

Doctoral Workshop

【Speaker】 Max von Zedtwitz, Ph.D. Director of GLORAD, Research Center For Global R&D and Innovation, Professor, Int'l Business And Innovation, Skoltech

【Title】 Doctoral Workshop: The doctoral research and writing process; Making sense of the academic community in management science; How to write papers for journals

【Time】 Thursday, March 19, 14:00-17:00

【Venue】 Room 418, Shunde Building, Tsinghua SEM

【Language】 English

【Organizer】 Research Centre for Technological Innovation, Tsinghua University

Max von Zedtwitz, Ph.D.



- Director of GLORAD, a research center for global R&D and innovation
 - Professor, Int'l Business and Innovation, Skoltech (and visiting prof elsewhere)
 - Doctoral Advisor (19 Ph.D. and DBA students)
 - Expert on new product development, technology management, R&D, incubation, innovation, international management, China business, Asia-Pacific management
 - Experienced coach, executive educator, and consultant for MNCs and start-ups in US, Europe, China, Korea, Japan
 - max@post.harvard.edu, Skype-ID max_vz
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Professional Background

Max von Zedtwitz is a professor of international business, entrepreneurship and innovation, and a director of the GLORAD Center for Global R&D and Innovation. Presently an associate professor of innovation and entrepreneurship at Skolkovo Institute of Science and Technology, he previously was on the faculty of Tsinghua, Peking University, IMD and Harvard, and also held positions as a Vice President of PRTM Management Consultants (now part of PwC), and as President of AsiaCompete Ltd. He maintains visiting professorships at several universities, and he continues to be an advisor to Chinese and Western firms. He has published widely in academic and practitioner journals, including ten books, and was recognized by IAMOT as one of the fifty most influential innovation scholars worldwide in 2009. A frequent public speaker, he has appeared on radio and television, and has been cited in e.g. the Economist, the South China Morning Post and the New York Times.

Doctoral Workshop Overview

This workshop has three parts:

1. The doctoral research and writing process
2. Making sense of the academic community in management science
3. How to write papers for journals

These three parts are highly connected. Even if you are NOT expected to write for a journal, as a doctoral student you will have to write a thesis that basically follows the same exposition logic. First, however, we will look into the power relationships of the doctoral context: the motivations of your advisors, your colleagues and yourself to undertake a Ph.D., and how to navigate pitfalls and turn around difficult situations.

Second we will look at the academic “lay of the land.” This includes an analysis of your research value, the role of scientific reputations, journals as vehicles of communication and as clubs, and much more. Not understanding this territory leads to poor positioning of your research ambition, and potentially to career failure. As this is YOUR career, do not rely on your school or your advisor to manage it!

Third, we look at what makes journals tick and how you should approach them as an outlet for your work. Not every journal is the same, so customizing is very important, even in the early stages of research. Writing is not an innate gift so it must be practiced. One best practice of improving one’s writing is to review the writing of others, i.e. reviewing papers of published and non-published authors. We will discuss ways to do that, as well as how to manage authorship collaborations.

The workshop will take 3.5 hours, as per the schedule defined. Material will be made available in PDF format.