



## Jan Michel Auernhammer

Research Engineer  
Mechanical Engineering

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### Bio

#### ACADEMIC APPOINTMENTS

- Research Engineer, Mechanical Engineering

#### ADMINISTRATIVE APPOINTMENTS

- Executive Director NeuroDesign Research <https://neurodesign.stanford.edu>, Center for Design Research, (2018-2022)
- Executive Director People-centered Business Design Research, Center for Design Research, (2018-2022)

#### HONORS AND AWARDS

- Best paper category 2025, Academy of Management ENT (2025)
- Best paper category 2022, Academy of Management TIM (2022)
- Nominated for Best Paper International Society for Professional Innovation Management Conference, International Society for Professional Innovation Management (2021)
- Nominated for Best Paper Strategic Management Society Special Conference in Berkeley, Strategic Management Society (2020)

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### Research & Scholarship

#### PROJECTS

- Human-centered Business Design Research - Center for Design Research (1/16/2018 - 7/31/2022)
- NeuroDesign Research - Center for Design Research (12/1/2018 - 7/31/2022)

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### Publications

#### PUBLICATIONS

- **The origin and evolution of Stanford University's design thinking: From product design to design thinking in innovation management** *JOURNAL OF PRODUCT INNOVATION MANAGEMENT*  
Auernhammer, J., Roth, B.  
2021
- **Design science and neuroscience: A systematic review of the emergent field of Design Neurocognition** *DESIGN STUDIES*  
Balters, S., Weinstein, T., Mayseless, N., Auernhammer, J., Hawthorne, G., Steinert, M., Meinel, C., Leifer, L. J., Reiss, A. L.  
2023; 84
- **NO SECOND CHANCE FOR A FIRST IMPRESSION: THE ROLE OF AESTHETICS IN EARLY ACCESS VIDEO GAMES** *International Journal of Innovation Management*  
Schlüter, A., Waldkirch, M., Burmeister-Lamp, K., Auernhammer, J.  
2021

- **Design Research in Innovation Management: a pragmatic and human-centered approach** *R & D MANAGEMENT*  
Auernhammer, J.  
2020; 50 (3): 412-428
- **Design Research in Innovation Management: A pragmatic and human-centered approach** *R&D Management*  
Auernhammer, J.  
2020
- **NeuroDesign: From Neuroscience Research to Design Thinking Practice.** *Design Thinking Research*  
Auernhammer, J., Sonalkar, N., Saggarr, M.  
2020
- **MOBILITY BOX: A DESIGN RESEARCH METHODOLOGY TO EXAMINE PEOPLE'S NEEDS IN RELATION TO AUTONOMOUS VEHICLE DESIGNS AND MOBILITY BUSINESS MODEL** *DESIGN 2020*  
Wolf, S., Auernhammer, J., Schockenhoff, F., Angerer, C., Wittmann, M.  
2020
- **Utilizing Design to advance strategy-as-practice (SAP) research: Methodological choices and implications.** *Strategic Management Society Special Conference in Berkeley*  
Auernhammer, J., Warner, K.  
2020
- **From Organizational Design to Designing Organizations** *Strategic Management Society Special Conference in Berkeley*  
Auernhammer, J., Eirich, R., Schäfer, B.  
2020
- **Organizational Design a Human-Centered Design Practice?**  
Auernhammer, J., Leifer, L.  
2019: 1205–1214
- **Design Innovation: A Study of Integrated Practice**  
Camburn, B. A., Auernhammer, J. M., Sng, K., Mignone, P. J., Arlitt, R. M., Perez, K., Huang, Z., Basnet, S., Blessing, L. T., Wood, K. L., ASME AMER SOC MECHANICAL ENGINEERS.2017
- **Organizational culture in knowledge creation, creativity and innovation: Towards the Freiraum model** *JOURNAL OF INFORMATION SCIENCE*  
Auernhammer, J., Hall, H.  
2014; 40 (2): 154–66