UNIVERSITÄT DES SAARLANDES

TIM Lehrstuhl für Betriebswirtschaftslehre, insbesondere Technologie- und Innovationsmanagement

# CURRICULUM VITAE

## Franziska Janz, M. Sc.

Franziska Janz studied Business Administration at Saarland University. After completing her bachelor's degree, she also obtained her master's degree there, while working on a self-employed basis in a start-up in the cultural sector.

Since January 2022, she has worked as a research associate at the Chair of Technology and Innovation Management at Saarland University.

Her research interests lie in technology and innovation management, particularly sustainable innovation. This topic was already central to her master's thesis, an empirical study of the "Dark Side of Sustainable Innovation" (When and How Greenwashing of New Products backfires).