

Max von Zedtwitz, PhD

International Innovation, China, Technology-based Entrepreneurship

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GoogleScholar: <https://scholar.google.com/citations?user=hpfpPcAAAAJ>

ACADEMIC POSITIONS

2018 -	Research Professor (part-time)	Southern Denmark University
2015 -	Full Professor	Kaunas Technological University, Lithuania
2014 - 2015	Associate Professor	Skoltech Inst. of Science and Technology, Moscow
2010 -	Director	GLORAD Research Center
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

NON-ACADEMIC POSITIONS

2008 - 2010	Vice President	PRTM Management Consultants, Shanghai
2004 - 2008	Founder and Director	AsiaCompete Ltd., Hong Kong and Shanghai

EDUCATION

University of St. Gallen, Switzerland	PhD (Management), 1999; MBA (Techn. Mgt), 1996
ETH Zurich, Switzerland	M.Sc. (Computer Science), 1994; B.Sc. (Eng.), 1991

PUBLICATIONS RECORD

- **8 publications in FT-50 journals or IF > 4.0** (*SMR, IJPE, ResPol, TNV, JPIM*), e.g.:
 - Prud'homme, D.; von Zedtwitz, M. (2018): The Changing Face of Innovation in China. *MIT Sloan Management Review* 59, 3, 24-32.
 - von Zedtwitz, M.; Corsi, S.; Soberg, P.; Frega, R. (2015): A Typology of Reverse Innovation. *Journal of Product Innovation Management*, 32, 1, 12-28.
 - von Zedtwitz, M.; Gassmann, O. (2002): Market versus Technology Drive in R&D Internationalization. *Research Policy*, 31, 4, 569-588.
 - Gassmann, O.; von Zedtwitz, M. (1999): New Concepts and Trends in International R&D Organization. *Research Policy*, 28, 231-250.
- **19 publications in journals with IF > 2.0:** *Journal of Int'l Management, R&D Management, TFSC, Journal of Bus. Research, Res. Tech. Management, JET-M, Journal of Tech. Transfer*
- 17 books, 33 book chapters, 3 teaching cases
- Average 400 citations per year since 2008; more than 5,800 citations on GoogleScholar
- **Ranked #1 worldwide** in "global innovation" and in "incubation" on GoogleScholar, #5 in "product innovation" and in "R&D management"
- Average 7 publications per year since 1999 (not including conference papers)

COURSES TAUGHT

- **TIM&E:** Technology Venturing, Innovation Marketing, R&D Management, New Product Development, Innovation Futures, Technology Management, Entrepreneurship
- **IB:** Strategy, Emerging Markets, China Business, Multinational Strategy, APAC Business
- Perfect 5.0 of 5.0 teaching and program management rating in Chalmers exec. education; teaching evaluations in the 4.4 to 4.8 range for undergraduate, graduate and executive

OTHER

- **Best Paper Awards** in *Journal of Product Innovation Management* (2016), IAMOT Annual Conference (2001), *R&D Management Journal* (1998)
- **Area Editor** at *Technovation* (IF of 4.8) since 2004; **Editorial Board** member at *Global Strategy Journal, Thunderbird Int'l Business Review, R&D Management, TASM*, etc.
- Led or helped research **fundraising** of more than \$2 million since 1998; at PRTM responsible for \$1.5 million per year