

Die jüngsten Publikationen von Dr. Matthias Seiler aus den Bereichen Innovationsmanagement und Marketing:

Most recent papers by Matthias Seiler from the area of innovation management and marketing:

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Matthias Seiler, A. Cott, V. Torres, J. Reif, K. Kugler, J. Gammel, F. Brodbeck;
How to strengthen a culture of innovation by combining values-based and evidence-based innovation management;

International Journal of Innovation Management, 2022, 26 (5) 2240003;

Link: <https://www.worldscientific.com/doi/10.1142/S1363919622400035>

2

Matthias Seiler, A. Engelen, K. Goffin;

Generating customer insights in mid-sized B2B companies: Review and future research directions;

Journal of Innovation Management, 2021, 9 (4) 1-28;

Link: https://journalsojs3.fe.up.pt/index.php/jim/article/view/2183-0606_009-004_0002

3

Michele A. Cecchi, S. Grant, M. Seiler, N. Turner, A. Richard, K. Goffin;

How COVID-19 impacted the tacit knowledge and social interaction of global NPD project teams;

Research-Technology Management, 2022, 65 (2) 41-52;

Link: <https://www.tandfonline.com/doi/epdf/10.1080/08956308.2022.2020566>

4

Matthias Seiler, A. Cott, V. Torres, J. Reif, K. Kugler, J. Gammel, F. Brodbeck;

Combining values-based and evidence-based innovation management: Impact on innovation culture and idea generation (Full Paper) in:

ISPIM Proceedings June 2020, Innovating in Times of Crisis, LUT Scientific and Expertise Publications, ISBN 978-952-335-466-1;

Link: <https://www.proquest.com/openview/2b5bf29fcc00133eec09e7421f0b84d4/1?pq-origsite=gscholar&cbl=1796422>

5

Keith Goffin, A. Beznosov, M. Seiler;

Countering commoditization through innovation: Challenges for European B2B Companies;

Research-Technology Management, 2021, 64 (4) 20-28;

Link: <https://www.tandfonline.com/doi/epdf/10.1080/08956308.2021.1908721>