

CURRENT POSITION

2025 –	Full Professor (Strategy)	University of St. Gallen	Switzerland
2025 –	Managing Director	SGI Institute of Management in Asia	Singapore

ACADEMIC APPOINTMENTS

2025 –	Professor (part-time, visiting)	Copenhagen Business School	Denmark
2021 –	Visiting Professor	Ecole Polytechnique	France
2020 – 2025	Full Professor (part-time, visiting)	Kaunas Techn. University	Lithuania
2019 – 2025	Professor WSR (Int' Business)	Copenhagen Business School	Denmark
2018 – 2021	Full Professor (part-time)	Southern Denmark University	Denmark
2015 – 2019	Full Professor (Strategy & Innov.)	Kaunas Techn. University	Lithuania
2014 – 2015	Assoc. Professor (Innov. & Entrep.)	Skoltech Institute	Russia
2010 – 2014	Visiting Professor	Tongji University	China
2007 – 2009	Visiting Professor	Peking University	China
2003 – 2007	Assoc. Professor (Techn. Mgt)	Tsinghua University	China
2000 – 2003	Professor (Techn. Mgt)	IMD-International	Switzerland
1998 – 2000	Post-Doctoral Fellow	Harvard University	USA

INDUSTRY / ENTREPRENEURIAL BACKGROUND

2008 – 2010	Vice President / Partner	PRTM Management Consultants	China
2004 – 2008	President, Co-Founder	AsiaCompete Ltd	China
2003 –	Founder & Managing Director	GLORAD Research Center	China
1993 – 1994	Research Scientist	ATR Research Labs	Japan
1993	R&D / Engineering Intern	Swiss Defense Technology Agency	Switzerland
1992	R&D / Engineering Intern	Siemens-Stromberg-Carlson (FL)	USA

EDUCATION

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

TEACHING FOCUS

Strategy & Int'l Business:	Strategy Execution, Operational Strategy, China Business, Emerging Markets, Cross-Cultural Management, International Management
Innovation & Entrep'ship:	Technology & Innovation Management, Entrepreneurship, Business Incubation, R&D Management, New Product Development

MAJOR ACHIEVEMENTS

Widely Cited Researcher

- GoogleScholar: > 8,900 citations; h-index of 35; i10-index of 66. [\[link\]](#)
- Average 430 citations per year since 2008; 7 new publications per year.
- ResearchGate h-index of 32 | ORCID# 0000-0002-1811-3797 | Web-of-Science ID C-2148-2013 | Scopus ID 6603480886
- **Ranked #1 worldwide** in “*global innovation*”, “*China innovation*”, “*reverse innovation*”, and in “*business incubation*” on GoogleScholar, **#5** in “*product innovation*”.
- **Researcher of the Year 2018 & 2022**, Kaunas University of Technology, School of Economics and Business.
- **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

- As Area Editor, helped *Technovation* increase its impact factor (IF) from 0.40 to 12.65; and as editorial board member, helped the *Global Strategy Journal* to a 7.39 impact factor.
- Lead author of "Managing Global Innovation", a reference book for industry, consulting and academia on global R&D and innovation.
- Supervised 26 Ph.D. and DBA students.

Classroom Relevance and Managerial Credibility

- 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.
- Multiple best speaker / best lecturer awards.
- Several positions as director on advisory boards, start-up companies, incorporated firms and scientific organizations.
- Citizen of Switzerland. Professionally lived in China for 12 years, Denmark for 6 years, Japan and Russia for more than one year each, the U.S. for 8 years.

Institution Builder, Fund-Raiser

- Managing director of an institute with 4 professors (+ researchers & staff) in Singapore.
- Co-founder and director of GLORAD, a network research center with 35 researchers and 6 assistant professors / postdocs and 8 professors on 4 continents.
- Lead faculty at Skoltech charged with building a department of 20 professors.
- Founded a technology-intelligence firm in China, with up to 15 in staff; sold in 2009.
- Involved in four additional startups (3D printing, online talent exchange, SaaS services, nano-tech energy generation machinery): one sold, two stalled, one still in operation.
- Successful fund-raiser for several EC-sponsored projects; total fundraising for academic projects more than US\$ 2 million; US\$ 1.5 million per year at PRTM.

PUBLICATIONS

FT-50 and ABS-4/4* Articles

1. Prud'homme, D., von Zedtwitz, M. (2025). The New Rules of Doing Business with China. **Sloan Management Review** 66, 4, 17-19. [\[link\]](#)
2. von Zedtwitz, M., Gutmann, T., Engelmann, P. (2025). The Nobel "Pride" Phenomenon: An analysis of Nobel Prize discoveries and their recognition. **Research Policy** 54, 1, #105150. [\[link\]](#)
3. 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. [\[link\]](#)
4. Prud'homme, D., von Zedtwitz, M. (2018). The Changing Face of Innovation in China. **Sloan Management Review** 59, 3, 24-32. [\[link\]](#)
5. 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. Hus-tad prize for best paper in JPIM.) [\[link\]](#)
6. 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. [\[link\]](#)
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. [\[link\]](#)
8. Gassmann, O., von Zedtwitz, M. (1999). New Concepts and Trends in International R&D Organization. **Research Policy**, 28, 231-250. [\[link\]](#)

Other Peer Reviewed Articles

1. Knudsen, M.P., Schultz, C., Salomo, S., von Zedtwitz, M., Björk, J. (2025). The Role of Creativity and Innovation Management Research in Times of Changing Security and Defence Realities. **Creativity and Innovation Management**. [\[link\]](#)
2. dos Santos, L., Borini, F., von Zedtwitz, M. (2025). Subsidiary Capability Development and Reverse Knowledge Transfer: A Microfoundation Perspective. **Knowledge and Process Management**. [\[link\]](#)
3. Li, D.-T., Fu, X.-L., Narula, R., von Zedtwitz, M., Wagner, B. (2025). R&D Management under Disruption and Uncertainty. **R&D Management** 55, 4, 985-997. [\[link\]](#)
4. Dachs, B., Amoroso, S., Castellani, D., Papanastassiou, M., von Zedtwitz, M. (2024). The Internationalisation of R&D: Past, Present, and Future. **International Business Review** 33, 1, #102191. [\[link\]](#)
5. Jang, S., von Zedtwitz, M. (2023). Opening up early or late? The effect of open innovation before and after product launch on new product performance. **Industrial Marketing Management** 112, 113-127. [\[link\]](#)
6. 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. [\[link\]](#)

7. Prud'homme, D., von Zedtwitz, M. (2019). Managing Risks from “Forced” Technology Transfer in Emerging Markets. **Journal of International Management** 25, 3, #100670. [\[link\]](#)
8. Prud'homme, D., von Zedtwitz, M., Arreola, F. (2019). Strategic Responses to Neo-Populism. **The European Business Review**, May/June, 62-68. [\[link\]](#)
9. 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. [\[link\]](#)
10. 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. [\[link\]](#)
11. von Zedtwitz, M., Gong, L., Daffner, M. (2018). Foreign R&D in China at a Crossroads? **Research-Technology Management** 61, 3, 27-28. [\[link\]](#)
12. 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. [\[link\]](#)
13. 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. [\[link\]](#)
14. 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. [\[link\]](#)
15. 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*) [\[link\]](#)
16. 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. [\[link\]](#)
17. 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. [\[link\]](#)
18. Corsi, S., von Zedtwitz, M. (2016). Reverse Innovation - A New World Order for Global Innovation? **The European Business Review**, Nov/Dec 2016, 73-77. [\[link\]](#)
19. 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. [\[link\]](#)
20. 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. [\[link\]](#)
21. 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. [\[link\]](#)
22. Xie, W., von Zedtwitz, M. (2010). Main Characteristics of World-first Innovation in Catching-up Countries. **Journal of Technology Management in China**, 5, 2, 108-121. [\[link\]](#)
23. Grimaldi, R., Mattarelli, E., Prencipe, A., von Zedtwitz, M. (2010). Offshoring of Intangibles: Organizational and Strategic Issues. **Industry & Innovation** 17, 4, 331-336. [\[link\]](#)
24. Ester, R.M., Assimakopoulos, D., von Zedtwitz, M., Yu, X.B. (2010). Global R&D organization and the development of dynamic capabilities: Literature review and case study of a Chinese high-

- tech firm. **Journal of Knowledge-Based Innovation in China**, 2, 1, 25-45. [\[link\]](#)
25. Jin, J., von Zedtwitz, M. (2008). Technological Capability Development in China's Mobile Phone Industry. **Technovation**, 28, 327-334. [\[link\]](#)
 26. Harryson, S., Kliknaite, S., von Zedtwitz, M. (2008). How Technology-Based University Research Drives Innovation in Europe and China – Leveraging the Power of Proximity. **Journal of Technology Management in China**, 3, 1, 12-46. [\[link\]](#)
 27. von Zedtwitz, M., Ikeda, T., Gong, L., Carpenter, R., Hämäläinen, S. (2007). Managing Foreign R&D in China. **Research-Technology Management**, 50, 3, 19-27. [\[link\]](#)
 28. Gebauer, H., von Zedtwitz, M. (2007). Differences in orientation between Western European and Chinese service organizations. **Asia Pacific Journal of Marketing and Logistics**, 19, 4, 363-379. [\[link\]](#)
 29. Sun, Y., von Zedtwitz, M., Simon, D. (2007). Globalization of R&D and China: An Introduction. **Asia Pacific Business Review**, 13, 3, 311-319. [\[link\]](#)
 30. von Zedtwitz, M., Grimaldi, R. (2006). Are Service Profiles Incubator-Specific? – Results from an empirical investigation in Italy. **Journal of Technology Transfer**, 31, 459-468. [\[link\]](#)
 31. 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. [\[link\]](#)
 32. Li, P., von Zedtwitz, M. (2005). 技术发展与中国标准竞争 (Ji Shu Fa Zhan Yu Zhong Guo Biao Zhun Jing Zheng; Technology Development and Competition of Standards in China). **Scientific Management Research**, 23, 5 (Oct. 2005), 38-42. (in Chinese)
 33. von Zedtwitz, M., Gassmann, O., Boutellier, R. (2004). Organizing Global R&D: Challenges and Dilemmas. **Journal of International Management**, 10, 1, 21-49. (*Most frequently requested article in this journal during 2004.*) [\[link\]](#)
 34. von Zedtwitz, M. (2004). Managing Foreign R&D Labs in China. **R&D Management**, 34, 4, 439-452. [\[link\]](#)
 35. Fischer, W.A., von Zedtwitz, M. (2004). Chinese R&D: Naissance, Renaissance, or Mirage? **R&D Management**, 34, 4, 349-365. [\[link\]](#)
 36. von Zedtwitz, M. (2004). Managing knowledge in virtual organisations: an introduction. **International Journal for Networking and Virtual Organisations**, 2, 4, 283-286. [\[link\]](#)
 37. von Zedtwitz, M., Que, L. (2004). Internal Incubators in Chinese State-Owned Enterprises. **Asia-Pacific Tech Monitor**, 21, 2, 44-51.
 38. Gassmann, O., von Zedtwitz, M. (2003). Trends and Determinants of Managing Virtual R&D Teams. **R&D Management**, 33, 3, 243-262. [\[link\]](#)
 39. von Zedtwitz, M. (2003). Initial Directors of International R&D Laboratories. **R&D Management**, 33, 4, 377-393. [\[link\]](#)
 40. von Zedtwitz, M. (2003). Post Project Reviews in R&D. **Research-Technology Management**, 46, 5, 43-49. [\[link\]](#)
 41. Gassmann, O., Reepmeyer, G., von Zedtwitz, M. (2003). Suisu no iyakuhinsangyo no kou-zoubunseki (スイスの医薬品産業の構造分析, Analyzing Structures of the Pharmaceutical Industry in Switzerland). **Journal of Health Care and Society**, 13, 2, 41-84 (*in Japanese*). [\[link\]](#)
 42. von Zedtwitz, M. (2003). Classification and Management of Incubators: Aligning Strategic Objectives and Competitive Scope for New Business Facilitation. **International Journal of Entrepreneurship and Innovation Management**, 3, 1/2, 176-196. [\[link\]](#)

43. von Zedtwitz, M. (2002). Organizational Learning through Post-Project Reviews in R&D. **R&D Management** 32, 3, 255-268. [\[link\]](#)
44. von Zedtwitz, M., Gassmann, O. (2002). Managing Customer Oriented Research. **International Journal of Technology Management**, 24, 2/3, 165-193. [\[link\]](#)
45. Gassmann, O., von Zedtwitz, M. (1998). Organization of Industrial R&D on a Global Scale. **R&D Management**, 28, 3, 147-161. (*Winner of the 1998 RADMA prize for best paper with a focus on practicality.*) [\[link\]](#)
46. Gassmann, O., von Zedtwitz, M. (1996). Marktorientiertes Forschungsmanagement. **Wissenschaftsmanagement** 3, Mai/Juni, München, 138-144 (*in German*).

Monographs / Books

1. Sehested, C., von Zedtwitz, M. (2025). **Internationalisation – From Dream to Success**. Djoef Forlag: Copenhagen.
2. Gassmann, O., Schuhmacher, A., von Zedtwitz, M., Reepmeyer, G. (2024). **Führung und Organisation pharmazeutischer Innovation**. SpringerGabler: Heidelberg, ISBN 978-3-031-43817-2. 205 pages. [\[link\]](#)
3. Gassmann, O., Schuhmacher, A., von Zedtwitz, M., Reepmeyer, G. (2018). **Leading Pharmaceutical Innovation**. Completely revised 3rd edition. Springer: Heidelberg. 179 pages. [\[link\]](#)
4. Zhu, A., von Zedtwitz, M., Assimakopoulos, D. (2018). **Responsible Product Innovation**. Springer: New York. 150 pages. [\[link\]](#)
5. 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.
6. Haour, G., von Zedtwitz, M. (2016). **Created in China – How China is becoming a global innovator**. London: Bloomsbury. 185 pages. [\[link\]](#)
7. Sun, Y., von Zedtwitz, M., Simon, D. (2009, Editors). **Global R&D and China**. Paperback edition. Routledge: Oxford. 180 pages. [\[link\]](#)
8. von Zedtwitz, M., Birkinshaw, J., Gassmann, O. (2008, Editors). **Management of International Research and Development**. Edgar Elgar: Cheltenham. 608 pages. [\[link\]](#)
9. Gassmann, O., Reepmeyer, G., von Zedtwitz, M. (2008). **Leading Pharmaceutical Innovation - Trends and Drivers for Growth in the Pharmaceutical Industry**. Fully revised 2nd edition. Springer: Heidelberg. 186 pages. [\[link\]](#)
10. Boutellier, R., Gassmann, O., von Zedtwitz, M. (2008). **Managing Global Innovation - Uncovering the Secrets of Future Competitiveness**. 3rd fully revised edition. Springer: Heidelberg. 807 pages. [\[link\]](#)
11. Sun, Y., von Zedtwitz, M., Simon, D. (2008, Editors). **Global R&D and China**. Routledge: Oxford. 174 pages.
12. Festel, G., Kreimeyer, A., Oels, U., von Zedtwitz, M. (2008, Editors). **The Chemical and Pharmaceutical Industry in China – Challenges and Threats for Foreign Companies**. 2nd edition. Springer: Heidelberg. 296 pages. [\[link\]](#)
13. von Zedtwitz, M., Bok, D.K., Chung, S. (2007, Editors). **R&D Interplay in Northeast Asia**. SERI: Seoul. 226 pages.

14. Festel, G., Kreimeyer, A., Oels, U., von Zedtwitz, M. (2005, Editors). **The Chemical and Pharmaceutical Industry in China – Challenges and Threats for Foreign Companies**. Springer: Heidelberg. 296 pages. [[link](#)]
15. Gassmann, O., Reepmeyer, G., von Zedtwitz, M. (2004). **Leading Pharmaceutical Innovation - Trends and Drivers for Growth in the Pharmaceutical Industry**. Springer: Heidelberg. 178 pages.
16. von Zedtwitz, M., Haour, G., Khalil, T., Levebvre, L. (2003, Editors). **Management of Technology: Growth through Business Innovation and Entrepreneurship**. Pergamon: Oxford. 560 pages. [[link](#)]
17. Boutellier, R., Gassmann, O., von Zedtwitz, M. (2002). 未来竞争的优势——全球研发管理案例研究与分析 (**Future Competitiveness—Research and Analysis of Cases on Global Research & Development Management**). Guangdong Economics, Guangzhou. 556 pages.
18. Boutellier, R., Gassmann, O., von Zedtwitz, M. (2000). **Managing Global Innovation - Uncovering the Secrets of Future Competitiveness**. 2nd revised edition. Springer: Heidelberg. 629 pages.
19. Boutellier, R., Gassmann, O., von Zedtwitz, M. (1999). **Managing Global Innovation - Uncovering the Secrets of Future Competitiveness**. Springer: Heidelberg. 626 pages.
20. von Zedtwitz, M. (1999). **Managing Interfaces in International R & D**. University of St. Gallen Ph.D. Dissertation Nr. 2315. Bamberg: Difo Druck. 310 pages.
21. Gassmann, O., von Zedtwitz, M. (1996, Editors). **Internationales Innovationsmanagement**. Vahlen: München (in German). 324 pages. [[link](#)]

Conference Proceedings (2020 onwards only)

1. Bulatova, D., Knudsen, M.P., von Zedtwitz, M. (2024). The Determinants of AI in Products: Evidence from the PDMA Best Practice Survey. **R&D Management Conference**, 17-19 June 2023.
2. Zhu, A., von Zedtwitz, M., Assimakopoulos, D.G. (2024). The Antecedents and Consequences of Product Safety Management. **Academy of Management Proceedings 2024** (1), 21088.
3. Kebure, K., von Zedtwitz, M. (2023). Open innovation capability maturity model: The case of a multinational organization. **IEEE International Conference on Technology and Entrepreneurship** (ICTE), 9-11 Oct 2023, 110-115.
4. Kebure, K., von Zedtwitz, M. (2023). Open innovation capability maturity model: the case of a multinational organization. **JPIM Research Forum**, 16-19 Sep 2023.
5. Lima-Santos, L., von Zedtwitz, M., Borini, F. (2023). Subsidiary Capability Development and the Reverse Knowledge Transfer: A Microfoundation Perspective. **JPIM Research Forum**, 16-19 Sep 2023.
6. Kawakami, T., Knudsen, M.P., von Zedtwitz, M. (2023). Which National Cultural Factors Promote Digital Technology Usage? Findings from the 5th PDMA Best Practice Survey. **JPIM Research Forum**, 16-19 Sep 2023.
7. Kawakami, T., von Zedtwitz, M., Knudsen, M.P. (2023). Does National Culture Affect AI Adoption? Empirical Analysis of the 5th Global NPD Best Practice Survey. **IPDMC**, 7-9 June 2023.
8. Dachs, B., Amoroso, S., Castellani, D., Papanastassiou, M., von Zedtwitz, M. (2023). The Past, present, and Future of the Internationalization of R&D. **British Academy of Management 2023 Conference**, 1-6 Sep 2023.
9. Knudsen, M.P., von Zedtwitz, M., Griffin, A., Barczak, G. (2022). Global Best Practices in New Product Development and Innovation. **JPIM Research Forum**, 13-15 January 2022.

10. Kebure, K., von Zedtwitz, M. (2022). Inside-in open innovation: The case of multinational organization. 38th **EGOS Conference**, Vienna, 7-9 July 2022.
11. Kebure, K., von Zedtwitz, M. (2022). Inside-in open innovation: The case of multinational organization. **World Open Innovation Conference**, Paper # 9375, Eindhoven, 15-16 Nov 2022.
12. Knudsen, M.P., von Zedtwitz, M., Griffin, A., Barczak, G. (2021) Global Best Practices in New Product Development and Innovation. 28th **IPDMC Int'l Product Development Management Conference**, 6-8 June 2021.
13. Mubarak, M.F., Petraitė, M., von Zedtwitz, M. (2021). Design of MSPs: Constellation of Competition, Collaboration, and Control in an Ecosystem. **R&D Management Conference**, 6-8 July 2021.
14. Kebure, K., von Zedtwitz, M. (2021). Open innovation capability maturity model: a systematic literature review. 22nd **CINet Conference: Organizing Innovation for a Sustainable Future**, 13-15 September 2021.
15. Andreoli, C., von Zedtwitz, M., Ceicyte, J. (2021). Beyond the economic value creation of enterprises: a conceptualization of ethical value creation. 16th **Vaasa Conference in International Business**, University of Vaasa, 17-18 August 2021.
16. von Zedtwitz, M., Bischof, S.F. (2020). Trading up or Trading Down? How Home Country Corruption Affects Cross-Border R&D Investments. **Academy of Management Proceedings** 2020 (1), 22018 [[link](#)]
17. Petraitė, M., Mubarak, M.F., von Zedtwitz, M. (2020). Technology learning of SMEs in global networks of innovators. Proceedings of **ISPIM Connects Global 2020: Celebrating the World of Innovation**. ISBN 9789523355668, ISSN 2243-3384.
18. Kebure, K., von Zedtwitz, M. (2020). Open innovation capability maturity model and inside – in innovation. Proceedings of the IFKAD 2020: 15th **International Forum on Knowledge Asset Dynamics**, 9-11 September 2020, Matera, Italy, 2020. ISBN 9788896687130. ISSN 2280-787X. p. 705-717

Book Chapters

1. 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](#)]
2. 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**. Chpt 5.5, 486-501. Oxford University Press. [[link](#)]
3. von Zedtwitz, M. (2020). 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](#)]
4. 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**, 3rd ed. Edgar Elgar. Chpt. 2, 26-45. [[link](#)]
5. 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](#)]

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. (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. [\[link\]](#)
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, 135-139. [\[link\]](#)
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2. Li, D.-T., Fu, X.-L., Narula, R., von Zedtwitz, M., Wagner, B. (2025). R&D Management under Disruption and Uncertainty. Special Issue in **R&D Management** 55 (forthcoming). [[link](#)]
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5. 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.
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3. von Zedtwitz, M. (2005). Outsourcing R&D in the Pharmaceutical Industry: From Conceptualisation to Implementation of the Strategic Sourcing Process—Book Review. **R&D Management**, 35, 3, 355-356.
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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**.

PAPER PIPELINE

1. Toward a theory of misconduct and retractions in management. **Research Policy**. (with M. Knudsen, F. Cappa, I. McCarthy).
2. How Corruption Distance Affects Cross-Border R&D Investments. **Research Policy**. (with S. Bischof)
3. Managing Hype Cycles in Organizational Theory. **Academy of Management Perspectives**. (with M. Knudsen)
4. Retractions as an indicator of journal quality: An analysis of 1703 ABS journals. **Journal of Management Studies**. (with F. Cappa, I. McCarthy, M. Knudsen)
5. The antecedents and consequences of product safety management processes. **Journal of Operations Management**. (with A. Zhu, D. Assimakopoulos)
6. National culture, artificial intelligence, and the adoption of emerging technologies. **Journal of Product Innovation Management**. (with T. Kawakami, M. Knudsen)
7. Organizational concepts in international R&D revisited: An evolutionary model of EMNEs' global R&D networks. **Journal of World Business**. (with J. Cricchio, F. Homann)
8. Strategic orientation, artificial intelligence, and digitalization. **Technovation**. (with D. Bulatova, M. Knudsen)
9. Role of innovation networks to improve digital transformation-led sustainable manufacturing: A circular economy perspective. **R&D Management**. (with M.F. Mubarak, M. Petraite, M. Vilkas)

PUBLICATION RECOGNITIONS AND AWARDS

1. **Researcher of the Year, 2018, 2022, & 2024**, Kaunas University of Technology, School of Economics and Business
2. 2018 Top-5 finish and shortlisted for the **Maurice Holland Award** for the paper on “Avoiding Pitfalls in Reverse Innovation” in *Research Technology Management*
3. 2015 **Thomas P. Husted Best Paper Award** for “A Typology of Reverse Innovation” in the *Journal of Product Innovation Management*
4. 1998 **RADMA Prize** for Best Paper in the *R&D Management Journal*
5. **ABB Best Paper Award** at the *IAMOT 2001 Conference*
6. **ISMOT Best Paper Award** at the *ISMOT 1998 Conference*

7. 2009 Recipient of the **IAMOT Award for Research Excellence**, to recognize the top-50 researchers publishing in the highest percentile of SCI/SSCI-index Technology and Innovation Management journals
8. Paper on “Organizing Global R&D” (with O. Gassmann, R. Boutellier) the most downloaded paper from the *Journal of International Management* in 2004
9. The same paper was also recognized by Elsevier as one of the 50 most cited articles by a Chinese mainland author in any Elsevier journal published between 2004 and 2008
10. Paper on “Market versus Technology Drive” (with O. Gassmann) among top-20 most downloaded papers from *Research Policy* in 2002
11. Best Paper Proceedings, *Academy of Management* Conference, Organization and Management Theory Division, 2003