

# VICTOR P. SEIDEL

Technology, Operations, and Information Management Division  
Babson College, Wellesley, Massachusetts, 02457 USA  
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## FULL-TIME EDUCATION

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### STANFORD UNIVERSITY

Ph.D., Department of Management Science and Engineering, (awarded January 2006)  
Dissertation: *Managing Novel Product Concepts: A Process Theory*  
Committee: Robert I. Sutton, Kathleen M. Eisenhardt, and Thomas H. Byers

### CAMBRIDGE UNIVERSITY

M.B.A., Cambridge Judge Business School

### CORNELL UNIVERSITY

B.S. (with Distinction), Electrical Engineering

## PART-TIME EDUCATION

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### OXFORD UNIVERSITY

Post-Graduate Diploma in Learning & Teaching in Higher Education (awarded February 2013)  
Awarded by Department of Education and Oxford Learning Institute  
Project portfolio: *Designing Higher Education Curricula in Innovation & Entrepreneurship*

### RENSSELAER POLYTECHNIC INSTITUTE

M.S., Manufacturing Systems Engineering  
Studies funded and supported while employed by IBM

## ACADEMIC POSITIONS

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### BABSON COLLEGE

8/2017 –	Associate Professor of Technology and Operations Management
1/2014 – 8/2017	Assistant Professor of Technology and Operations Management

### OXFORD UNIVERSITY (Saïd Business School)

1/2008 – 8/2013	University Lecturer, tenured (e.g. Associate Professor)*
1/2006 – 1/2008	University Lecturer, tenure-track (e.g. Assistant Professor)
1/2003 – 1/2006	University Lecturer, pre-Ph.D. (e.g. Instructor)

*\* At Oxford at the time of employment there were just two academic titles for tenure-line faculty: “lecturer” for either assistant or associate professor, and “professor” for full professor.*

## VISITING POSITIONS

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	<b>HARVARD UNIVERSITY</b> (School of Engineering and Applied Sciences)
1/2014 – present	Innovation Associate of TECH
1/2011 – 12/2013	Innovation Fellow of TECH
8/2010 – 12/2010	Visiting Scholar, Technology and Entrepreneurship Center at Harvard (TECH)
9/2013 – present	Visiting Scholar, Said Business School, University of Oxford
1/2013 – 12/2013	Visiting Assistant Professor, Northeastern University

## ACADEMIC RECOGNITION

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2016	Awarded Best Paper, DRUID 20 <sup>th</sup> Anniversary Innovation Conference, Copenhagen.
2016	Selected for Best Paper Proceedings, Academy of Management Annual Meeting
2016	Research profiled in <i>Academy of Management Journal</i> editorial article by Eisenhardt et al. on “Grand Challenges and Inductive Methods”
2013	Elected Senior Fellow of the Higher Education Academy, UK
2008	Academy of Management, TIM Division, Outstanding Service Award
2008	Research profiled in <i>Harvard Business Review</i> article by Teresa M. Amabile and Mukti Khairi on “Creativity and the Role of the Leader”
2006	Awarded Christer Karlsson Best Paper Award, 13th International Product Development Management Conference, European Institute for Advanced Studies in Management
2006	Best Dissertation Award Finalist, <i>Academy of Management</i> , Technology & Innovation Management Division

## MANUSCRIPTS UNDER REVIEW AND WORKING PAPERS

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Reidl, C. & Seidel, V. P. “Design myopia and vicarious learning from good versus bad examples: Evidence from creative design competitions” (currently under R&R)  
\* “Best Paper” selection, with short form in 2016 *Academy of Management Proceedings*  
\* “Best Paper” of conference award, DRUID Innovation Conference, Copenhagen

Hannigan, T., Seidel, V.P., & Phillips, N. “Online rumor publics and market category emergence” (currently under R&R)

Hannigan, T., Seidel, V.P. & Yakis-Douglas, B. “Product innovation rumors as forms of open innovation” (currently under R&R)

Gillier, T., Kazakci, A. O., Seidel, V.P., Piat, G. “The network structure and evolutionary synthesis of breakthrough product concepts” (Working paper)  
\* “Best Paper” selection, with short form in 2016 *Academy of Management Proceedings*

Seidel, V.P., Fixson, S. J., & Marion, T. “Rethinking the role of design thinking: The use of multiple approaches in teaching the innovation process” (currently under R&R)

Hannigan, T., M. Ventresca, M. J. & Seidel, V. P. “Meaning in advance of a market: Applying network text analysis to study product propositions in nascent markets” (Working paper)

Langner, B., Farchi, T. E., and Seidel, V. P. “Recreational labor in online innovation contests” (Working paper)

Cattaneo, G. and Seidel, V. P. “Resolving ambiguity through symbolic representations: How product development teams respond to organizational identity threats.” (Working paper)

## **PUBLICATIONS**

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Sims, J. & Seidel, V.P. (2016) “Organizations coupled with communities: The strategic effects on firms engaged in community-coupled open innovation” *Industrial and Corporate Change*, Published online Oct. 15, 2016 as Articles in Advance of print, 1-19.

Seidel, V.P., Langner, B, and Sims, J. (2016) “Dominant communities and dominant designs: Community-based innovation in the context of the technology life cycle” *Strategic Organization* 14(4), Published June 17, 2016 as Articles in Advance of print, 1-22.

Seidel, V.P., Packalen, K.A., & O’Mahony, S. (2016) “Help me do it on my own: How entrepreneurs manage autonomy and constraint within incubator organizations” *Research in the Sociology of Organizations*, vol. 47, 277-309

Seidel, V. P. & Langner, B. (2015) “Using an online community for vehicle design: Project variety and motivations to participate” *Industrial and Corporate Change*. 24(3) 635-653.

Langner, B. & Seidel, V. P. (2015) “Sustaining the flow of external ideas: The role of dual social identity across communities and organizations” *Journal of Product Innovation Management* 32(4) 522-538.

Seidel, V. P. & Fixson, S.K. (2015) “Design thinking for non-designers” in “*Design Thinking and Design*,” K. Scott Swan, Michael Luchs, and Abbie Griffin, Eds. New York: Wiley, 143-155.

Fixson, S. K., Seidel, V.P., & Bailey, J. (2015) “Creating space for innovation: The role of a “design zone” within a business school.” in Crittenden, V., Esper, K., Karst, N., and Slegers, R., Eds. “*Evolving entrepreneurial education: Innovation in the Babson classroom*.” Bingley, U.K.: Emerald Publishing, 217-234.

Seidel, V. P., & O’Mahony, S. (2014) “Managing the repertoire: Stories, metaphors, prototypes and concept coherence in product innovation” *Organization Science*, 25(3), 691-712.

Seidel, V. P. (2014) “Rodolphe Durand and Jean-Philippe Vergne: The Pirate Organization: Lessons from the Fringes of Capitalism” (Book Review) *Administrative Science Quarterly*, 59(3), NP31-NP34.

- Seidel, V.P. & Fixson, S. K. (2013) “Adopting design thinking in novice multidisciplinary teams: The application and limits of design methods and reflexive practices” *Journal of Product Innovation Management* 30(S1), 19-33.
- Langner, B. & Seidel, V. P. (2009) “Collaborative Concept Development Using Supplier Competitions: Insights from the Automotive Industry” *Journal of Engineering & Technology Management* 26(1-2), 1-14.
- Seidel, V. P. (2007). Concept Shifting and the Radical Product Development Process. *The Journal of Product Innovation Management*, 24(6), 522-33.
- Seidel, V. & Pinto, J. (2005). Social Science Strategies for User-Focused Innovation and Design Management. *Design Management Review*, 16(4), 35-40.
- Seidel, V. (2000). Moving from Design to Strategy: The Four Roles of Design-Led Strategy Consulting. *Design Management Journal*, 11(2), 73-79.

## **PRIMARY PRESENTATIONS AT CONFERENCES AND INVITED SEMINARS**

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- 2016 Academy of Management, Anaheim; UT Austin workshop on Creative Strategizing; Copenhagen Business School/DRUID; Harvard Business School “Digital Seminar”; Mines Paris Tech Design & Innovation Invited Seminar
- 2015 Academy of Management, Vancouver; Oxford “Crowds and Innovation” conference
- 2014 Academy of Management, Philadelphia; Wharton PVMI; Harvard Open & User Innovation Conference
- 2013 Academy of Management, Orlando; DRUID/Barcelona; EGOS Montreal
- 2012 Academy of Management, Boston; UC Davis Qualitative Research Conference
- 2011 Academy of Management, San Antonio, EGOS Gothenburg, EIASM Product Development Conference.
- 2010 Academy of Management, Montreal; EGOS Lisbon; MIT Sloan; University of Venice
- 2009 Academy of Management, Chicago; EIASM Product Development Conference
- 2008 Academy of Management, Anaheim; DRUID/Copenhagen; University of Maryland; Santa Fe Institute
- 2007 Academy of Management, Philadelphia; European Science Foundation, Milan; University College Dublin; Imperial College; ETH-Zurich; EPFL-Lausanne; London Business School; Harvard Business School

2006 Academy of Management, Atlanta; EIASM Product Development Conference, Milan;  
Stanford; Cambridge; London School of Economics; University of Tokyo

## PRIMARY TEACHING

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### *Undergraduate*

Introduction to Management

Strategic Management

Innovation

Innovation in Science and Engineering (guest lectures)

### *Institution and years*

Oxford (2003-2012)

Oxford (2003-2012)

Northeastern (2013)

Harvard Engineering (2010-present)

### *Masters / MBA*

Strategy & Innovation

Entrepreneurship & Technology Ventures

Technology & Operations Management

Product Design and Development

Leading Entrepreneurial Action Project

Oxford (2005-2013)

Oxford (2003-2007)

Babson (2014-present)

Babson (2014-present)

Babson (2015-present)

### *Executive Education*

Strategy & Innovation

Oxford (2007-present)

### *Doctoral*

Organization Theory

London Business School (2011)

## DOCTORAL STUDENTS SUPERVISED, HOSTED, AND EXAMINED

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Timothy Hannigan	Supervised	Oxford
Benedikt Langner	Supervised	Oxford
Giacomo Cattaneo	Hosted	U. Aarhus, Denmark
Basak Yakis Douglas	Examined	Oxford
George Chondrakis	Examined	Oxford
Claudio Biscaro	Examined	University of Venice, Italy
Jana Thiel	Examined	EPFL, Switzerland
Mihaela Stan	Examined	London Business School

## PROFESSIONAL POSITIONS

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1998 – 1999 **IBM European Marketing & Sales Headquarters** *Geneva, Switzerland*  
Manager, European Tactical Marketing, Custom Logic Products

1988 – 1997 **IBM Microelectronics** *Vermont, USA*  
Manager, Business Planning Department (1996-1997)  
Technical Advisor to the Director of ASIC Logic Products (1995)  
Product Development Engineer and Product Qualification Engineer (1988-1995)

## PATENTS

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“Apparatus for testing circuits and/or burning-in chips” US Patent 5,635,847 (and related method patent: 5,530,375).

“Field Programmable Memory Array” US Patent 5,914,906 (and five related US and further international patents), with Joseph Iadanza, Ralph Kilmoyer, Michael Laramie, and Terrance Zittritsch.

## REPRESENTATIVE INSTITUTIONAL SERVICE

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2006	Chair of Examinations Board for Economics & Management, Oxford
2007-2008	Founding academic co-director, Oxford Entrepreneurship Center
2009-2010	Doctoral Admissions Committee, Oxford
2014-	Elected to Academic Committee for College Priorities, Babson
2015-	Elected to Faculty Senate, Babson
2015	Co-chair, Academic Master Planning Task Force, Babson
2016	Elected to Board of Trustees Committee on Campus Planning, Babson

## REPRESENTATIVE PROFESSIONAL ACTIVITIES

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Editorial Board:	<i>Journal of Product Innovation Management</i>
Primary Reviewing:	<i>Academy of Management Journal, Academy of Management Review, Strategic Management Journal, Research Policy</i>
Academy Service:	Elected Member of Executive Committee, Technology & Innovation Management Division, Academy of Management (2006-2008)  Ad hoc teaching committee member, Technology & Innovation Management Division, Academy of Management (2016)  Co-organizer (with S. Fixson and T. Marion), Annual professional development workshops on “Innovating how we teach innovation,” Technology & Innovation Management Division, Academy of Management (2014, 2015, 2016)