IAMOT 2010 Pre-Conference Tutorials/ Workshops

*Tutorial 1: **Entrepreneurship and Innovation for Small and Large Companies***

Date: Sunday March 7, 2010
Time and Duration: 9:00 am – 12:00 Noon

Instructor: ***Dr. Graham Mitchell***
Professor of practice and director of Entrepreneurship Program
Lehigh University, Bethlehem, Pennsylvania, USA

Description:
The entrepreneurial experience and mindset is an invaluable guide to the young industrial researcher as it legitimizes many of the best management practices needed to capitalize on technological opportunity. At the same time, it deemphasizes many of the traditional tenets of business school teaching that define the role of the trustee and exemplify the purely administrative domain. Armed with this insight, the researcher is far better positioned to prevail in bringing new opportunities to success in the corporation.
The tutorial will explore the means to necessary tools to instill entrepreneurial spirit for an individual or an organization and how to balance the integration between in entrepreneurship and the new business models that would lead to the success of the venture.
The tutorial is conducted in a way that will encourage participants to explore what it would take to follow through with their specific ideas.

Who would attend?
Academics and industrial technologists who would like to explore what it takes start up and run a technology based venture.
Scientists and engineers from large companies seeking to bring new products and services to market.

The Instructor:
Graham Mitchell is professor of practice and director of the Program in Entrepreneurship at Lehigh University, Bethlehem, Pennsylvania. Prior to that he was the Bladstrom Visiting Professor at the Wharton School of the University of Pennsylvania and director of the Wharton Program in Technological Innovation. Between 1993 *and* 1997 *he served as United States Assistant Secretary of Commerce for Technology Policy, where his responsibilities included the development and implementation of policies to increase the role of technology in enhancing the competitiveness and economic growth of the United States. Earlier he was director of planning for GTE Laboratories. He is author of numerous papers and studies on technology, management and policy, holds seven U.S. patents, and is a recipient of honors including the Industrial Research Institute's Maurice Holland Award for his* 1992 Research-Technology Management *paper, "The Changing Agenda for Research Management, " and IAMOT'S Distinguished Award for the Management of Technology. He holds a B.Sc. and Ph.D. in electrical engineering from the University of Westminster, London.*

Tutorial 2: ***How to Publish in Management of Technology Journals?***

Date: Sunday March 7, 2010
Time and Duration: 9:00 am – 12:00 Noon

Instructor: ***Dr. Max von Zedtwitz***
Tsinghua University, Beijing

Description:

Publishing in refereed journals is becoming almost a condition for professional progress for academicians and high- degree seeking students. While an author may think highly of the quality of his/ her paper, it does not necessarily guarantee publishing in reputable refereed journals. In this work shop the instructor will delineate what is it exactly that the reviewers in refereed journals are looking for. Both contents, format, and relevance to the mission of the journal are among the factors that may decide acceptance or rejection of an article. The tutorial will identify archival versus non-archival journals, conference papers vs. journal papers, and differences and the importance of each.

Who would attend?
Academicians and high- degree seeking students as well as MOT professionals, and journal editorial board members.

The Instructor

Dr. Max von Zedtwitz is a Professor of Technology & Innovation Management at Tsinghua University, Beijing, P.R. China, and Director of the Research Center for Global R&D Management. He teaches technology management, strategy, innovation and technology-based entrepreneurship in MBA, Ph.D., and executive education programs. His research interests focus on R&D management, in particular transnational R&D organization and technology-based entrepreneurship.
Max von Zedtwitz has published 12 books and more than fifty papers in academic and practitioner journals in English, German, French, Japanese and Chinese. with some of his work receiving awards for academic excellence and industrial relevance. He focuses on global R&D management, innovation in emerging countries and China, incubation and technology-based entrepreneurship, and R&D project management, based on proprietary databases with more than 6,000 entries on global R&D management and Chinese R&D and innovation.
He is a RADMA prize for best paper in the R&D Management Journal, and the ABB Best Paper Award at the IAMOT 2001 conference. In IAMOT 2009 he was one of the highest 20 publishing individuals in the last 5 years in the MOT field. He serves on the editorial boards of R&D management, Journal of International Management, Technological Analysis and Strategic management, and three other international journals.
Max von Zedtwitz is an executive director at AsiaCompete, a training and consulting company based in Hong Kong.
Max von Zedtwitz has a Master's degree in Computer Science form ETH-Zurich (Swiss Federal Institute of Technology), and MBA and Ph.D. degrees from the University of St. Gallen.

MOT Accreditation Related Workshops

This Workshops are Only by Invitation

MOT Programs Accreditation Process Assessment

Date: March 7, 2010
Time and Duration: 1:00 – 5:00PM

Coordinators:
(1) Dr. Yasser Hosni
President IAMOT - Education Committee