VICTOR P. SEIDEL

Professor and Metropoulos Term Chair in Innovation Management
FW 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

PRIMARY ACADEMIC POSITIONS

	BABSON COLLEGE (FW Olin Graduate School of Business)
9/2022 –	Professor of Innovation & Operations Management
	Metropoulos Term Chair in Innovation Management, 2021-present
8/2017 – 8/2022	Associate Professor
	Peter M. Black Endowed Faculty Scholar, 2018-2021
1/2014 – 8/2017	Assistant Professor
	OXFORD UNIVERSITY (Saïd Business School & Trinity College)
1/2008 – 8/2013	University Lecturer, tenured*
	Peter Levine Fellow of Management Studies, 2010-2013
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 early-career tenure-line faculty.

VISITING AND AFFILIATE ACADEMIC POSITIONS

8/2010 – present	Innovation Fellow, Harvard School of Engineering and Applied Sciences
9/2013 – present	Associate Scholar, Said 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

2023   Best Professional Development Workshop (PDW) finalist, Academy of Management, Research Methods Division, for "Visualizing Qualitative Data"
2023   Best Paper Proceedings, Academy of Management Annual Meeting
2021   Christer Karlsson Best Paper of Conference Award, Innovation and Product Development Management Conference (IPDMC)
2020   Best Reviewer Award, *Academy of Management Discoveries*
2018   Babson Faculty Scholarship Award for Empirical Contributions
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, 20th 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 (IPDMC Milan)
2006   Best Dissertation Finalist, Academy of Management, TIM Division

SCHOLARLY PUBLICATIONS

Spanjol, J, Noble, C.H., Baer, M., Bogers, M. Bohlmann, J. Bouncken, R., Bstieler, L. Luca, L., Garcia, R., Gemser, G., Grewal, D., Hoegl, M., Kuester, S., Kumar, M., Lee, R., Mahr, D., Nakata, C., Ordanini, A., Rindfleisch, A., Seidel V. P., Sorescu, A., Verganti, R., Wetzels, M., (2024) "Fueling innovation management research: Future directions and five forward-looking paths" **Journal of Product Innovation Management** 41(5), 893-948. http://doi.org/10.1111/jpim.12754

Gillier, T., Seidel, V.P., Kazakci, A., Piat, G. (2024) "Crafting future innovations: The network structure of ideas for visionary product concepts" **Academy of Management Discoveries** 10(4), 611-629.

Pham, C. & Seidel, V.P. (2023) "How innovation teams reframe problems across two dimensions of a design space" **Academy of Management Proceedings** 2023(1), 11733.

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

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.

CASES

Seidel, V. P. and Erzurumlu S. S. (2024) "Transforming Inspiration for Environmental Sustainability into Self-Organized Action at Lam Research" Innovation Research Interchange

WORKING PAPERS

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"

Seidel, V. P. "Effects of Sustainability Orientation and Responsible Innovation: Evidence from Global Mining Firms"

PRIMARY PRESENTATIONS AT CONFERENCES AND INVITED SEMINARS

2024   Academy of Management, Chicago; European Group for Organizational Studies (EGOS), Milan; ACM Collective Intelligence [Organizing Committee and Session Chair], MIT Global Summit on Mine Tailings Innovation

2023   Academy of Management, Boston; Innovation and Product Development Management Conference, Lucco

2022   RMIT University [Distinguished Research Seminar]; Academy of Management, Seattle

2021   Innovation and Product Development Management Conference (IPDMC); Academy of Management; European Group for Organizational Studies (EGOS); Keynote Speaker, JPIM Idea Development Workshop

2020   Innovation and Product Development Management Conference (IPDMC); 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

Undergraduate	*Institution and years*
Introduction to Management	Oxford (2003-2012)
Strategic Management	Oxford (2003-2012)
Innovation	Northeastern (2013)
Innovation in Science and Engineering	Harvard SEAS (2010-present)

Masters / MBA	
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)

Executive Education	
Strategy & Innovation Diploma	Oxford (2007-present)

Doctoral	
Organization Theory	London Business School (2011)

DOCTORAL STUDENTS SUPERVISED, HOSTED, AND EXAMINED

Cristina Pham	Hosted	Politechnico 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

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)

PART-TIME EDUCATION

HARVARD UNIVERSITY
Master of Liberal Arts (A.L.M.), Extension Studies. Field: Sustainability (February 2025)
    Thesis: *Effects of Sustainability Leadership and Innovation on Responsible Mining*

Ten course graduate program, including: *Life Cycle Analysis, Product Stewardship, Product Social Metrics, Environmental Systems Analysis, Environmental Law, and Natural Resource Materials.*

Graduate Certificate, Philosophy and Ethics (May 2019)
Four course graduate program, consisting of: *Ethical reasoning, Existentialism, Enlightenment Philosophy and Classical Western Thought, Philosophy of Comparative Economic Systems*

OXFORD UNIVERSITY
Post-Graduate Diploma (PGDip.) in Learning and Teaching in Higher Education (February 2013)
Thesis: *Designing Higher Education Curricula in Innovation & Entrepreneurship*
One-year program, supported by the Oxford Learning Institute and Faculty of Education.

RENSSELAER POLYTECHNIC INSTITUTE
Master of Science (M.S.) in Engineering Science. Concentration: Manufacturing Systems Engineering. Studies funded and supported while employed by IBM

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

Said 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	Task Force Co-chair, Academic Master Plan
2016-2020	Faculty representative, Board of Trustees Committee on Campus Planning
2016-2018	Faculty representative, Weissman Foundry Advisory Committee
2018	Babson Graduate School Service Award
2018-present	Weissman Foundry Faculty Fellow
2018-2019	Senate Executive Committee
2022-present	Babson Faculty Research Fund Committee
2024	Provost Search Committee

Harvard College
2010-2021	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

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

Associate Editor   *Journal of Product Innovation Management (2025-present)*

Editorial Boards   *Journal of Product Innovation Management (2008-present)*
                       Academy of Management Discoveries (2020-present)
                       Strategic Organization (2022-present)

Representative   *Administrative Science Quarterly, Academy of Management Journal, Academy of*
journal reviewing   *Management Review, Organization Science, Strategic Management Journal*

Funding reviewing   National Science Foundation (NSF), 2021
                       French National Research Agency (ANR), 2021

Representative   Elected Member of Executive Committee, Technology & Innovation
Academy Service   Management Division, Academy of Management (2006-2008)

                       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, 2024)

                       PDMA Dissertation Proposal Award Reviewer (2020), ACM Collective
                       Intelligence CI'24 Program Committee (2024)

Memberships   Academy of Management (USA)
                       Product Development Management Association (USA)

                       Royal Society of Arts, Manufactures, and Commerce (UK)
                       Senior Fellow, Higher Education Academy (UK)