

Lars ANDRASCHKO

Assistant Professor

Department: Information Systems, Data

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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

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.

TEACHING EXPERIENCE

2024 Project supervision at Accenture SBA Chair, ESSEC Business School, France

2024 Managing IT in the Digital Age, ESSEC Business School, France