



Susan Müller

Susan Müller is a professor of entrepreneurship at Bern University of Applied Sciences. In her research, she seeks to understand how we can teach entrepreneurship responsibly and effectively, how entrepreneurs navigate the early stages of their businesses, and how we can identify design principles of effective social innovations.

Susan is currently involved in several projects in these areas. In the area of entrepreneurship education, for example, she has co-initiated a project to bring entrepreneurship education into the vocational school system in Switzerland. As part of this initiative, she and her team colleagues developed and evaluated the "myidea" entrepreneurship education programme. As part of the project, over 300 vocational school teachers were trained, reaching an estimated 5,000 vocational school students per year. In the area of entrepreneurs' actions, Susan started a longitudinal research project on "Entrepreneurs' Actions for Successful New Venture Creation," which tracked the actions of approximately 80 entrepreneurs over the course of a year to understand the behavioural patterns of entrepreneurs in managing critical events in the early stages of a new venture. The project was funded by the Swiss National Science Foundation.

Before joining Bern University of Applied Sciences in 2020, she worked at the University of St. Gallen, where she also completed her doctorate.

Susan has published articles in entrepreneurship journals such as *Entrepreneurship Theory & Practice*, *Journal of Business Venturing Insights*, *Small Business Economics*, *Journal of Small Business Management* and *Journal of Social Entrepreneurship*.