, Lebanon, October

...

SERVICE ACTIVITIES

Service to the University of St.Gallen (HSG)

...

Master programs, organizing hiring procedures at professorial level

...

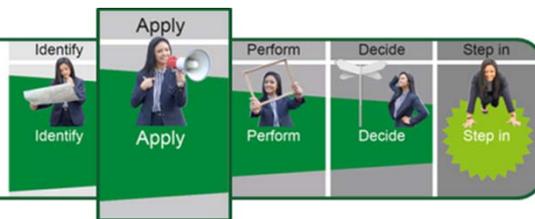
Service to the Professional Community

...

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Do's: Ordnen Sie Ihre Lehrtätigkeit nach den jeweiligen Zielgruppen (Studienlevel) und erklären Sie Ihre konkreten Aufgaben in dieser Rolle.
Don'ts: -

© CSC-HSG



CV for PhD applications for academic career/ research

General

- The purpose of the CV is to present your personal career
- Well-structured design, in order to convey a quick initial impression of yourself
- Sort in reverse chronological order (newest on top)
- The font should be clearly legible, the font size should not be smaller than 8 pt
- No spelling or grammar mistakes
- Use concise and precise, positive and active wording
- Personalise your CV, be authentic
- CVs for an academic career/research must be composed in English

Thomas Beispiel
Beispielstrasse 9, 9000 St.Gallen, Switzerland
Phone: +41 (0)79 123 45 67
Email: thomas.beispiel@mail.com

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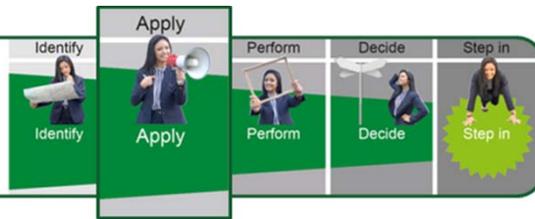
02/2000 – 06/2000 **Free University of Berlin (FU), Berlin, Germany**
Erasmus exchange semester: course work at the institutes of communication science and of business administration

1 Dos: Highlight your name. Usually, specify your nationality, date of birth and marital status. For academic careers, a photograph is optional.
Don'ts: Generally, it is not necessary to specify the place or origin, driving license, etc.

2 Dos: Specify how you can be contacted. Do not forget to set up voicemail on your telephone in order to enable HR managers to leave messages.
Don'ts: Do not use unprofessional e-mail addresses, such as dragonslayer92@mail.com

3 Dos: Do not only mention the institutions, but also your own function and department. In the case of institutes and research centres, the sponsors can also be mentioned. Optionally, you can draw attention to key duties and projects.
Don'ts: Avoid long lists of names of professors sponsoring an institution/employer if they are not known.

4 Dos: Specify details of the focus of studies, grade average, subject-relevant course examples concerning theory and methodology, practical projects, thesis, etc.
Don'ts: Do not provide a full list of course titles; relevant subject areas are sufficient.



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- 2013 ...
- 2012 ...

5 Dos: Highlight special achievements for which you received awards. Scholarships can also be mentioned (including the amount and purpose), and the section may be entitled "Awards and scholarships".
Don'ts: -

RELEVANT IT SKILLS

- Atlas.ti Excellent
- MaxQDA Very good
- SPSS Very good

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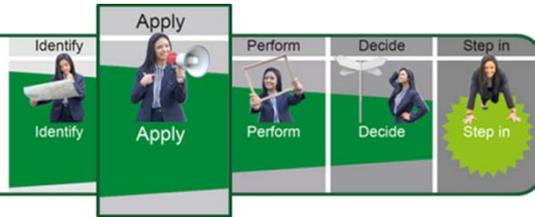
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6 Dos: Be honest and realistic in your evaluation of your skill level. For the languages, indicate the level of the Common European Framework of Reference (CEFR) and any language certificates obtained. Average MS Office skills are a matter of course and do not need to be mentioned.
Don'ts: Avoid listing basic skills that are irrelevant to the job.

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- Peer Reviewed Journals
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- ...
- Non-Peer Reviewed Conferences and Workshops & Invited Talks
- ...
- Case Studies
- ...
- Working Papers
- ...
- Grants
- ...
- Research Projects
- ...

7 Dos: Draw attention to your academic achievements, e.g. research, publications or teaching activities. Divide them into subcategories and sort them in reverse chronological order by year. Be sure to quote correctly depending on the discipline, journal, etc.
Don'ts: Avoid unstructured, disorderly lists.



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Master programs, organizing hiring procedures at professorial level

...

Service to the Professional Community

...

8 **Do's:** Sort your teaching activity by target groups (study level) and explain your specific duties in this role.
Don'ts: -

