About the Contributors

Latif Al-Hakim is the Program Leader of the Supply Chain Management Discipline in the Faculty of Business at the University of Southern Queensland, Australia. His experience spans industry, research and development and academic institutions. He received his first degree in Mechanical Engineering in 1968. His MSc (1977) in Industrial Engineering and PhD (1983) in Management Science were awarded from the University of Wales (UK). He has published extensively in industrial engineering, information management and systems modelling. He is the author and editor of nine books, twelve chapters in books and more than 75 papers in various journals and conference proceedings. He is selected in the editorial board of several research journals and has consulted to a number of major organisations in Australia. Dr Hakim is the editor-in-chief of the International Journal of Information quality and associate editor of the International journal of Networking and Virtual Organisations. In addition, Latif has conducted technology transfer training courses and seminars in various fields of system and information management.

Chen Jin is Deputy Dean for Undergraduate Study, Dean of Research Centre for Science, Technology & Education Policy, and Deputy Director of National Institute for Innovation Management at Zhejiang University, China. Dr Chen was awarded his first degree in 1987 by Zhejiang University and PhD in Engineering Management by the same University in 1994. In 1998, he was a Visiting Scholar at Alfred Sloan School of Management at MIT (USA). His research areas include technology and innovation management, strategic management, human resource management, sustained development and Chinese S&T policy. Processor Chen supervised numerous number of PhD students in the various field of his research interests. He is a project leader of a variety of research projects in China as well as abroad. Professor Chen has published more than 50 books and more than 180 papers on management of technology and innovation. Journal outlets include IEEE Transition on Engineering Management, Technovation, and R&D Management.

Ruth Alas is the Vice-Rector for Scientific Affairs and Head of Management Department in Estonian Business School. She has written twenty three management textbooks and more than 100 articles. Her research is focusing on employee attitudes, learning abilities, organisational culture, leadership, crises management, business ethics and corporate social responsibility. Ruth Alas has given lectures about change management in Estonia, China and South Africa Republic. Ruth Alas has organized several international conferences in Estonia, and is Chair of EIASM workshops’ series ‘Organizational development and change’. Ruth Alas is in editorial boards of nine journals.
Geoff Bamberry, BA Dip Public Admin (QLD) Dip Teach (ASOPA) M.A. (Sussex) PhD (NSW), is Associate Professor of Public Administration in the School of Business at Charles Sturt University, Wagga Wagga Australia. Prior to this he taught in a number of educational institutions in Papua New Guinea. His research and publications are in the area of regional development, including factors influencing the clustering of manufacturing, the development of export markets by regional firms, particularly the wine industry, the impact of technology and telecommunications on regional development, the economic development of small rural towns and the development of tourism.

Ascensão Maria Martins Braga is Adjunct Professor at Polytechnics Institute of Guarda, Portugal, Phd. in Management by the University of Évora, and has a Master’s degree in Management by the University of Beira Interior. She teaches Operations Management; New Technologies and Information Systems Management; and Marketing Decision Support Systems. She is also a Research Fellow at Research Unit for Inland Development (Portugal). Her main interests include Management, Operations Management and Information Society. She has published articles in international journals such as Journal of the American Academy of Business and in the Journal of Comparative International Management.

Nuka Buck is research assistant at Aarhus School of Business, Department of Marketing and Statistics. Her projects have addressed ICT usage in NPD as well as information processing in NPD.

Stefan Cedergren is an industrial Ph. D. candidate at Level Twenty-one Management and Mälardalen University, Sweden. He received his Licentiate degree from Mälardalen University in 2008 and M. Sc. in Applied physics and Electrical engineering from Linköping University in 2003. Previously he was a development engineer at Bombardier. His research interests are within product innovation and especially how performance can be evaluated, in order to increase the understanding of the relation between technology, process, organization, customer, business, and leadership in large organizations developing complex industrial products.

João Pedro Almeida Couto is Assistant Professor at University of Azores, Phd. in International Business, and as the MBA by the University of Porto. Directs the management section of the Department of Economics and Management and teaches International Business and Strategic Management. He is also Research Fellow at CEEApLA (Portugal). His main interests include International Business, International Marketing and Strategic Management. He has published several articles in international journals such as The Business Review, Multinational Business Review, Journal of the American Academy of Business, Journal of Comparative International Management among others.

Ronald Dekker is assistant professor in the Economics of Innovation department of TU Delft and senior researcher in the institute ReflecT at Tilburg University. He received his MSc in econometrics from Erasmus University Rotterdam and his PhD in labour economics from Tilburg University. He has been a visiting fellow at the Institute for Socio-economic Research at the University of Essex. His research interests are labour and innovation economics.

Prashant Dhodapkar is presently working as Deputy Chief Research Scientist in Oil India Limited (OIL), a national oil company of India His 24 years of experience in OIL includes development of various techniques for solving crude oil production problems and coal liquefaction process. Apart from devel-
oping innovations, he was involved in inducting and adopting new technology in the organization and has authored several technical reports and papers. His current assignment is development of enhanced oil recovery method. He is a member of the technology management team of OIL. Dhodapkar holds a M. Sc. degree in Chemistry from Nagpur University, India.

Nancy D. Erbe, J.D., L.L.M. is an associate professor of negotiation and peacebuilding at California State University Dominguez Hills. She is the author of Holding These Truths: Empowerment and Recognition in Action published by Berkeley Public Policy Press and several articles on global process published by Harvard Negotiation Law Review and other internationally recognized journals. A Fulbright specialist, her students and clients to date represent about seventy countries. The collaboration she teaches is a step by step structured creative problem solving process grounded in exemplary communication, analysis and relationship skills. It consistently builds enthusiastic cross cultural relationships resulting in innovation.

Anup Gogoi, SPE, is a Chief Chemist in Oil India Limited (OIL). He has 30 years of experience in the oil industry which includes drilling fluid engineering related to drilling and workover operations as well as in reservoir fluid studies and petrophysical studies of reservoir rocks. His present interests include drilling and workover activities in the North East India and issues related to technology management in OIL. For several years, he has been active in organizational change efforts and worked in different multi-disciplinary teams and committees. Gogoi holds a M. Sc. degree in Chemistry from Gauhati University of India.

Steven Goh is a Lecturer & Consultant in Engineering and Management in the Faculty of Engineering and Surveying at the University of Southern Queensland, where he specializes in materials science, engineering education and engineering management. He joined USQ as an academic staff in 2006 after spending 10 years in industry in various roles including R&D Manager, Business Development Engineer to Managing Director of his own firm, and is currently active in a number of boards. His research interests are in engineering education and management.

Brian Goodman is a Senior Technical Staff Member in IBM’s Cloud Computing organization focusing on architecture, development and end-to-end user experience for IBM’s cloud services. He leads a catalyst team of architects, developers, designers and user experience professionals based out of New York and California. Prior to that, Mr. Goodman focused on identity, grassroots collaboration and social software leading a skunk works team responsible for designing and developing emerging technology that enriches collaboration and productivity. He was a co-founder and principal architect directing technical enablement for IBM’s Technology Adoption Program (TAP), the innovation space accelerating the process of identifying, developing and transitioning innovation from the laboratory to internal applications and customer implementation. He has authored over three-dozen publications and holds forty-two patent filings worldwide. He is a three-time recipient of the IBM Outstanding Technical Achievement Award and holds professional certifications with IBM and The Open Group as a Master IT Architect. Mr. Goodman is a member of the IEEE Computer Society, the Association for Computing Machinery and the Association of Open Group Enterprise Architects. He earned a multi-disciplinary BA degree in computer science, psychology and graphic design from Hampshire College, Amherst, Massachusetts, where his thesis centered on human-computer interface design for early childhood applications.
Amy Hutchins’ experience has been focused on applying emerging technology to address strategic business issues. As a co-founder and manager of IBM’s Technology Adoption Program (TAP), she and her team nurtured a company-wide passion around introducing a cultural change in IBM to help formally embrace innovation in an open, collaborative manner – not through a traditional approach that relies on voting and governing teams. Drawing on technical strengths from her portal development and deployment experience along with business insights and relationship skills from her assignments as an IBM certified strategy consultant, Amy’s leadership earned an Outstanding Innovation Award for TAP’s transformational effort. She holds multiple patents in text analytics, an M.B.A. degree from the Johnson School of Management at Cornell University, and a B.A. degree in Economics from Bucknell University. Mrs. Hutchins is currently a Global Strategy Consultant in IBM’s Global Technology Services’ Maintenance and Technical Support organization.

Nazrul Islam is a Post-doctoral Research Fellow at CUIMRC, Cardiff Business School, UK. He has received his Doctorate degree in the area of innovation management and has two Masters and a Bachelor degree in applied chemistry and chemical technology. His research interests are nanotechnology systems of innovation, technology and innovation management, technological forecasting and roadmapping, development of new concepts and research methods. He has authored over 30 journal and conference papers including several book chapters in these areas. Dr Islam’s publications have received academic awards including the Pratt & Whitney Canada: Innovation Management Best Paper Award. He is an associate member of the Institute of Nanotechnology, a member of IAMOT and ISPIM.

Kristina Risom Jespersen is Associate Professor at Aarhus University, School of Economics and Management. Her research is in the field of information and new product development with a special interest in the user involvement competence and the potential of ICT in NPD. Kristina has published in various journals on this topic and she holds several memberships on journal editorial boards as well as conference committees. She teaches innovation management and research methods courses.

Alfred Kleinknecht is Professor in the Economics of Innovation at TU Delft, The Netherlands. Earlier, he was Professor of Industrial Economics at the Free University of Amsterdam. Kleinknecht was earlier connected to the Berlin Wissenschaftszentrum, the two Amsterdam Universities, and the University of Maastricht. In 2006 he was a visiting professor at Università la Sapienza Rome and in 2009 he was visiting professor at Université Panthéon Sorbonne Paris I.

Eric Kong is a Senior Lecturer at the School of Management & Marketing, University of Southern Queensland, Australia. He completed his PhD in Strategic Management at Monash University, Australia. He also holds a Master of Science in Quality Management from the University of Paisley, United Kingdom and a Postgraduate Diploma in Training from the University of Leicester, United Kingdom. Prior to joining the academia, Eric worked in Human Resources and Training & Development in the private sector for 10 years. His current research interests include intellectual capital, knowledge management, non-profit management, strategic management and governance. Eric is a member of Academy of Management (AOM) and Australian and New Zealand Academy of Management (ANZAM).

Michael Lewrick is a graduate of Napier University Edinburgh and holds a MBA from Bristol Business School. His research interests centres on the management issues related to the development
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and commercialisation of technological and business model innovation. Specific areas of focus include developing capabilities for innovativeness and business success. Currently, he advises companies in developing business strategies, innovation initiatives and the management of change.

Maria Lai-ling Ling is Professor of Business Administration at Malone University, Canton, Ohio, U.S. She holds the degrees of Bachelor of Business Administration, Master of Business Administration, Master of Art in Religion Studies, from the Chinese University of Hong Kong, and a Ph.D. in Business Administration from George Washington University. She has more than twenty years of professional experience in marketing and organization behavior in China business. She is a fellow of International Academy of Intercultural Research; and a member of several professional bodies. She has published one book and several articles. Her research interest is corporate social responsibility development in China, cross-cultural negotiation, and business education.

Maria Manuela Santos Natário is Adjunct Professor at Polytechnics Institute of Guarda, Portugal, Phd. in Economics of Innovation and Competitiveness by University of Évora, and has a Masters degree in Management by the University of Beira Interior. She directs the economic scientific area and she teaches Economics; Innovation and Creativity; Innovation and Competitiveness. She is also a Research Fellow at Research Unit for Inland Development (Portugal). Her main interests include Economy of Innovation, Innovation and Competitiveness. She has published articles in international journals such as Journal of the American Academy of Business and in the Journal of Comparative International Management.

Agadh Medhi is presently working as ‘Breakthrough Performance’ (BP) Coach for Oil India Limited (OIL). He has been regularly conducting leadership and organizational development programs in OIL. His present work focuses on organizational transformation i.e. to make OIL a vision driven and value governed organization. He is also working on the various issues related to technology management. His 20 years of experience in the oil industry includes various positions in the Production (Natural Gas) department and was responsible for production, compression and utilization of natural gas. Medhi holds a B.E. degree in Mechanical Engineering from Gauhati University, India.

Christer Norström is professor in Computer Science and Engineering at Mälardalen University, Sweden. Previously he was manager for Motion Control and Applications at ABB Robotics. His research interests are design of real-time systems, and architectures, processes and organization for efficient and effective product development of software intensive systems in a global context. He is also very interested in technology transfer from academia to industry which he has manifested through several successful transfers to the automotive industry.

Maktoba Omar (Reader in Marketing) is a graduate of Leeds University Business School and reader in Marketing at Edinburgh Napier University, she has published in a number of national and international academic journals and presented at numerous conferences and workshops. She is also a Research Associate of the China-EU Development & Research Centre and a Visiting Scholar at Harbin University of Commerce. Her main research interests focus on, international strategy, marketing policy, branding, entrepreneurial and innovation. Her current research focus is the study of the emerging markets development in relation to developed countries.
Roland J. Ortt joined the Faculty of Technology Policy and Management at Delft University of Technology, the Netherlands in 2002 and is currently an Associate Professor of Technology Management and R&D Management. His current research interests include the different paths of development and the diffusion of technology. Specifically, he is interested in methods of market and technology analysis to assess the potential of new technologies. He is the author of various articles in journals such as the Journal of Product Innovation Management, the Market Research Society and the International Journal of Technology Management.

Ana Perez-Luño, PhD, is an assistant professor in the Business Administration Department, Universidad Pablo de Olavide (Seville, Spain), where she obtained her doctorate in 2007. She teaches organization theory and business administration to undergraduate students, and entrepreneurship and innovation to MBA and PhD students. Her current work focuses on research innovation, knowledge, competitiveness, etc. She is publishing her research in several Spanish and international journals. Her papers have appeared in CEDE, Human Resource Management, International Journal of Entrepreneurship and Innovation Management, International Journal of Intellectual Property Management, International Journal of Technology Intelligence and Planning, Management Research, etc.

John Rooney is a Program Manager for Collaboration and Innovation in the IBM CIO office. In this role, he is responsible for defining strategy, technical architecture and program offerings to support collaboration and innovation to support IBM’s worldwide employee population. During his career at IBM, Mr. Rooney has been able to introduce many new collaborative technologies to IBM employees including instant messaging, blogging, wikis and podcasting. He was co-founder of IBM’s Technology Adoption Program (TAP), which allows IBM to engage employees directly in the full cycle of technology innovation, from initial prototype to deployed solution. He has previously been responsible for the technical strategy for the IBM intranet portal and has managed software development teams. He has written numerous articles on software development topics and holds five patents in the area of collaboration technology. Mr. Rooney holds a B.S. degree in Business Administration and Finance from Marist College.

Victor Scholten is Assistant Professor at the Delft University of Technology, the Netherlands, where he joined in 2007 the research group on Technology, Strategy and Entrepreneurship. His current research focuses on high-technology-based start-ups in academic and corporate environments. His is particularly interested in high technology based entrepreneurship, new business venturing and business networks. In 2006 he completed his PhD research on the early growth of Dutch academic spin-offs at the Wageningen University, the Netherlands.

Chintan Shah, a member of Technology & Development group at Bluewater Energy Services, he is responsible for coordinating new product development, developing business case and defining strategy. Chintan is working as a part-time Research Associate at the department of Technology, Strategy and Entrepreneurship at Delft University of Technology (TUD), the Netherlands. His research interests include technology strategy, corporate venturing and managing breakthrough innovations at large firms. Mechanical engineer by background, Chintan received MSc in Management of Technology from TUD.
**About the Contributors**

Wei Sun got PhD from Estonian Business School. She achieved her MBA degree and then worked as a business consultant for her own consulting company. Her research interest is mainly change management in Chinese organizations. Currently she has several papers about change management published in different international journals and her dissertation is focused on behavioral factors of organizational changes in Chinese companies.

David Thorpe is a Senior Lecturer in the Faculty of Engineering and Surveying at the University of Southern Queensland, where he specializes in engineering management and is currently coordinating the delivery of engineering program at the new Springfield campus of the University as well as the post-graduate Master of Engineering program. He has research interests in project and construction management, innovation management, life cycle asset management and engineering education. Prior to joining the University in 2002, he had an extensive civil engineering career in local and state government.

Maria Teresa Borges Tiago is Assistant Professor at University of Azores, Phd. in International Marketing, and as the MBA by the Portuguese Catholic University. Directs the majors section of the Department of Economics and Management and teaches Services Marketing, International Marketing and Marketing Research. She is also Research Fellow at CEEApI (Portugal). Her main interests include International Marketing, International Business and TIC. She has published several articles in international journals such as International Journal of e-Business Management, The Business Review, Management Research News, Journal of the American Academy of Business, Journal of Electronic Customer Relationship Management.

Ülle Übius has PhD in management science. Theme of her doctoral thesis was: The impact of corporate social responsibility, and organizational and individual factors on the innovation climate. She has done researches mainly in the fields of innovation management, innovation climate, corporate social responsibility and organization culture. She is also lecturer. She gives lectures in the following themes: project management, innovation climate, quality management.

Ramon Valle is a professor of Human Resource Management in the Business Administration Department, Universidad Pablo de Olavide (Seville, Spain). He obtained his doctorate at the Universidad de Sevilla in 1983. His teaching and research interests focus on strategic human resource management and innovation. He is heading several research projects on innovation, organizational capital, and employment relationships, and he is coauthor of several HRM textbooks and papers in international journals. His papers have appeared in The International Journal of Human Resource Management, R & D Management, The Journal of Management Studies, International Journal of Technology Management, Human Resource Management, etc.

Anders Wall is a researcher at ABB Corporate Research. He is also active in the academic community as a researcher at Mälardalen University. He received his M.Sc in Computer Science from Uppsala University in 1994, his Ph.Lic from Uppsala University in September 2000, and his Ph.D. from Mälardalen University in September 2003. Anders has several years of industrial experience from software development of industrial control systems at ABB. His main research interest includes software product development including software architecture, development processes, organization, and business- and
strategic aspects of product development. Other areas where Anders has been active academically include component based software engineering for real-time systems and formal methods for real-time systems.


**Haibo Zhou** is a PhD student in the department of Organization, Strategy and Entrepreneurship in the Erasmus School of Economics, Erasmus University of Rotterdam. She received her Master degree in Management of Technology from TU Delft and a Bachelor degree in Automobile Engineering from Shanghai University of Engineering Science. She is currently working on her PhD about ‘Knowledge, Entrepreneurship and Performance’, which investigates the relationship between knowledge and entrepreneurship at different levels of aggregation.