
Max von Zedtwitz – Publications Themes



Max von Zedtwitz, Ph.D.

Expert on Global Innovation & Business in China

Professor & Director	GLORAD Center for Global R&D Management, Tongji University	+86 136 6191 7808 Mobile
Visiting Professor	Nyenrode Business School, ESC Grenoble, University of St. Gallen	max@post.harvard.edu
Managing Director	AsiaCompete Int'l Ltd.	

Theme 1: International R&D Management

Database is 6,000 (and growing) locations of R&D centers with years of establishment, as well as 500+ interviews with R&D directors. Key questions are: What are strategic determinants of international R&D organization and business? How does global R&D strengthen corporate strategy? How to lead international R&D sites? How to manage innovation processes in open structures? What are suitable forms of organization for multi-layer R&D activities? Data allows for country-by-country perspectives as well as industry focus.

Theme 2: Corporate Venturing, Incubation and Organizational Innovation

Database is interviews with 80 incubator managers, surveys of 100 incubators, and 150+ interviews with startup managers, business leaders and entrepreneurs. Key questions are: How do firms use incubation as a means of corporate and strategic renewal? How does product platform strategy affect innovation and dynamic capability? What are emerging and canonizing forms of organization change based on innovative behavior of firms? What form of incubation is best suited for firm-level strategies? What business models work best with which profile of incubation?

Theme 3: Innovation in Emerging Countries

Database is above mentioned set of 6,000 R&D centers, coupled with country databases of R&D centers in China (600 R&D centers) and India (300 R&D centers), along with hundreds of interviews with R&D directors and company leaders in those countries. Key questions in this context: How do firms from emerging countries internationalize R&D and innovation? Given that new firms from emerging economies develop new innovations, do we see the emergence of new reversed product and technology life cycle concepts? What are country-specific approaches to internationalize R&D for MNCs?

Theme 4: Technology and Knowledge Transfer

Database is more than 500 interviews with managers of R&D and innovation. Embedded in challenges inherent to international R&D, innovation and incubation, key questions relate to technology and knowledge transfer at the firm level (e.g., incubation and technology entrepreneurship), the group/team level (e.g., post-project reviews for organizational learning), and the individual level (e.g., transferring capacity of individuals). Fundamental is the assumption that successful transfer carries benefits for the transferor as much as for the recipient, and that the transfer processes at individual, group, and organizational levels can be better understood – and ultimately, improved – if more attention is paid to the sender and better concepts of transferring capacity are developed.