

Daniel Kwasnitschka

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Academic Experience

08/2024 – today **University of South Carolina | Darla Moore School of Business**
Columbia, SC Assistant Professor, Operations and Supply Chain Management
Empirical Research: Behavioral Effects of Digital Transformation in Manufacturing

08/2023 – 09/2023 **Arizona State University | W.P. Carey School of Business**
Tempe, AZ Visiting Scientist
Collaboration on Paradoxical Tensions in Technology Implementation

07/2020 – 07/2024 **ETH Zurich**
Zurich, CH Research Associate, Production and Operations Management
Dissertation: A Behavioral Perspective on Manufacturing Digitalization

09/2018 – 06/2020 **Karlsruhe Institute of Technology (KIT)**
Karlsruhe, DE Research Assistant, Financial Economics and Risk Management
Creation of Digital Teaching Materials and Course Support

Education

07/2020 – 05/2024 **ETH Zurich**
Zurich, CH Dr. sc. ETH Zurich, Production and Operations Management
Committee: Torbjørn Netland, Fabrizio Salvador, Henrik Franke

07/2017 – 05/2020 **Karlsruhe Institute of Technology (KIT)**
Karlsruhe, DE M.Sc. Industrial Engineering
Thesis at the Department of Economics and Management

07/2018 – 10/2018 **Shanghai Jiao Tong University**
Shanghai, CN Study abroad – Joint Entrepreneurship Summer School

10/2013 – 06/2017 **Karlsruhe Institute of Technology (KIT)**
Karlsruhe, DE B.Sc. Industrial Engineering
Thesis at the Department of Economics and Management

Articles Published or Forthcoming

- Kwasnitschka, D., Franke, H., Netland, T. (2025). Give me a Choice! A Field Experiment on Task Choice enabled by Wearables. Production and Operations Management. <https://doi.org/10.1177/10591478251400469>
- Kwasnitschka, D., Franke, H., Netland, T. (2024). Effects of Feedback in Manufacturing: A Field Experiment Using Smartwatch Technology. Journal of Operations Management. <https://doi.org/10.1002/joom.1305>
- Franke, H., Kwasnitschka, D., Schmutz, J., Netland, T. (2024) Emphasizing Worker Identification with Skills to Increase Helping and Performance in Production: A Field Experiment. Journal of Operations Management. <https://doi.org/10.1002/joom.1300>
- Netland, T., von Dzengelevski, O., Tesch, K., & Kwasnitschka, D. (2024). Comparing human-made and AI-generated teaching videos: An experimental study on learning effects. Computers & Education, 224, 105164. <https://doi.org/10.1016/j.compedu.2024.105164>

- Netland, T., Lorenz, R., Kwasnitschka, D., Senoner, J., Grof, C. (2023) Immersive Learning with Virtual Field Visits: Spherical Video-Based Virtual Reality of Factory Environments. *INFORMS Transactions on Education* <https://doi.org/10.1287/ited.2022.0067>

Working Papers

In Review / Ready for Submission

- Kwasnitschka, D., Franke, H., von Maydell, R., Sting, F. (major revision). On the Effectiveness of Manufacturing Flexibility at the Worker Level . Submitted to *Management Science*.
- Kwasnitschka, D., Franke, H., Sparr, J., Netland, T., Waldman, D. (reject & resubmit). Am I in Control or Am I Controlled, Or Both? Paradoxical Responses to Digital Production Technologies. Target: *Academy of Management Journal*
- Somitsch, B., Kwasnitschka, D., von Dzengelevski, O., Netland, T. (reject and resubmit) Improving product changeover performance using operational transparency: Intervention-based research at Roche. Target: *IEEE Transactions on Engineering Management*.

Work in Progress.

- Fechner, T., Bode, C., Jung, D., Kwasnitschka, D. (implementation stage) Generative AI in Procurement: A Field Experiment. Target: *Manufacturing & Service Operations Management*
- Protsch, T., Kwasnitschka, D., Franke, H., Netland, T. (implementation stage) AI-supported decision-making in manufacturing. Target: *Production and Operations Management*.
- Kwasnitschka, D., Franke, H., Sting F. (advanced design stage). Leveraging Artificial Intelligence to Enhance Visionary Leadership and Performance Outcomes. Target: *Journal of Operations Management*.
- Flicker, B., Kwasnitschka, D., Franke, H. (design stage). Psychological Ownership and Helping Behavior. Target: *Management Science*.
- Lee, J., Skowronski, K., Handley, S., Kwasnitschka, D. (design stage) How Feedback Framing and Reference Point Distance Shape Franchisee Behavior. Target: *Journal of Operations Management*.
- Maydell, R., Kwasnitschka, D. (design stage). An Analytical Model on Task Queueing. Target: *Operations Research/Management Science*.
- Ruehle, R., Kwasnitschka, D. (early design stage) Technology Management and Collective Organizing for Autonomy. Target: *MIS Quarterly*.

Honors

2025	Decision Sciences Institute, Elwood S. Buffa Doctoral Dissertation Award Finalist
2025	POMS College of Operational Excellence, Best Paper Award Finalist
2023	Decision Sciences Institute, Instructional Innovation Award Competition Finalist
2023	EurOMA, Nigel Slack Teaching Innovation Award Winner
2022	POMS College of Operational Excellence, Best Paper Award Finalist
2022	Academy of Management, OSCM Chan Hahn Best Paper Award Finalist
2022	EurOMA, Harry Boer Best Student Paper Award Finalist
2021	EurOMA, Nigel Slack Teaching Innovation Award Winner

Teaching

Darla Moore School of Business

Spring 2025 Lecturer, MGSC-395: Introduction to Operations and Supply Chain Management

ETH Zurich

Fall 2023 Single Lecture, “Deep Dive Planning and Control with New Technology”

Fall 2021 Teaching Assistant, 363-0445-00L: Production and Operations Management

Fall 2020 Teaching Assistant, 363-0445-00L: Production and Operations Management

Invited Lectures and Presentations

2024	ETH Zurich, Invited Presentation, “Field Experiments in Operations Management”
2023	University of Cologne, Invited Lecture, “Industry 4.0 and Process Improvement”
2022	University of Minnesota, Invited Presentation, “A Field Experiment on Task Choice”
2022	University of Cologne, Invited Presentation, “Behavioral Effects of Digital Transformation”
2021	Keynote Speaker, X Elara Industrial Summit, “Behavioral Effects of Digital Transformation”

M. Sc. Thesis Supervision

2024	Sauber AG, Agile Management in Formula One
2023	Audi AG, Cost Prediction of R&D Projects using Machine Learning
2023	General Electric, The Effects of Digital Technologies in Healthcare
2023	Lindt, MBA Process Mining to Improve Logistical Processes
2022	Roche, Using Operational Transparency to Improve Product Change Overs
2022	Intamin Amusement Rides, Sustainability in the Theme Park Industry
2021	Hilti, The Effects of Digital Shop Floor Management
2020	Rolex, Demand Smoothing for Tool Manufacturing

Professional Activities and Service

Reviewing

- Journal of Operations Management
- Journal of Supply Chain Management (Editorial Review Board member)

PhD Student Advising

- Toshi Protsch (ETH Zurich, committee member, current)
- Jaewoo Lee (Darla Moore School of Business)

Events

- POMS 2026, Co-Track Chair, Operational Excellence Track
- AOM 2024, Professional Development Workshop Organizer alongside JOM EiC and DE
- POMS 2024, Panelist in Session on Field Experiments alongside JOM EiC

Service at Host Institutions

2025-2026 (University of South Carolina)

- TT Search Committee Member, Industrial Engineering Program at the College of Engineering

2021-2024 (ETH Zurich)

- Board Member, ETH Zurich Strategy Commission
- Tutorship Coordinator, Chair of Production and Operations Management
- Master Thesis Coordinator, Chair of Production and Operations Management

2020-2022 (ETH Zurich)

- Co-President, Scientific Staff Association of ETH Zurich
- Board Member, Scientific Staff Association of ETH Zurich
- Member of the Diversity Team, Scientific Staff Association of ETH Zurich
- Event Manager, ETH Zurich D-MTEC Scientific Staff
- Representative, ETH Zurich D-MTEC Department & Teaching Conference

Conference Presentations

- 2025, Annual Conference of the Decision Sciences Institute (Orlando, FL)
“A Behavioral Perspective on Manufacturing Digitalization”
- 2025, POMS Annual Conference (Atlanta, GA)
“What to expect from Wearables in Enhancing Manufacturing Flexibility”
- 2025, Academy of Management Annual Meeting (Copenhagen, Denmark)

Speaker at PDW *“Unlocking Internet-of-Things in Operations Management Research: Opportunities and Challenges”*

- 2025, Behavioral Operations Conference (Hamburg, DE)
“What to expect from Wearables in Enhancing Manufacturing Flexibility”
- 2024, INFORMS Annual Meeting (Seattle, WA)
“Give me a Choice! A Field Experiment on Task Choice in a Batch Production Setting Using Wearables”
- 2024, Academy of Management Annual Meeting (Chicago, IL)
PDW Organization. *“Field Experiments in OSCM: Sharing Experiences and Incubation”*
- 2024, POMS Annual Conference (Minneapolis, MN)
Invited Panel on Field Experiments. *“Field Experiments in Operations Management: Researcher and Editor Experiences.”*
- 2024, POMS Annual Conference (Minneapolis, MN)
“Emphasizing Worker Identification with Skills to Increase Helping and Performance in Production: A Field Experiment”
- 2023, Annual Conference of the Decision Sciences Institute (Atlanta, GA)
“AI-Human Collaboration in Teaching: Auto-Generation and Test of Operations Management Education Videos”
- 2023, Annual Conference of the Decision Sciences Institute (Atlanta, GA)
“Give me a Choice! A Field Experiment on Task Choice in a Batch Production Setting Using Wearables”
- 2023, Academy of Management Annual Meeting 2023 (Boston, MA)
“Effects of Feedback in Manufacturing: A field Experiment using Smartwatch Technology”
- 2023, POMS Annual Conference 2023 (Orlando, FL).
“Providing real-time feedback to workers: A field experiment in a digitalized production setting”
- 2022, Academy of Management Annual Meeting (Seattle, WA)
“Give me a Choice! A Field Experiment on the Performance Effects of Smartwatch-Based Task Assignment”
- 2022, POMS Annual Conference (held online)
“Give me a Choice! A Field Experiment on the Performance Effects of Smartwatch-based Task Assignment”
- 2021, Academy of Management Annual Meeting (held online)
“Paradoxes of Process Digitalization and Worker Behavior”

Scholarship and Funding

2025	The Moore School Research Grant Program (\$2,100)
2024	The Moore School Research Grant Program (\$4,000)
2021	SEED Grant (\$30,000)—with Henrik Franke (PI)

Professional Experience and Industry Collaborations

06/2025 – today DE, IT	Porsche AG Industry Collaboration, Artificial Intelligence in Procurement
08/2020 – today DE, IT	GKN Powder Metallurgy Industry Collaboration, Digital Transformation in Manufacturing
08/2019 – 03/2020 Munich, DE	German Accelerator from the German Federal Ministry for Economic Affairs Working Student, Data Analytics

03/2019 – 08/2019 **Mercedes-Benz USA LLC**
Jacksonville, FL Intern, Business Intelligence and IT Infrastructure

10/2018 – 03/2019 **MHP – A Porsche Company**
Munich, DE Working Student, Management Consulting

01/2018 – 10/2018 **BMW Group**
Munich, DE Working Student, Digitalization of the R&D Department

05/2017 – 11/2017 **Mercedes-Benz USA LLC**
Jacksonville, FL Intern, Shop Floor Management Digitalization

11/2016 – 05/2017 **Audi AG**
Ingolstadt, DE Intern, Sales and Distribution for the North American Market