



Stefan Reindl

Research Statement

MAIN THEMES & TOPICS

My research is situated at the intersection of education, technology, business, and societal change, focusing on how these domains interact and influence each other. Specifically, I study themes such as EdTech, critical literacies, shared value creation, and organizational behavior – often within (higher) education contexts. Bordering areas of interest include ecopedagogy, postdigitalism, transformation and change, distance education, and diversity and inclusion. This interdisciplinary perspective allows me to study challenging issues such as digital inclusion, sustainable business practices, and the complex relationships between technology and society. In looking at these issues of growing importance, I tend to pursue a critical perspective based on a strong social justice value orientation. I also apply the same to the selection of my dissemination outlets, which include journals across indices (SSCI, ESCI, Scopus) as well as meaningful conferences with diverse speakers and audiences.

PUBLICATIONS AND OTHER OUTPUTS

My initial scholarly contributions are in part inspired by my dissertation work in both business and education. These outputs include a range of journal articles, book chapters, and conference talks that collectively address the abovementioned themes. For instance, my work on Shared Value in China examines how businesses can achieve economic success while simultaneously addressing societal needs. My review articles (e.g., on Media Literacy Education or on Emotion AI in Education) as well as conceptual work on ecopedagogy or knowledge socialism analyze and discuss the ongoing discourses in these fields. These works, which include single-authored pieces as well as collaborations across institutions and continents, were also presented at international conferences (such as CIES, WCCES, AAOM, or IC-SD), and demonstrate my ambition for meaningful research and dialogue.

IMPACT & RELEVANCE

The broader impact of my research lies in addressing critical challenges in society, with a focus on business and education. By exploring the potential and application of shared value creation, my work investigates how businesses may contribute positively to societal well-being while enhancing their competitive advantage, which is particularly relevant in the context of sustainable development and CSR. My work on literacies, AI, and related topics informs educators and policymakers as they address challenges of developing critical thinking and informed citizenship through digital media. Further, my investigations into EdTech challenge traditional paradigms and advocate for more accessible and equitable technological solutions in education. Through steadily growing service in peer review for a range of journals, I also hope to contribute to the advancement of quality knowledge dissemination.

FUTURE DIRECTIONS

Looking ahead, my research will continue to explore the interplay between education, technology, business, and society. My current works in preparation and under review address themes such as technology-influenced learning and learner agency, online-merge-offline teaching, ecological civilization, sustainable business, and malevolent creativity. Such ongoing and future projects build on my existing research towards innovative solutions to contemporary challenges between education, business, technology, and beyond.