CURRICULUM VITAE

PERSONAL DATA

Name Rebecca Bulander Ph.D.

(Dr. rer. pol.)

Pforzheim University, Germany

EDUCATION

Apr 2008 **Ph.D. in Economics and Business Administration**
at the University of Karlsruhe (Technical University), Germany
Dissertation: "Customer Relationship Management Systems Using Mobile Devices"

PROFESSIONAL EXPERIENCE

Mar 2009 - Present **Professor of Quantitative Methods and Business Administration**,
Pforzheim University, Germany
Professor of Quantitative Methods and Business Administration
Pforzheim University, Germany

- Teach undergraduate and graduate courses in quantitative methods, data analysis, and project management
- Lead externally funded research projects in process intelligence, RPA, and AI in collaboration with industry
- Academic leadership roles including Deputy Director of the Institute for Applied Research and elected member of university governance bodies

Oct 2006 – Feb 2009 **IT Project Manager and System Architect**
Robert Bosch GmbH, Stuttgart, Germany

- Led international IT projects and global procurement system architectures
- Designed enterprise-wide business processes and IT architectures
- Supported strategic portfolio, cost, and resource planning

Jan 2001 – Dec 2006 **Research Associate in Business Informatics and BPM**
Karlsruhe Institute of Technology (KIT) / FZI Research Center, Germany

- Applied research in business process modeling and workflow automation
- Participation in national and EU-funded research projects
- Teaching support and supervision of graduate-level student projects

SELECTED RESEARCH PROJECTS

TraFoNetz – Transformation Network Northern Black Forest
Principal Investigator, 2023–2025
Funded by Wirtschaftsförderung Nordschwarzwald GmbH

- Analysis of platform economy impacts on automotive suppliers and regional transformation
- Development of data-driven strategy frameworks and decision-support tools

Drive2Transform – Integrative Regional Approaches for the Transformation of the Automotive Industry
Co-Principal Investigator, 2024–2026
Funded by Interreg Central Europe, European Commission

- Design and implementation of a transnational transformation platform for the automotive industry
- Empirical readiness assessments and scenario analyses for regional ecosystems

EcoAction – Action to Boost Ecosystem Impact through Cross-partner Learning
Co-Principal Investigator, 2023–2025
Funded by EIT HEI Initiative, European Union

- Research on venture clienting and collaborative innovation frameworks
- Design and evaluation of applied process models based on industry data

RISE – Rising Competences & Skills in Less Developed Danube Regions through Food Sector Innovations
Co-Principal Investigator, 2024–2026
Funded by Interreg Danube Region Programme, European Commission

- Empirical analysis of innovation and digitalization barriers in SMEs
- Design and evaluation of capacity-building and mentoring programs

SELECTED PUBLICATIONS

(Full publication list available at: https://scholar.google.com/citations?user=IeKITUYAAAAJ

Peer-Reviewed Journal Articles

- Kölmel, B., Brysch, T., & Bulander, R. (2025). Transformation of the automotive industry: A systematic literature review on the technological drivers of transformation. Design+, in press.
- Kölmel, B., Brugger, T., Pekmezci, M., Pereira, C., Bulander, R., Volz, R. (2025). Achieving the “AI sweet spot”: Balancing feasibility, viability, and desirability in Artificial Intelligence Implementation. International Journal of Economics, Business and Management Studies, 12(1), 17–49.
- Kölmel, B., Bulander, R., Waidelich, L., Schmerber, L., Brysch, T., Kühn, A., Weyer, M., & Brugger, T. (2025). The role of the platform economy in transforming automotive suppliers: A case study of the Northern Black Forest. Platforms, 1(1), in press.
- Kölmel, B., Kilian-Yasin, K., Bulander, R., Hinderer, H., Kühn, A., Brugger, T., Fischer, L. (2024). Navigating the Challenges of Commodity Traps and Platform Economies: Assessment in the Context of the Northern Black Forest Region and Future Directions. Commodities, 3, 314–333.
- Kölmel, B., Haug, T., Klein, L., Schwab, L., Bulander, R., Hinderer, H., Weyer, M., Brugger, T., Kühn, A., Brysch, T. (2024). Are German Automotive Suppliers in the Commodity Trap? Risks and Potentials of the Taiwanese Platform MIH EV Open. Commodities, 3(4), 389–420.

TEACHING PORTFOLIO

Teaching Interests:
Project Management, Data Analysis, Process Analytics, Business Process Management

Selected Teaching Experience:

- Project Management (Undergraduate)
- Data Analysis / Descriptive Statistics (Undergraduate)
- Business Process Management (Undergraduate & Graduate)
- Process Mining / Process Analytics (Graduate)

Teaching Innovations:

- Integration of data-driven case studies and industry projects into Project Management and Data Analysis courses
- Use of process analytics and automation tools to link theory with real-world business applications

TECHNICAL SKILLS

Process Mining & BPM: Celonis, Signavio, Camunda, ARIS, ProM
Automation & RPA: UiPath, Power Automate, Make, n8n
Programming & Data: Python, Java, ABAP, SQL, SPSS, SAS
Enterprise Systems: SAP R/3

Profile on Website: https://www.hs-pforzheim.de/en/profile/rebeccabulander