

# VICTOR P. SEIDEL

Professor and Metropoulos Term Chair in Innovation Management  
FW Olin Graduate School of Business, Babson College, Wellesley, Massachusetts, 02457 USA  
vseidel@babson.edu

## 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

## PRIMARY ACADEMIC POSITIONS

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9/2022 –	<b>BABSON COLLEGE</b> (FW Olin Graduate School of Business) Professor of Innovation & Operations Management
8/2017 – 8/2022	Associate Professor Metropoulos Term Chair in Innovation Management, 2021-present Peter M. Black Endowed Faculty Scholar, 2018-2021
1/2014 – 8/2017	Assistant Professor
1/2008 – 8/2013	<b>OXFORD UNIVERSITY</b> (Saïd Business School & Trinity College) University Lecturer and Peter Levine Fellow of Management Studies, tenured*
1/2006 – 1/2008	University Lecturer, tenure-track
1/2003 – 1/2006	University Lecturer, pre-Ph.D.

\* *At Oxford at the time of employment “university lecturer” was the term for tenure-line faculty. Oxford has since standardized to North American titles.*

## VISITING AND AFFILIATE ACADEMIC POSITIONS

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8/2010 – present	Innovation Fellow, Harvard John A. Paulson School of Engineering and Applied Sciences
9/2013 – present	Associate Scholar, Saïd Business School, University of Oxford
1/2022 – 8/2022	Visiting Associate Professor, RMIT University (Australia)
9/2018 – 9/2019	Visiting Lazaridis Professor, Wilfrid Laurier University (Canada)
1/2013 – 12/2013	Visiting Assistant Professor, Northeastern University
7/2009 – 8/2009	Visiting Scholar, Santa Fe Institute

## SCHOLARLY RECOGNITION

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- 2021 Christer Karlsson Best Paper of Conference Award, Innovation and Product Development Management Conference, European Institute for Advanced Studies in Management
- 2020 Best Reviewer Award, *Academy of Management Discoveries*
- 2018 Peter M. Black Endowed Faculty Scholar, Babson College
- 2017 Selected top ten most impactful articles on “Managing the Front End of Innovation” in *Journal of Product Innovation Management*
- 2016 Best Paper of Conference, 20<sup>th</sup> DRUID Innovation Conference, Copenhagen.
- 2016 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 Outstanding Service Award, Academy of Management, TIM Division
- 2008 Research profiled in *Harvard Business Review* article by Teresa M. Amabile and Mukti Khaire on “Creativity and the Role of the Leader”
- 2006 Christer Karlsson Best Paper of Conference Award, Innovation and Product Development Management Conference, European Institute for Advanced Studies in Management
- 2006 Best Dissertation Finalist, *Academy of Management*, TIM Division

## SCHOLARLY PUBLICATIONS

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- Seidel, V.P., Hannigan, T. R. & Phillips, N. (2020) “Rumor communities, social media, and forthcoming innovations: The shaping of technological frames in product market evolution” **Academy of Management Review** 45(2), 304-324.
- Riedl, C. & Seidel, V. P. (2018) “Learning from mixed signals in online innovation communities” **Organization Science** 29(6), 1010-1032.
- Hannigan, T. R., Seidel, V.P. & Yakis-Douglas, B. (2018) “Product innovation rumors as forms of open innovation” **Research Policy** 47(5), 953-964.
- 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.
- 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
- 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., & 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. & 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. **Journal of Product Innovation Management**, 24(6), 522-33.

## **PRACTITIONER AND PEDAGOGICAL PUBLICATIONS**

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- Riedl, C., Seidel, V. P., Woolley, A. W., and Kane, G. C. (2020). Make your crowd smart: A framework for tailoring your crowdsourcing approach to the complexity of your innovation challenge. **MIT Sloan Management Review** 61(4) 45-47.
- Seidel, V. P., Fixson, S. K., Marion, T. J. (2020). Innovating how to learn design thinking, making, and innovation: Incorporating multiple modes in teaching the innovation process. **INFORMS Transactions on Education**, 20(2), 73-84.
- 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

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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.

## WORKING PAPERS

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Gillier, T., Kazakci, A. O., Seidel, V.P., Piat, G. “Generating Visionary Concepts: A Concept Network Analysis Perspective”

\* “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. “Representations, competencies, and identity: How incumbent innovation teams use product and process representations when market logics shift.”

Seidel, V. P. and Riedl, C. “How creative versus technical constraints affect exploring a design space”

## PRIMARY PRESENTATIONS AT CONFERENCES AND INVITED SEMINARS

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2022 Distinguished Research Seminar, RMIT University; Academy of Management

2021 Innovation and Product Development Management Conference; Academy of Management; European Group for Organisation Studies; Keynote Speaker at JPIM Idea Development Workshop

2020 Innovation and Product Development Management Conference; Academy of Management; Oxford Platform Economy Seminar

2019 Organization Science Winter Conference, Phoenix; West Coast Research Symposium, Stanford; Seminars at: Boston College, UMass Boston, Wilfrid Laurier University.

2018 Academy of Management, Chicago

- 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**

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### *Undergraduate*

Introduction to Management

Strategic Management

Innovation

Innovation in Science and Engineering

### *Institution and years*

Oxford (2003-2012)

Oxford (2003-2012)

Northeastern (2013)

Harvard SEAS (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 Diploma

Oxford (2007-present)

### *Doctoral*

Organization Theory

London Business School (2011)

## **DOCTORAL STUDENTS SUPERVISED, HOSTED, AND EXAMINED**

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Cristina Pham	Hosted	Politecnico Milano
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
Jana Thiel	Examined	EPFL, Switzerland
Mihaela Stan	Examined	London Business School

## **NON-ACADEMIC PROFESSIONAL POSITIONS**

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1998 – 1999	<b>IBM European Marketing &amp; Sales Headquarters</b> Manager, European Tactical Marketing, Custom Logic Products	<i>Geneva, Switzerland</i>
1988 – 1997	<b>IBM Microelectronics</b> 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)	<i>Vermont, USA</i>

## **PART-TIME EDUCATION**

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### **HARVARD UNIVERSITY, EXTENSION SCHOOL**

Graduate Certificate, Sustainability (Awarded May 2022)

Five course graduate program, including coursework in: *Life Cycle Analysis, Product Stewardship, Product Social Metrics, Environmental Systems Analysis, and Natural Resource Materials*

### **HARVARD UNIVERSITY, EXTENSION SCHOOL**

Graduate Certificate, Philosophy and Ethics (Awarded May 2019)

Four course graduate program, including coursework in: *Ethical reasoning, Existentialism, Enlightenment Philosophy and Classical Western Thought, Philosophy of Comparative Economic Systems*

### **OXFORD UNIVERSITY**

Post-Graduate Diploma, Learning and Teaching in Higher Education (Awarded February 2013)

One year part-time; thesis project: *Designing Higher Education Curricula in Innovation & Entrepreneurship*

### **RENSSELAER POLYTECHNIC INSTITUTE**

M.S., Manufacturing Systems Engineering

Studies funded and supported while employed by IBM

## **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 AND RECOGNITION**

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### *Saïd Business School, University of Oxford*

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

### *Babson College*

2015-2020	Senator, Faculty Senate
2015-2016	Co-chair, Academic Master Plan Task Force, Babson
2016-2020	Faculty representative, Board of Trustees Committee on Campus Planning
2016-2018	Faculty representative, Weissman Foundry Advisory Committee
2018-present	Weissman Foundry Faculty Fellow
2018	Babson Faculty Scholarship Award for Empirical Contributions
2018-2021	Peter M. Blank Endowed Faculty Scholar
2018	Babson Graduate School Service Award
2018-2019	Senate Executive Committee

### *Harvard College*

2010-present	Judging Panelist, Annual i3 Innovation Competition
2013-2019	Judge and Presenter, Harvard Synergy Social Incubator Conference
2014-present	Judging Panelist, Annual Harvard/National Collegiate Research Conf.

## **EXTERNAL REVIEW COMMITTEES**

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2013	Harvard University, Winthrop House <i>As commissioned by the Dean of the Faculty of Arts and Sciences</i>
2018	Brown University, Business, Entrepreneurship & Organizations program <i>As commissioned by the Office of the Provost</i>

## REPRESENTATIVE PROFESSIONAL ACTIVITIES

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- Editorial Boards: *Journal of Product Innovation Management*  
*Academy of Management Discoveries*  
*Strategic Organization*
- Journal reviewing: *Administrative Science Quarterly, Academy of Management Journal, Academy of Management Review, Organization Science, Strategic Management Journal*
- Funding reviewing: National Science Foundation (NSF), 2021; French National Research Agency (ANR), 2021
- 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) and TIM Doctoral Consortium Faculty Mentor (2021)
- Co-organizer (with S. Fixson and T. Marion), Semi-Annual Professional Development Workshops on “Innovating how we teach innovation,” Technology & Innovation Management Division, Academy of Management (2014, 2015, 2016, 2018, 2020, 2022)
- PDMA Dissertation Proposal Award Reviewer (2020)