



## Max von Zedtwitz, Ph.D.

- Professor (WSR), Int'l Business & Innovation, CBS
- Director of GLORAD, a research center for global R&D and innovation
- 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 (>7,800 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)

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## CURRENT POSITION

2019 -	Professor (WSR)	Copenhagen Business School, Denmark
2021 -	Visiting Professor	Ecole Polytechnique

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## PROFESSIONAL BACKGROUND

2018 - 2021	Professor (part-time)	Southern Denmark University, Denmark
2015 - 2022	Full Professor	Kaunas Technological University, Lithuania
2014 - 2015	Associate Professor	Skoltech, Moscow, Russia
2010 - 2014	Visiting Professor	Tongji University, Shanghai, China
2007 - 2009	Visiting Professor	Peking University, Beijing, China
2003 - 2007	Associate Professor of Innovation Management	Tsinghua University, Beijing, China
2000 - 2003	Professor of Technology Management	IMD, Lausanne, Switzerland
1998 - 2000	Post-Doctoral Fellow	Harvard University, Boston, U.S.A.

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## EDUCATION

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

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## TECHING FOCUS

<b>Innovation Management:</b>	Strategic Innovation, Technology Venturing, Innovation Marketing, R&D Management, New Product Development, Innovation Futures
<b>Int'l Business &amp; Strategy:</b>	Global Strategy, China Business, APAC Business, Transnational Innovation, Emerging Market Strategies, Strategy Execution

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## CAREER HIGHLIGHTS

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

- > 7,800 citations; h-index of 32; i10-index of 57 on GoogleScholar; RGScore of 32.39 on ResearchGate; ORCID# 0000-0002-1811-3797; ResearcherID C-2148-2013

> 100 publications: books, journal papers, managerial articles  
Average 430 citations per year since 2008; 7 new publications per year

- **Ranked #1 worldwide** in “*global innovation*”, “*China 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.
- **Researcher of the Year 2018**, Kaunas University of Technology, School of Economics and Business
- 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 11.373; and as editorial board member, helped the Global Strategy Journal to a 7.393 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 & program management rating in Chalmers executive education (China, innovation, R&D) and CBS postgraduate education (strategy, int'l business)
- Teaching evaluations generally in the 4.4 to 4.8 range for undergraduate, graduate and executive, incl. online teaching at 4.9 of 5.0
- Several best speaker / best lecturer awards
- 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 7 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; total fundraising for academic projects more than US\$ 2 mn; \$1.5 million per year at PRTM

#### **PUBLICATIONS IN TOP-JOURNALS**

**(FT-50 or Impact Factor >9.0)**

1. Knudsen, M.P., von Zedtwitz, M., Griffin, A., Barczak, G. (2023). Best practices in new product development and innovation: Results from PDMA's 2021 global survey. **Journal of Product Innovation Management** 40, 3, 257-275. (IF 9.885) [[link](#)]
2. Petraite, M., Mubarak, M., Rauleckas, R., von Zedtwitz, M. (2022). The mediating role of international networks in the upgrading national innovation systems. **Technological Forecasting and Social Change** 184, #121873. (IF 10.884) [[link](#)]

3. 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 10.884) [\[link\]](#)
4. Prud'homme, D., von Zedtwitz, M. (2018): The Changing Face of Innovation in China. **MIT Sloan Management Review** 59, 3, 24-32. (IF 4.627, FT-50) [\[link\]](#)
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 10.969) [\[link\]](#)
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 10.401) [\[link\]](#)
7. 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 11.251) [\[link\]](#)
8. 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 9.885) [\[link\]](#)
9. 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 9.473) [\[link\]](#)
10. Jin, J., von Zedtwitz, M. (2008): Technological Capability Development in China's Mobile Phone Industry. **Technovation**, 28, 327-334. (IF 11.373) [\[link\]](#)
11. 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 11.373) [\[link\]](#)
12. 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 9.473, FT-50) [\[link\]](#)
13. Gassmann, O., von Zedtwitz, M. (1999): New Concepts and Trends in International R&D Organization. **Research Policy**, 28, 231-250. (IF 9.473, FT-50) [\[link\]](#)

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#### **PUBLICATIONS WITH IMPACT FACTOR 2.0-9.0 (Total of 18, Only Most Recent Listed)**

1. Prud'homme, D., von Zedtwitz, M. (2019). Managing Risks from "Forced" Technology Transfer in Emerging Markets. **Journal of International Management** 25, 3 (IF 5.526) [\[link\]](#)
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 4.489) [\[link\]](#)
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 2.855) [\[link\]](#)
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 2.855) [\[link\]](#)

5. 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 2.855) [[link](#)]
6. 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 7.180) [[link](#)]

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

## **OTHER RECENT PUBLICATIONS**

**(Total of 56, Only Most Recent Listed)**

1. Quan, X., von Zedtwitz, M. (2021). Special Issue Editorial. **IEEE Transactions on Engineering Management** 68, 6, 1543-1545. (IF 8.702) [[link](#)]
2. Prud'homme, D., von Zedtwitz, M., Arreola, F. (2019). Strategic Responses to Neo-Populism. **The European Business Review**, May/June, 62-68. [[link](#)]
3. 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](#)]

## **SPECIAL ISSUES IN JOURNALS**

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

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 (**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](#)]

1. von Zedtwitz, M., Quan, X. (2021). Internationalization of Chinese R&D. In Fu, X., Chen, J., McKern, B. (Eds.). **The Oxford Handbook of China Innovation**. 486-501. Oxford University Press. [\[link\]](#)
2. Gammeltoft, P., von Zedtwitz, M. (2021). The Political Economy of China's R&D Internationalization: Policy-led Innovation and Changes in China's Growth Model. In Cahen, F., Casanova, L., Miroux, A. (Eds.). **Innovation from Emerging Markets: From Copycat to Leaders**. Cambridge: Cambridge University Press, Chpt. 7, 185-221. [\[link\]](#)
3. von Zedtwitz, M., Hadengue, M. (2019): Reverse Innovation: Review of a Decade. In: Yoon, H., Therin, F., Appio, F. (Eds.): **Handbook on Techno-Entrepreneurial Ecosystems**, 3<sup>rd</sup> ed. Edgar Elgar. Chpt. 2, 26-45.
4. von Zedtwitz, M. (2019). Communication and Knowledge Flows in Transnational R&D Projects. In: Tiwari, R., Buse, S. (Eds.). **Managing Innovation in a Global and Digital World**. Springer Gabler, Wiesbaden. Chpt 14, 227-251. [\[link\]](#)
5. Bhattacharyya, O., et al. (2019): 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**, Chpt A.5. Univ. of Toronto Press: Toronto, 114-126. [\[link\]](#)
6. da Silva, I., Borini, F., Oliveira, M., Quan, I.X., von Zedtwitz, M. (2019). An indirect metric of frugal innovation from product, open, cost, and sustainable innovation scales. In A.J. McMurray and G.A. de Waal (Eds.). **Frugal Innovation – A Global Research Companion**. Routledge: London. Chpt 15, 241-257. [\[link\]](#)
7. von Zedtwitz, M., Vainberg, E. (2019): 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. [\[link\]](#)
8. von Zedtwitz, M., Tekic, Z., Willoughby, K. (2019): 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. [\[link\]](#)

## CITATION OVERVIEW

Citations	Abbreviated Titles of Top Publications	Journal	Impact Factor	Year
1,196	Market versus Technology Drive in Int'l R&D	Research Policy	9.473	2002
771	New Concepts and Trends in Int'l R&D	Research Policy	9.473	1999
620	Managing Global Innovation	(Book)	-	2008
404	Virtual R&D Teams	R&D Management	5.962	2003
479	Architecting Incubator Networks	Technovation	11.373	2005
327	Organizational Learning through PPR	R&D Management	5.962	2003
307	Managing Foreign R&D Labs in China	R&D Management	5.962	2004
301	Leading Pharmaceutical Innovation	(Book)	-	2008
261	Organization of R&D on a Global Scale	R&D Management	5.962	1998
248	Organizing Global R&D Challenges	J Int'l Management	5.526	2004
247	Are Service-Profiles Incubator-Specific?	J Tech Transfer	5.337	2006
246	Classification of Incubators	IJEIM	1.081	2003
274	A Typology of Reverse Innovation	JPIM	9.885	2015

## EDITORIAL SERVICES IN JOURNALS AND REVIEW COMMITTEES

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

• IEEE Transactions on Engineering Management	8.702	since 2019
• Global Strategy Journal	7.393	since 2009
• Technovation (Area / Associate Editor)	11.373	since 2006
• Journal of Creativity and Innovation Management	3.644	since 2005
• Technology Analysis & Strategic Management	3.745	since 2004
• R&D Management	5.962	since 2003

### 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. Otto Monsted Foundation	630,000 DKK	2021-2024
2. Lithuanian Science Council, TIGER Project	136,000 Euro	2019-2022
3. Lithuanian Science Council, AISTIS Project	300,000 Euro	2015-2016
4. Skolkovo Foundation	17,500,000 RUR	2014-2017
5. EC RoadiBrom Funding	800,000 Euro	2006-2007
6. EC ChinaFrontier Funding	215,000 Euro	2005
7. Tsinghua Basic Research Grant	50,000 RMB	2005-2006
8. Tsinghua Basic Research Grant	100,000 RMB	2003-2005
9. Swiss Office for Innovation	100,000 SFr	2000
10. SNF Swiss National Science Foundation	90,000 SFr	1998
11. SAF Swiss-Asia Foundation	10,000 SFr	1997

At PRTM, responsible for contracting and selling consulting projects worth \$1.5 million per year. At GLORAD, responsible for fund-raising for projects and research associates across all team locations.