

Alexandra M. Baldwin, BA, MA

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PROFILE

As research assistant, lecturer and head of the Pilot-Center for User and Consumer Research at the University of Applied Sciences Burgenland's Department of Business Studies, I investigate topics related to learning and knowledge management, implications on instructional design, didactics, mathematics and lifelong learning in the context of personnel development, as well as the usability and practicability of learner, user and consumer interfaces.

Dedicated to teaching and learning and passionate about understanding creative processes in sharing and managing knowledge in its myriad of applications, a personal interest lies the study of knowledge and epistemology of tribes in the South Pacific.

EMPLOYMENT HISTORY

- | | |
|-------------------|---|
| Since August 2018 | Researcher & Lecturer, University of Applied Sciences Burgenland GmbH, Eisenstadt, Austria
<i>Head Pre-Center User & Consumer Research (EyeTracking, multi-channel biometric research, Focus Groups, Sensory Lab, Laboratory for Productivity)</i>
<i>Business English, Organizational Learning, Intercultural Management Lectures;</i>
<i>Managing international R&D-projects</i> |
| Since 2020 | Lecturer, ELAC Academy, online MBA Programme, Austrian Institute of Management, Eisenstadt, Austria
<i>Academic Writing</i> |
| Since March 2017 | Project Manager, University of Applied Sciences Burgenland GmbH, Eisenstadt and its research subsidiary, Forschung Burgenland GmbH
<i>Managing international R&D-projects</i> |
| 2015 – 2017 | Assistant to the CEO, Forschung Burgenland GmbH, Eisenstadt, Austria
<i>Administrating (inter)national Projects (Horizon 2020, Interreg, ERDF, e.g.)</i> |
| 2013 – 2015 | Study Program Management, Department of Business Studies, University of Applied Sciences Burgenland GmbH, Austria
<i>Administrating the student life cycle of three Master's programs and one PhD program; scheduling, introduction of new study program management software, introduction of new LMS, introduction of new campus information system</i> |
| 2011 – 2013 | Regional Representative Cellgym Technologies GmbH, Berlin
<i>Technical communication and customer training for medical professionals in the area of intermittent hypoxia applications</i> |
| 2008 – 2012 | CEO, Bergmüller Leistungsdiagnostik GmbH, Vienna, Austria
<i>Customer relations, marketing and development of a franchising approach for medical performance diagnostics for professional athletes</i> |

2001 – 2009	Editor/Translator for Technical Documentation and Marketing Frequentis AG, Vienna, Austria <i>Editing, proofreading and translating technical documentation for air traffic control and emergency services</i>
2005 – 2008	Lecturer, English and French, Burgenländische Volkshochschulen, Eisenstadt, Austria <i>Language courses for individuals, groups and professional groups (ESP; FFS)</i>
2002 – 2003	Head of International Office, Fachhochschul-Studiengang für Informationsberufe, Eisenstadt, Austria <i>Organising study-abroad opportunities; building network</i>
2000 – 2001	Lecturer, Business English and German, Hertz Formation, Paris, France <i>Language courses for public employees, attorneys and journalists</i>
1999 – 2000	Teaching Assistant, Vacaville High School, California, U.S.A. <i>German and French courses for students age 15 - 18</i>

EDUCATION

Vienna University of Economics & Business, since February 2020

Doctoral Programme, Department of Information Systems and Operations, Institute for Information Business (GPA: 4.0)

University of Applied Sciences Burgenland GmbH, September 2018

MA in Applied Knowledge Management (passed with distinction)

Thesis Title: The Introduction of E-Learning Environments at French Universities at the example of the University of New Caledonia

Université de la Nouvelle-Calédonie, semester abroad, January 2018 – June 2018

Master EOP (Études océaniques et du Pacifique)

Sorbonne Nouvelle, Paris, France, September 2000 – June 2001

Graduate Program French Literature

California State University, Sacramento, USA, June 2000

BA in French, (Magna cum Laude)

HONORS / AWARDS

2018 – Graduation with Distinction (University of Applied Sciences Burgenland)

2018 – Merit scholarship (University of Applied Sciences Burgenland)

2000 – Graduation Magna cum Laude (California State University)

2000 – Phi Kappa Phi Academic Honor Society

CERTIFICATIONS

2018 – ongoing Athena Certification for Higher Education (Moodle, Instructional Design, Internationalisation, Communication)

2020 – CELTA - Certificate in Teaching English to Speakers of Other Languages

- 2019 – Instructional Design & Blended Learning
- 2018 – Certification MIECAT (Methodology of Interpretation of European Cultural Heritage through Attractions in Tourism)
- 2017 – edX – Online course creation
- 2016 – Project Management (next Level Consulting, Vienna)
- 2002 – Strategic Management of Internationalization of Educational Systems
- 2002 – The International Relations Manager as Knowledge Manager
- 2001 – CBEST (for teaching high school in California)

PUBLICATIONS / BOOKS

- 2021 – AI in Recruiting, Science.Research.Pannonia (publication in progress)
- 2020 – Microlearning in der Personalentwicklung, Science.Research.Pannonia. Band 21
- 2019 – The Role of Staff in the Internationalization of SMEs: Evidence from Czech Companies, Scientia et Societas
- 2019 - Introduction of e-Learning Environments at European Higher Education Area (EHEA) Universities (TAKE Conference on Knowledge Management; proceedings, p. 193-202 https://www.take-conference2019.com/wp-content/uploads/2019/07/2019-07-10_TAKE2019_Conference-Proceedings.pdf)
- 2019 – Relevante Kriterien für die Einführung regional organisierter Sicherheitspartner/Bürgerservices in neun burgenländischen Grenzgemeinden
- 2018 – Master's Thesis
- 2009 – 'Enorm in Form', Edition Uebereuter

PROJECT MANAGEMENT

Project Manager

- 870_16_1_EFRE_Low_Cost_Demand Regionalmanagement Burgenland GmbH project to refurbish the laboratory infrastructure on the Pinkafeld campus; EUR 730.000
- 981_17_SmartUp Interreg ATHU Establishing a cross-border Start-Up community the Pannonian region; EUR 130.000
- 1214_19_Politik#er#leben Regionalmanagement Burgenland GmbH Raising political awareness among pupils in Burgenland; EUR 295.000

Project work in Erasmus+, H2020, Interreg ATSK, Interreg SIAT, EFRE, OEAD, etc.