



Prof. Dr. Peter M. Konhäusner

PROFESSOR OF DIGITAL ENTREPRENEURSHIP AND ACADEMIC VICE PRESIDENT

Dr. Peter M. Konhäusner is Professor of Digital Entrepreneurship and Academic Vice President at Gisma University of Applied Sciences.

Prior to teaching, he studied at the Vienna University of Economics and Business and at the Babeş-Bolyai University in Cluj-Napoca, Romania. Prof. Konhäusner has been an entrepreneur for over 25 years, including 15 years managing and building up one of the leading European publishers in the digital entertainment & men's interest sector, with its own technology licensing division. As an entrepreneur, he has been advising small and medium-sized companies with a focus on market positioning and digitalization for over two decades.

His research in the university context focuses on entrepreneurship, human resources management, marketing and digitalization. As an active member of the Rotary Club, he is socially committed and is currently involved in the “Support for Ukraine” campaign as coordinator. Konhäusner is also Managing Chairman of the Board of the Rotary Club Berlin Platz der Republik Foundation. He has also been involved as a host and moderator at numerous events, including gamescom, Games Convention, the German Developer Award and the Browsergame Forum.

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Publications

Strategic Trust Dynamics:
Evaluating The Migration
Between Staff Trust And
Organizational Performance In IT
Companies

Focus themes

Future skills - the key competencies for tomorrow's entrepreneurs

The world of entrepreneurship is constantly changing, especially with regard to digitalization and innovative technologies. Prof. Dr. Peter M. Konhäusner considers future skills to be indispensable prerequisites for successful entrepreneurial activity. He explores the question of how entrepreneurs and employees can continuously develop and improve their skills in order to remain competitive in a dynamic environment.

Innovation management - a success factor for the future of companies

In an age of disruptive technologies and rapid market changes, innovation management is the key to a company's long-term success. In his professional career, Prof. Dr. Konhäusner has experienced both in practice and in research how important it is not only to optimize existing processes, but also to actively develop new ideas and business models. Through innovation management, companies can secure their competitive advantages in the long term and react to changes before they become a threat.

Vita

Professorship Digital Entrepreneurship and Academic Vice President

Gisma University of Applied Sciences | Potsdam, DE
since 2022

Managing Director

BC Communication | Berlin, DE
since 2021

Independent consultant

Corporate Consultant
since 2000

Speaker experience

Sustainable Technologies and Innovations for Managing SMEs

STIM 24, 2024

Potsdam, DE

The Impact of Crowdfunding on Pricing Decisions

35th EBES Conference, 2021

Rom, IT

Rethinking the Impact of Crowdfunders on Economic Success of Companies

BASIQ 2020

Messina, IT

Online platforms as sources of disruptive innovation & service innovation Chatbots. Opportunities, risks, applications

HTW Symposium 2018

Berlin, DE

Gisma University

The Gisma University of Applied Sciences is a state-recognized private university. On its campuses in Potsdam and Berlin, it connects students and tutors from over 90 nations around the world. In its 16 programs, it enables students to become sought-after talents for the global business world in management, leadership, data sciences, AI and software engineering. Students learn from lecturers with a strong research background as well as from top executives and founders.

The university cooperates with a network of global companies from business and education, such as Mercedes, Deloitte, Birkenstock, TCS Pace, Zalando, Ebay and Vattenfall, and is a member of the SAP University Alliance. Moreover, Gisma is part of the initiative “Partnering in Business with Germany”, a global programme of the Federal Ministry for Economic Affairs and Climate Action and designed to promote foreign trade and investment. Gisma's aim is to provide innovative impetus for business and society by preparing its students for management practice in a world characterized by constant change and increasing complexity.

All of Gisma's degree programmes are state-recognized and are assessed by the Foundation for International Business Administration Accreditation (FIBAA) as well as the Accreditation Council. Gisma also benefits from individual accreditation from AMBA for its Global MBA, and CIM for the BSc and MSc Business Management degrees with Marketing specialization, making Gisma the only university in Germany to offer CIM accredited degrees. Gisma is part of GUS Germany GmbH (GGG), a dynamic network of higher education institutions with more than 15,000 students at locations in Germany, Europe and beyond. www.gisma.com