



Mag. Dr. Tina Gruber-Mücke

Tina Gruber-Mücke was born in Linz (Austria) and studied Law (1st diploma degree) and Economics (Mag. rer. soc. oec.) at the Johannes Kepler University, Linz. Building on this, she completed her doctoral degree studies in social and economic sciences at the Johannes Kepler University, Linz (Dr. rer. soc. oec, JKU). After professional experience in the social and cultural sector in Upper Austria, she began her university career in 2001 as a researcher at the Endowed Chair for Business Creation and Development and held several positions at the Institute (project manager, research associate with doctorate, deputy head of the Institute, assistant professor). In 2013 she received an appointment ("*Berufung*") as Professor for Organisational Development at the Faculty of Informatics, Communication and Media at the University of Applied Sciences, Upper Austria. International teaching and research residencies took her to the University of Passau (Visiting Postdoctoral researcher), University of Lahti, Cork University of Technology, as well as to the University of Berkeley in California under the framework of a Marshall Plan scholarship (Austria-Berkeley exchange program).

At Danube University in Krems, she took over as Deputy Head of the Department of Interactive Media and Educational Technologies, the Centre for Educational Technology Research, and the Business Education degree programme in the Faculty of Education, Arts and Architecture in 2016. Before assuming the position of University Director at Anton Bruckner Private University, she most recently worked at IMC University of Applied Sciences, Krems, as Programme Director for the Bachelor's programme in Business Administration, and was responsible for the management of the Institute for Business Administration and Management. In addition to her teaching and research activities, she was involved in university development: as a member of development teams at JKU and University of Applied Sciences, Upper Austria, and as Programme Director at IMC, Krems, in the further development of study programmes in the field of business administration at Bachelor and Master level. Alongside these professional engagements, she acquired a degree as a mediator (PGA, Linz).

As a researcher, she conducts research on the topics of entrepreneurship (Needs Analysis of the Creative Industries Linz 2009; Start-up Dynamics in Upper Austria 2011), as well as technology-supported competence development and the connection with organisational development processes. She is a member of the Association of University Teachers of Business Administration (VHB) and the Academy of Management (AOM).

Since April 2021, she is the University Director of the Anton Bruckner Private University for Music, Drama and Dance in Linz, Austria, and in this role is responsible for the management of the administration of the Anton Bruckner Private University.