

Christian Tuschner

DIGITAL TRANSFORMATION · AI ADOPTION · ORGANISATIONAL CHANGE

Business informatics professional (M.Sc.) · Doctoral candidate (dissertation submitted 09/2026, defence pending)

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Am Kirchenland 20 · 55546 Hackenheim, Germany Born 23 June 1993 in Bad Kreuznach

German (native) · English (fluent)



Profile

Business informatics professional at the intersection of technology, organisation and leadership. Research-based understanding of how digital technologies and AI change organisations, collaboration and leadership – 36 interviews with executives from 33 large enterprises (10 C-level), 25 expert interviews, four publications. Practical experience from a sub-project lead with responsibility for time, resources and budget, mission-statement development with Koblenz-Touristik GmbH, a DMS roll-out in a cooperative bank and the academic lead of an MBA focus area. Strength: structuring and analysing complex technological and organisational developments and translating them into actionable insights. Open to roles in digital transformation, AI adoption and organisational change – on site, hybrid or remote.

Experience

10/2025 – today

Academic Lead, MBA Focus Area “Digitalisierung”, and Lecturer

University of Koblenz · ZFUW · freelance

- Content responsibility for the focus area in the part-time MBA: direction, alignment of modules on digitalisation, change and leadership, quality of learning materials
- Lecturer “MBA 24 – Digitalisation, Change Management and Leadership”; 30–40 working professionals and managers per module and semester

02/2021 – today

Research Associate

University of Koblenz · Institute for Management, Faculty of Computer Science · full-time

- Five-study research programme on e-leadership of virtual teams and on what AI, VR/AR and metaverse technologies can do for 24 leadership functions – dissertation (574 pp.) submitted 09/2026
- Acquired and conducted 36 interviews with executives from 33 large enterprises (10 C-level) and 25 expert interviews; two systematic literature reviews (59 publications); AI-assisted analysis
- Teaching: Digital Business Management, Management & Leadership, Introduction to Business Administration, Entrepreneurship (up to 300 students per module); thesis supervision; editor “Junges Forschen”

11/2023 – 12/2024

Sub-project Lead “GameLOAP”

DigiKompASS (Stiftung Innovation in der Hochschullehre, programme approx. €4.3m)

- Led the sub-project from concept to delivery: control of time, resources and budget; team of one staff member and one student assistant; reporting within the overall programme
- AI-supported online educational escape rooms with LLM API integration; transferable methods toolkit; results presented at conferences

08/2023 – 09/2023

DAAD Research Fellow

University of Rwanda · KeyComp4Practice@UR · Kigali

- Qualitative field study on leadership practices among local guides: interview guide, on-site data collection, analysis, presentation to partners

10/2022 – today

Lecturer, MBA Programme

University of Koblenz · ZFUW · freelance

- Module “MBA 17 – Entrepreneurial Strategies”: strategy development, business models, innovation (online, working professionals)

10/2013 – 12/2016

Document Management

Volksbank Rhein-Nahe-Hunsrück eG · Bad Kreuznach (full-time until 04/2014, then alongside studies)

- Co-built the newly created scanning team and onboarded new staff (“substantially involved”)
- Project team introducing electronic document management for customer files (“key impulses for successful project delivery”); Excel/VBA tools incl. an investment plan

08/2010 – 12/2021

Freelance Journalist, Sports Desk

Rhein-Zeitung · part-time

- Eleven years of regular reporting to deadline alongside school, studies and work

Education

02/2022 – 09/2026

Doctoral studies (Dr. rer. pol.), Business Informatics

University of Koblenz – “Digitalisation of Team Leadership: e-Leadership of Virtual Teams ...”; submitted 09/2026, defence pending

2018 – 2021

M.Sc. Wirtschaftsinformatik / Business Informatics – grade 1.7

University of Koblenz-Landau – thesis (1.0): inter-organisational knowledge and technology transfer

2014 – 2018

B.Sc. Information Management

University of Koblenz-Landau – thesis: impact of FinTech companies on universal banks

2013

Abitur (A-levels)

IGS Ingelheim

Projects

11/2024 – 01/2025

Mission-statement development, Koblenz-Touristik GmbH

Project with Prof. Dr. Harald von Korflesch, University of Koblenz

- Co-facilitated four staff workshops on vision, mission, values and key themes; analysed the results and wrote the mission-statement analysis; results presented to the management, followed by a presentation to the Lord Mayor of Koblenz

Publications

- Friesenhahn, Pauken, Tuschner, Kirchner-Krath (2027, cond. accepted): AI Can Plan, But Can It Inspire? ... – HICSS-60
- Tuschner, Hörsch, Lorenz, von Korflesch (2024): Leading Virtual Teams in the Context of e-Leadership – Springer (ISPC 2024)
- Etzkorn, Tuschner, Krauss, von Korflesch (2023): A Reference Model for Organizing Responsibilities in the Smart Factory – Springer (ISPC 2023)
- Tuschner, Krath, Bings, Schwenkmezger, Etzkorn, von Korflesch (2022): Leading in the Digital Age: A Systematic Review on Leader Traits ... – ECIS 2022 (Best Paper Nominee)

Skills, fields and tools

Core skills

Digital Transformation · AI Adoption · Organisational Change · Digital Leadership · Analytical problem solving · Research & synthesis · Stakeholder communication · Reducing complexity

Fields

Digital Transformation · AI Transformation / Adoption · Strategy & Innovation · Organisational Change · Organisational Development · Digital Workplace · Future of Work · Transformation Office / PMO

Methods

Qualitative interviews · Content analysis · Systematic literature reviews · Project control (time, resources, budget) · Workshop facilitation · Teaching

Tools

ChatGPT, Claude, LLM APIs · MAXQDA, SPSS · Microsoft 365, Teams, PowerPoint, Slack · Zoom, BigBlueButton · Miro, Conceptboard · Trello, MS Project · Excel/VBA, document management systems

Personal

Football, skiing, travelling, Labrador Rio · smart home and own home server