



## Max von Zedtwitz, Ph.D.

- Director of GLORAD, a research center for global R&D and innovation
  - Professor, Int'l Business & Innovation (KTU, Tsinghua, IMD, St. Gallen, SDU, Skoltech)
  - Expert on new product development, technology & innovation management, R&D, incubation, international business (esp. China & Asia-Pacific)
  - Published 17 books and more than 100 papers (>5,600 GoogleScholar citations)
  - Experienced coach, executive educator, and consultant for MNCs and start-ups in US, Europe, China, Korea, India, Japan
  - [max@post.harvard.edu](mailto:max@post.harvard.edu), [www.glorad.org](http://www.glorad.org), +1 628 333 9338
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## PROFESSIONAL BACKGROUND

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- 2018 - Professor (part-time), Southern Denmark University, Denmark  
2015 - Full Professor, Kaunas Technological University, Lithuania  
2014 - 2015 Associate Professor, Skotech, Moscow  
2010 - 2014 Visiting Professor, Tongji University, Shanghai  
2007 - 2009 Visiting Professor, Peking University, Beijing  
2004 - Director, GLORAD Research Center for Global R&D and Innovation  
2003 - 2007 Associate Professor of Innovation Management, Tsinghua University, Beijing  
2000 - 2003 Professor of Technology Management, IMD, Lausanne  
1998 - 2000 Post-Doctoral Fellow, Harvard University, Boston

## EDUCATION

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- 1999 Ph.D., University of St. Gallen, Switzerland  
1996 MBA, University of St. Gallen, Switzerland  
1994 M.Sc. Computer Science, ETH Zurich, Switzerland

## TECHING FOCUS

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**Innovation & Entrep.:** Technology Venturing, Innovation Marketing, R&D Management, New Product Development, Innovation Futures, Technology Management

**Int'l Business:** Emerging Markets, China Business, Multinational Strategy, APAC Business

## CAREER HIGHLIGHTS

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### Widely Cited in Innovation, R&D Management, and International Management

- > 5,600 citations; h-index of 24; i10-index of 43 on GoogleScholar; RGScore of 30.87 on ResearchGate; ORCID# 0000-0002-1811-3797  
> 100 publications: books, journal papers, managerial articles
- **Ranked #1 worldwide** in “*global innovation*” and in “*incubation*” on GoogleScholar, **#5** in “*product innovation*” and in “*R&D management*”
- Cited and quoted by the Economist, the New York Times, China Daily, etc.
- Several best paper awards, among which **2015 Thomas P. Husted Prize** in the Journal of Product Innovation Management and **1998 RADMA Prize** in the R&D Management Journal

### Active Member in the Scholarly Community, Developing Next Generation of Researchers

- As Area Editor, helped *Technovation* increase its impact factor from 0.400 to 4.802; and as editorial board member, helped the *Journal of Int'l Management* to reach a 2.600 impact factor, and the *Global Strategy Journal* a 3.694 impact factor
- Co-author of "Managing Global Innovation", a reference book for industry, consulting and academia on global R&D and innovation
- Supervised 20 Ph.D. and DBA students

### Top-Notch Teaching Evaluations and Managerial Credibility in R&D and International Business

- Perfect 5.0 of 5.0 teaching and program management rating in Chalmers executive education
- Teaching evaluations in the 4.4 to 4.8 range for undergraduate, graduate and executive
- Best speaker / best lecturer in executive education and industrial conferences
- Several positions as director on advisory boards, start-up companies, incorporated firms and scientific organizations
- Lived and worked in China for 12 years, in Japan and Russia for more than one year each, in the U.S. for over 6 years

### Institution Builder, Fund-Raiser

- Co-founder and director of GLORAD, a network research center with 35 researchers and 6 assistant professors / postdocs and 8 professors in China, Russia, Germany, Eastern Europe, Switzerland, France, Brazil, and the United States
- Lead faculty at Skoltech charged with building a department of 20 professors
- Successful fund-raiser for several EC-sponsored projects; \$1.5 million per year at PRTM

### PUBLICATIONS IN TOP-JOURNALS

(FT-50 or Impact Factor >4.0)

1. Prud'homme, D.; von Zedtwitz, M. (2018): The Changing Face of Innovation in China. **MIT Sloan Management Review** 59, 3, 24-32. (IF 2.705, FT-50) [[link](#)]
2. Zhu, A.; von Zedtwitz, M.; Assimakopoulos, D.; Fernandes, K.J. (2016): The Impact of Organizational Culture on Concurrent Engineering, Design-for-Safety and Product Safety Performance. **International Journal of Production Economics**, 176, 69-81. (IF 4.407) [[link](#)]
3. von Zedtwitz, M.; Corsi, S.; Soberg, P.; Frega, R. (2015): A Typology of Reverse Innovation. **Journal of Product Innovation Management**, 32, 1, 12-28. (*Winner of the 2016 Thomas P. Hustad prize for best paper in JPIM.*) (IF 4.305) [[link](#)]
4. Keupp, M.; Friesike, S.; von Zedtwitz, M. (2012): How Do Foreign Firms Patent in Emerging Economies with Weak Appropriability Regimes? Archetypes and Motives. **Research Policy**, 41, 8, 1422-1439. (IF 4.661) [[link](#)]
5. Jin, J.; von Zedtwitz, M. (2008): Technological Capability Development in China's Mobile Phone Industry. **Technovation**, 28, 327-334. (IF 4.802) [[link](#)]
6. Carayannis, E.; von Zedtwitz, M. (2005): Architecting gloCal (Global-Local), real-virtual incubator networks (G-RVINs) as catalysts and accelerators of entrepreneurship in transitioning and developing economies: lessons learned and best practices from current development and business incubation practices. **Technovation**, 25, 2, 95-110. (IF 4.802) [[link](#)]

7. von Zedtwitz, M.; Gassmann, O. (2002): Market versus Technology Drive in R&D Internationalization: Four different patterns of managing research and development. **Research Policy**, 31, 4, 569-588. (IF 4.661, FT-50) [\[link\]](#)
8. Gassmann, O.; von Zedtwitz, M. (1999): New Concepts and Trends in International R&D Organization. **Research Policy**, 28, 231-250. (IF 4,661, FT-50) [\[link\]](#)

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### **PUBLICATIONS WITH IMPACT FACTOR >2.0** (Total of 18, Only Most Recent Listed)

1. Prud'homme, D.; von Zedtwitz, M., Bader, M.; Thraen, J. (2018): "Forced technology transfer" policies: Workings in China and strategic implications. **Technological Forecasting and Social Change** 134, 150-168. (IF 2.625) [\[link\]](#)
2. Perea, C.; von Zedtwitz, M. (2018): Organic vs. Mechanistic Coordination in Distributed New Product Development (NPD) Teams. **Journal of Engineering and Technology Management** 49, 4-21. (IF 2.686) [\[link\]](#)
3. von Zedtwitz, M.; Gong, L.; Daffner, M. (2018): Foreign R&D in China at a Crossroads? **Research-Technology Management**, 61, 3, 27-28. (IF 2.429) [\[link\]](#)
4. von Zedtwitz, M.; Ikeda, T.; Gong, L.; Carpenter, R.; Hämäläinen, S. (2018): Managing Foreign R&D in China. **Research-Technology Management**, 61, 3, 29-37. (IF 2.429) [\[link\]](#)
5. Jang, S.; Kim, J.W., von Zedtwitz, M. (2017): The importance of spatial agglomeration in product innovation: A microgeography perspective. **Journal of Business Research** 78, 143-154. (IF 3.354) [\[link\]](#)
6. Bhattacharyya, O.; Wu, D.; Mossman, K.; Hayden, L.; Gill, P.; Cheng, Y.-L.; Daar, A.; Soman, D.; Synowiec, Ch.; Taylor, A.; Wong, J.; von Zedtwitz, M.; Slotkin, S.; Mitchell, W.; McGahan, A. (2017): Criteria to Assess Potential Reverse Innovations: Opportunities for Shared Learning Between High and Low Income Countries. **Globalization and Health**, 13, 4, 1-8. (IF 2.540) [\[link\]](#)
7. Hadengue, M.; de Marcellis-Warin., N.; von Zedtwitz, M.; Warin, T. (2017): Avoiding the Pitfalls of Reverse Innovation. **Research-Technology Management** 60, 3, 40-47. (*Finalist for the Maurice-Holland Award 2017*) (IF 2.429) [\[link\]](#)
8. Altun, K.; von Zedtwitz, M.; Dereli, T. (2016): Multi-Issue Negotiation in Quality Function Deployment: Modified Even-Swaps in New Product Development. **Computers & Industrial Engineering**, 92, 31-49. (IF 2.623) [\[link\]](#)

Additional publications in journals such as **R&D Management**, **Journal of Technology Transfer**, **Journal of International Management**.

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### **FORTHCOMING PUBLICATIONS OR IN PRESS**

1. Bhattacharyya, O.; Wu, D.; Mossman, K.; Hayden, L.; Gill, P.; Cheng, Y.-L.; Daar, A.; Soman, D.; Synowiec, Ch.; Taylor, A.; Wong, J.; von Zedtwitz, M.; Slotkin, S.; Mitchell, W.; McGahan, A. (forthcoming): Criteria to Assess Potential Reverse Innovations: Opportunities for Shared Learning Between High and Low Income Countries. In: Mossman, K.; McGahan, A.; Mitchell, W.; Bhattacharyya, O. (Editors) **Private Sector Entrepreneurship in Global Health: Innovation, Scale and Sustainability**, Chapter 5. University of Toronto Press: Toronto.
2. Ng, A.; Jagtiani, J.; Llewellyn, D.; von Zedtwitz, M. (forthcoming): Financial Regulations and Technological Innovations: Implications of FinTech for the Key Stakeholders. Special Issue in **Journal of Financial Regulation and Compliance**.

3. von Zedtwitz, M.; Hadengue, M. (forthcoming): Reverse Innovation: Review of a Decade. In: Yoon, H.; Therin, F.; Appio, F. (editors): **Handbook on Techno-Entrepreneurial Ecosystems**, 3<sup>rd</sup> ed. Edgar Elgar.
4. von Zedtwitz, M.; Quan, X. (forthcoming): Internationalization of Chinese R&D. In: Fu, X.; Chen, J.; McKern, B. (editors): **The Oxford Handbook of China Innovation**. Oxford University Press.
5. Prud'homme, D.; von Zedtwitz, M.; Arreola, F. (2019): Strategic Responses to Neo-Populism. **The European Business Review**.

## **PUBLICATIONS IN R&R / SUBMITTED**

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1. Managing Risks from “Forced” Technology Transfer in Emerging Markets. **Journal of International Management**. (R&R)
2. Product Safety and Management of New Product Development – A Quantitative Study of the Global Children Products Industry. **Research Technology Management**. (R&R)
3. How Corruption Affects R&D FDI. **Journal of International Business Studies**. (submitted)
4. Organisational concepts in international R&D revisited: An evolutionary model of EMNEs' global R&D networks. **Management International Review**. (submitted)
5. Dynamic NPD Strategies in the Digital Age: The Contingency Role of R&D Capability, Marketing Capability and Project Complexity. **Journal of Product Innovation Management**. (submitted)
6. Network formation for Responsible Innovation practices: Are Grand Challenges the driver? **Technology in Society**. (submitted)

## **OTHER JOURNAL PUBLICATIONS**

**(Total of 47, Only Most Recent Listed)**

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1. Corsi, S., von Zedtwitz, M. (2016): Reverse Innovation - A New World Order for Global Innovation? **The European Business Review**, Nov/Dec 2016, 73-77. [[link](#)]
2. Jin, J.; von Zedtwitz, M.; Chong, L.-C. (2015): Formation of R&D Alliances in the Chinese Mobile Telephony Industry. **Journal of Chinese Economic and Foreign Trade Studies**, 8, 2, 70-81. [[link](#)]
3. Tang, C.-Y.; Shang, J.; Naumann, S.; von Zedtwitz, M. (2014): How Team Identification and Expertise Identification Affect R&D Employees' Creativity. **Creativity and Innovation Management**, 23, 3, 276-289. (IF 1.423) [[link](#)]
4. Herstatt, C.; von Zedtwitz, M. (2014): Global Products from Innovation Labs in Developing Countries. Special Issue in the **International Journal of Technology Management**, 64, 2/3/4, 109-116. (IF 1.036) [[link](#)]

## **SPECIAL ISSUES IN JOURNALS**

**(Total of 7, Only Most Recent Listed)**

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1. Gammeltoft, P; Hobdari, B.; von Zedtwitz, M. (2017): Emerging Market Multinationals, International Knowledge Flows and Innovation. Special Issue in the **International Journal of Technology Management**.
2. Herstatt, C.; von Zedtwitz, M. (2014): Global Products from Innovation Labs in Developing Countries. Special Issue in the **International Journal of Technology Management**, 64, 2/3/4.
3. Grimaldi, R.; Mattarelli, E.; Prencipe, A.; von Zedtwitz, M. (2010): Offshoring of Intangibles and the Organization of Global Innovation. Special Issue in **Industry & Innovation**, 17, 4.

## BOOKS

(Total of 17, Only Most Recent Listed)

1. Gassmann, O.; Schuhmacher, A.; von Zedtwitz, M., Reepmeyer, G. (2018): **Leading Pharmaceutical Innovation**. Completely revised 3<sup>rd</sup> edition. Springer: Heidelberg. 179 pages. [[link](#)]
2. Zhu, A.; von Zedtwitz, M., Assimakopoulos, D. (2018): **Responsible Product Innovation**. Springer: New York. 150 pages. [[link](#)]
3. Haour, G., von Zedtwitz, M. (2017): 从中国制造到中国创造：中国如何成为全球创新者--正版图书 (Cóng zhōngguó zhìzào dào zhōngguó chuàngzào: Zhōngguó rúhé chéngwéi quánqiú chuàngxīn zhě / **From Made in China to Created in China: How China Becomes a Global Innovator**). CITIC Publishers, Guangdong. 215 pages.
4. Haour, G., von Zedtwitz, M. (2016). **Created in China – How China is becoming a global innovator**. London: Bloomsbury. 185 pages. [[link](#)]
5. von Zedtwitz, M.; Birkinshaw, J.; Gassmann, O. (2008, Editors): **Management of International Research and Development**. Edgar Elgar: Cheltenham. 608 pages. [[link](#)]
6. Boutellier, R.; Gassmann, O.; von Zedtwitz, M. (2008): **Managing Global Innovation - Uncovering the Secrets of Future Competitiveness**. 3<sup>rd</sup> fully revised edition. Springer: Heidelberg. 807 pages. [[link](#)]

## BOOK CHAPTERS

(Total of 33, Only Most Recent Listed)

1. von Zedtwitz, M.; Vainberg, E. (2018): Technology-based Entrepreneurship in Russia: How the Cold War-era innovation system is upgraded into a modern, more open innovation ecosystem. In: Casas, T.; Ponomareva, Y. (editors): **The Life of Russian Business: (Re)cognizing, (Re)activating and (Re)configuring Institutions**. Chpt III.1, 135-140. [[link](#)]
2. von Zedtwitz, M.; Tekic, Z.; Willoughby, K. (2018): Foreign R&D investment in Russia: How to translate into innovation? In: Casas, T.; Ponomareva, Y. (editors): **The Life of Russian Business: (Re)cognizing, (Re)activating and (Re)configuring Institutions**. Chpt III.2, 141-146. [[link](#)]
3. Hurmelinna-Laukkanen, P.; Olander, H.; von Zedtwitz, M. (2018): The Nature and Dimensions of Knowledge Mobility for Competitive Advantage. In: Vățămănescu, M.-E.; Pînzaru, F. (eds.) **Knowledge Management in the Sharing Economy**. Springer: New York, 169-188. [[link](#)]
4. von Zedtwitz, M.; Gassmann, O. (2016): Global Corporate R&D to and from Emerging Countries. In: Dutta, S.; Lanvin, B.; Wunsch-Vincent, S. (Editors): **The Global Innovation Index 2016**. Chapter 9, 125-131. [[link](#)]

## TEACHING CASES

1. von Zedtwitz, M.; de Gantes, G.; Theile, K. (2004): Aurore in China. **TSEM-2004-01E**.
2. von Zedtwitz, M.; Ogunsulire, M. (2001): Emerging Technologies: Looking Ten Years Ahead. **IMD Case GM 3-1059 / ECCH Ref. No. 301-233-6**. (Revised 2002)
3. von Zedtwitz, M.: (2000): The MIT European Club Goes on The Web. **IMD Case GM 3-0972 / ECCH Ref. No. 300-148-1**.

## CITATION OVERVIEW

Citations	Abbreviated Titles of Top Publications	Journal	Impact Factor	Year
1,005	Market versus Technology Drive in Int'l R&D	Research Policy	4.661	2002
695	New Concepts and Trends in Int'l R&D	Research Policy	4.661	1999
500	Managing Global Innovation	(Book)	-	2008



327	Virtual R&D Teams	R&D Management	2.444	2003
295	Architecting Incubator Networks	Technovation	4.802	2005
273	Organizational Learning through PPR	R&D Management	2.444	2003
269	Managing Foreign R&D Labs in China	R&D Management	2.444	2004
242	Leading Pharmaceutical Innovation	(Book)	-	2008
224	Organization of R&D on a Global Scale	R&D Management	2.444	1998
203	Organizing Global R&D Challenges	J Int'l Management	2.600	2004
153	Classification of Incubators	IJEIM	-	2003
151	Are Service-Profiles Incubator-Specific?	J Tech Transfer	2.932	2006
126	A Typology of Reverse Innovation	JPIM	4.305	2015

## EDITORIAL SERVICES IN JOURNALS AND REVIEW COMMITTEES

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### Editorial Board Member (SSCI-indexed journals with best impact factor)

• IEE Transactions on Engineering Management	1.416	since 2019
• Global Strategy Journal	3.694	since 2009
• Technovation (Area / Associate Editor)	4.802	since 2006
• R&D Management	2.507	since 2003
• Journal of Creativity and Innovation Management	1.423	since 2005
• Technology Analysis & Strategic Management	1.273	since 2004

### Editorial Board Member (not SSCI-indexed journals)

• International Journal of Innovation and Technology Management	since 2018
• International Journal of Innovation Studies	since 2016
• American Journal of Business	since 2011
• Emerald Emerging Market Case Studies Series	since 2010
• Journal of Chinese Economics and Foreign Trade Studies	since 2007
• Thunderbird International Business Review	since 2006
• International Journal of Entrepreneurship and Innovation Management	since 2000

## GRANTS / FUND RAISING

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1. Lithuanian Science Council, AISTIS Project	300,000 Euro	2015-2016
2. Skolkovo Foundation	17,500,000 RUR	2014-2017
3. EC RoadiBrom Funding	800,000 Euro	2006-2007
4. EC ChinaFrontier Funding	215,000 Euro	2005
5. Tsinghua Basic Research Grant	50,000 RMB	2005-2006
6. Tsinghua Basic Research Grant	100,000 RMB	2003-2005
7. Swiss Office for Innovation	100,000 SFr	2000
8. SNF Swiss National Science Foundation	90,000 SFr	1998
9. SAF Swiss-Asia Foundation	10,000 SFr	1997

As Vice President at PRTM, I was responsible for contracting and selling consulting projects worth \$1.5 million per year. As Managing Director GLORAD, I coordinate fund-raising for projects and research associates across all team locations.