

VICTOR P. SEIDEL

Associate Professor of Technology and Operations Management
F.W. Olin Graduate School of Business
Babson College, Babson Park, Massachusetts, 02457 USA
vseidel@babson.edu

FULL-TIME EDUCATION

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

OXFORD UNIVERSITY

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

RENSELAER POLYTECHNIC INSTITUTE

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

ACADEMIC POSITIONS

	BABSON COLLEGE
8/2017 –	Associate Professor of Technology and Operations Management (with tenure)
1/2014 – 8/2017	Assistant Professor of Technology and Operations Management
	OXFORD UNIVERSITY (Saïd Business School & Trinity College)
1/2008 – 8/2013	University Lecturer, tenured (e.g. Associate Professor)* and Levine Fellow of Management Studies
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 two UK titles used for tenure-line faculty: "lecturer" for assistant or associate professor, and "professor" for full professor.*

VISITING POSITIONS

	HARVARD UNIVERSITY (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

SCHOLARLY RECOGNITION

- 2017 Selected as one of the ten most impactful articles on “Managing the Front End of Innovation” in *Journal of Product Innovation Management*
- 2016 Awarded Best Paper of Conference, DRUID Innovation Conference, Copenhagen.
- 2016 Selected for Best Paper Proceedings, Academy of Management Annual Meeting
- 2016 Research profiled in *Academy of Management Journal* editorial article by Eisenhardt et al. on “Grand Challenges and Inductive Methods”
- 2013 Elected Senior Fellow of the Higher Education Academy, UK
- 2008 Received Academy of Management, TIM Division, Outstanding Service Award
- 2008 Research profiled in *Harvard Business Review* article by Teresa M. Amabile and Mukti Khaire 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 Selected as Best Dissertation Finalist, *Academy of Management*, Technology & Innovation Management Division

WORKING PAPERS

Hannigan, T., Seidel, V.P., & Phillips, N. “Online rumor publics and market category emergence”

Seidel, V.P., Fixson, S. J., & Marion, T. "Rethinking the role of design thinking: The use of multiple approaches in teaching the innovation process"

Gillier, T., Kazakci, A. O., Seidel, V.P., Piat, G. “The network structure and evolutionary synthesis of breakthrough product concepts”

* “Best Paper” selection, with short form in *2016 Academy of Management Proceedings*

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”

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

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

SCHOLARLY PUBLICATIONS

[ABDC journal rating given in brackets]

- Reidl, C. & Seidel, V. P. (Forthcoming) “Learning from mixed signals in online innovation communities” **Organization Science** [A*]
- Hannigan, T. R., Seidel, V.P. & Yakis-Douglas, B. (2018) “Product innovation rumors as forms of open innovation” **Research Policy** [A*]
- Sims, J. & Seidel, V.P. (2017) “Organizations coupled with communities: The strategic effects on firms engaged in community-coupled open innovation” **Industrial and Corporate Change**, 26(4), 647–665. [A]
- Seidel, V.P., Langner, B, and Sims, J. (2017) “Dominant communities and dominant designs: Community-based innovation in the context of the technology life cycle” **Strategic Organization** 15(2), 220-241 [A]
- 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 [A]
- 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. [A]
- 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. [A*]
- 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. [A*]
- 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. [A*]
- 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. [B]
- Seidel, V. P. (2007). Concept Shifting and the Radical Product Development Process. **Journal of Product Innovation Management**, 24(6), 522-33. [A*]

PRACTITIONER AND PEDAGOGICAL PUBLICATIONS

- 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. & 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.

BOOK REVIEWS

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. (2005) “Andrew Hargadon: How Breakthroughs Happen: The Surprising Truth About How Companies Innovate” (Book Review) **Journal of Engineering & Technology Management** 22(3), 247-250

Seidel, V. P. (2005) “Stefan Thomke: Experimentation matters: Unlocking the potential of new technologies for innovation” **Journal of Engineering & Technology Management**, 21 (3) 237-240.

PRIMARY PRESENTATIONS AT CONFERENCES AND INVITED SEMINARS

2017 Organization Science Winter Conference, Park City; EIASM Product Development Management Conference, Reykjavik.

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 Management 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

<i>Undergraduate</i>	<i>Institution and years</i>
Introduction to Management	Oxford (2003-2012)
Strategic Management	Oxford (2003-2012)
Innovation	Northeastern (2013)
Innovation in Science and Engineering	Harvard SEAS (2010-present)
<i>Masters / MBA</i>	
Strategy & Innovation	Oxford (2005-2013)
Entrepreneurship & Technology Ventures	Oxford (2003-2007)
Technology & Operations Management	Babson (2014-present)
Product Design and Development	Babson (2014-present)
Leading Entrepreneurial Action Project	Babson (2015-present)
<i>Executive Education</i>	
Strategy & Innovation	Oxford (2007-present)
<i>Doctoral</i>	
Organization Theory	London Business School (2011)

DOCTORAL STUDENTS SUPERVISED, HOSTED, AND EXAMINED

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

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

“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

2006 Chair of Examinations Board for Economics & Management, Oxford
2007-2008 Founding academic co-director, Oxford Entrepreneurship Center
2009-2010 Doctoral Admissions Committee, Oxford

2015-present Senator, Babson Faculty Senate
2015-2016 Co-chair, Academic Master Planning Task Force, Babson
2016-present Faculty representative, Board of Trustees Committee on Campus Planning
2016-present Faculty representative, Weissman Foundry Advisory Committee

EXTERNAL REVIEW COMMITTEES

2013 Harvard University, Winthrop House
As commissioned by the Dean of the Faculty of Arts and Sciences

2018 Brown University, Business, Entrepreneurship & Organizations program
As commissioned by the Office of the Provost

REPRESENTATIVE PROFESSIONAL ACTIVITIES

Editorial Board: *Journal of Product Innovation Management*

Primary Reviewing: *Academy of Management Journal, Academy of Management Review, Strategic Management Journal, Research Policy*

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, 2018)