
Max von Zedtwitz – Publications Overview

July 2010



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.	

Max von Zedtwitz has published 12 books and more than sixty papers in academic and practitioner journals, with some of his work receiving awards for academic excellence and industrial relevance. In 2009, he was recognized as one of the top-50 TIM scholars worldwide. He focuses on global R&D management, innovation in emerging countries and China, incubation and technology-based entrepreneurship, based on proprietary databases with more than 6,000 entries on global R&D management and Chinese R&D and innovation.

Recent Books:

- Sun, Y.; von Zedtwitz, M.; Simon, D (2008, Editors): Global R&D and China. Routledge.
- Gassmann, O.; Reepmeyer, G.; von Zedtwitz, M. (2008): Leading Pharmaceutical Innovation - Trends and Drivers for Growth in the Pharmaceutical Industry, 2nd ed. Springer.
- Boutellier, R.; Gassmann, O.; von Zedtwitz, M. (2008): Managing Global Innovation - Uncovering the Secrets of Future Competitiveness, 3rd ed. Springer.

Selected Academic Journals:

- Jin, J.; von Zedtwitz, M.; (2008): Technological Capability Development in China's Mobile Phone Industry. *Technovation*, 28, 327-334.
- von Zedtwitz, M.; Grimaldi, R. (2006): Are Service Profiles Incubator-Specific? *Journal of Technology Transfer*, Vol. 31, 459-468.
- Carayannis, E.; von Zedtwitz, M. (2005): GloCal, real-virtual incubator networks as catalysts of entrepreneurship in transitioning economies. *Technovation*, Vol. 25, 2, 95-110.
- von Zedtwitz, M.; Gassmann, O., Boutellier, R. (2004): Organizing Global R&D: Challenges and Dilemmas. *Journal of International Management*, Vol. 10, No. 1, 21-49. (*Most frequently requested article in this journal during 2004 and top-50 for any Elsevier journal from China in 2004-2008*)
- von Zedtwitz, M.; Gassmann, O. (2002): Market versus Technology Drive in R&D Internationalization. *Research Policy*, 31, 4, 569-588. (*Top-20 most requested paper in Research Policy during 2002*)
- Gassmann, O.; von Zedtwitz, M. (1998): Organization of Industrial R&D on a Global Scale. *R&D Management*, Vol. 28, No. 3, 147-161. (*1998 Best-Paper Award*)

Selected Practitioner Articles:

- von Zedtwitz, M.; Ikeda, T.; Gong, L.; Carpenter, R.; Hämmäläinen, S. (2007): Managing Foreign R&D in China. *Research Technology Management*, Vol. 50, No. 3, 19-27.
- von Zedtwitz, M.; Que, L. (2004): Internal Incubators in Chinese State-Owned Enterprises. *Asia-Pacific Tech Monitor*, Vol. 21, No. 2, 44-51.
- von Zedtwitz, M. (2003): Post Project Review in R&D. *Research Technology Management*, Vol. 46, No. 5, 43-49.