Lars ANDRASCHKO

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ESSEC Business School
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RESEARCH INTERESTS

Consumer Behavior, Management of Information Systems, Sustainability & Social Accounting

EDUCATION

2024 Dr. rer. pol., Information Systems and Management, University of Augsburg, Germany

EMPLOYMENT

Full-time academic positions

2024 - Present Assistant Professor, ESSEC Business School, France

GRANTS AND HONORS

Grants

2025 CY Generations, CY Cergy Paris University, France

PUBLICATIONS

Journal Articles

ANDRASCHKO, L. and WERITZ, P. (2026). Human agency and deliberate reassertion in the age of generative AI: Evidence from online labor platforms. *Electronic Markets*, In press.

BARBE, O., BRITZELMAIER, B., LIST, F. and ANDRASCHKO, L. (2020). Key financial performance indicators in German family firms: findings of an empirical study. *International Journal of Business and Globalisation*.

BRITZELMAIER, B., POEPPLOW, U. and ANDRASCHKO, L. (2020). Capital budgeting practices of SME in Baden-Württemberg: findings of an empirical study. *International Journal of Business and Globalisation*, 24(1), pp. 78-93.

BRITZELMAIER, B., ARMBRUSTER, J. and ANDRASCHKO, L. (2019). Bestandsaufnahme Beteiligungscontrolling. *Controller Magazin*.

Guest editor of a journal special issue

ANDRASCHKO, L., WERITZ, P., SUTANTO, J., THATCHER, J.B. and VEIT, D.J. (2026). Special Issue on: "Sustainability and digitalization: Forging impactful pathways for future generations". *Electronic Markets*, Forthcoming.

Conference proceedings

ANDRASCHKO, L., QUICK, J., VOLLENBERG, C. and OSHRI, I. (2024). Unveiling Pathways of Social Media Use for Social and Environmental Sustainability Mindfulness. In: *International Conference on Information Systems, ICIS 2024 Proceedings*. Bangkok: Association for Information Systems (AIS).

ANDRASCHKO, L. and CHAN, F. (2024). On the Paradox of Twin Transformation. In: *2024 International Conference on Information Systems (ICIS)*. Association for Information Systems (AIS).

ANDRASCHKO, L., WUNDERLICH, P., SARKER, S. and VEIT, D.J. (2023). Sustainable IS Use: What IS Needed to REDUSE. In: *International Conference on Information Systems*. Association for Information Systems (AIS).

ANDRASCHKO, L., WUNDERLICH, P., SARKER, S. and VEIT, D.J. (2023). On the role of smartness in helping consumers create sustainable outcomes. In: *European Conference on Information Systems*. Association for Information Systems (AIS).

ANDRASCHKO, L., WUNDERLICH, P., SARKER, S. and VEIT, D.J. (2022). Exploring the behavioral sprouts of smart home farming. In: *European Conference on Information Systems*. Association for Information Systems (AIS).

ANDRASCHKO, L., WUNDERLICH, P., SARKER, S. and VEIT, D.J. (2021). Towards a taxonomy of smart home technology: a preliminary understanding. In: *International Conference on Information Systems*. Association for Information Systems (AIS).

Conferences

ANDRASCHKO, L. and CHAN, F. (2025). Sustainability in the Era of Generative AI: Structuring Research Problems and Contribution Spaces. In: 2025 International Conference on Information Systems (ICIS) Conference. Nashville.

OTHER RESEARCH ACTIVITIES

Associate Editor

Since 2025 ICIS

Organisation of a conference

2025 - 2026 Member of the conference committee of the European Conference on Information Systems (ECIS), Review Coordinator/PCS support

Other research activities

Since 2025 Guest Editor

TEACHING EXPERIENCE

2026	Sustainable AI, ESSEC Business School, France
2025	Sustainability in E-government Services, ESSEC Business School, France
2024	Project supervision at Accenture SBA Chair, ESSEC Business School, France
2024	Managing IT in the Digital Age, ESSEC Business School, France