

VICTOR P. SEIDEL

Associate Professor and Metropoulos Term Chair in Innovation Management
FW Olin Graduate School of Business, Babson College, Wellesley, Massachusetts, 02457 USA
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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)
8/2021 – present	Associate Professor and Metropoulos Term Chair in Innovation Management
8/2018 – 8/2021	Associate Professor and Peter M. Black Endowed Faculty Scholar
8/2017 – 8/2018	Associate Professor
1/2014 – 8/2017	Assistant Professor
	OXFORD UNIVERSITY (Saïd Business School & Trinity College)
1/2008 – 8/2013	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 used as the term for tenure-line assistant or tenured associate professor, as was common in the UK. Oxford has since standardized to North American titles.*

VISITING AND AFFILIATE ACADEMIC POSITIONS

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
9/2018 – 9/2019	Lazaridis Visiting Professor, Wilfrid Laurier University
1/2013 – 12/2013	Visiting Assistant Professor, Northeastern University
7/2009 – 8/2009	Visiting Scholar, Santa Fe Institute

SCHOLARLY RECOGNITION

- 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, 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 Award, 13th International Product Development Management Conference, European Institute for Advanced Studies in Management
- 2006 Best Dissertation Finalist, *Academy of Management*, TIM Division

SCHOLARLY PUBLICATIONS

- 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.

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.

WORKING PAPERS

- 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.”

PRIMARY PRESENTATIONS AT CONFERENCES AND INVITED SEMINARS

- 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

Undergraduate

Introduction to Management	<i>Institution and years</i> 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	Oxford (2007-present)
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Doctoral

Organization Theory	London Business School (2011)
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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

NON-ACADEMIC PROFESSIONAL POSITIONS

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

HARVARD UNIVERSITY

Graduate Certificate, Philosophy and Ethics (Awarded May 2019)
Four course graduate part-time program, Harvard Extension School

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

“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

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

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

Editorial Boards:	<i>Journal of Product Innovation Management</i> <i>Academy of Management Discoveries</i>
Reviewing Includes:	<i>Administrative Science Quarterly, Academy of Management Journal, Academy of Management Review, Strategic Management Journal, Research Policy</i>
Funding reviewer:	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)

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, 2020)

PDMA Dissertation Proposal Award Reviewer (2020)