

Research Journey: from ideas to impact



ABOUT OUR WORKSHOP

Join us in this 3-day interactive workshop intended to guide every step of your research journey.

Led by our guest, Professor Ralf Wilden (Macquarie University Sydney), this workshop will offer valuable insights and practical tools to elevate your academic writing and research skills.



Guest Professor Prof. Dr. Ralf Wilden

Associate Dean Research
Professor of Strategy & Innovation

Macquarie University Sydney, Australia

HIGHLIGHTS

- Comprehensive research guidance
- How to structure your thesis
- Hypothesis and research questions refinement
- Individual feedback sessions

AGENDA

26.11.2024 1:1 sessions
13:00 - 17:30

27.11.2024 Workshop
09:00 - 12:00 / 13:30 - 16:00

28.11.2024 1:1 sessions
09:00 - 16:00



Chair of Strategic
Management and
Organization

Prieserstraße 2
Room 3.11 - 3. floor
Bayreuth

For registration, please reach lehrstuhl.bwl6@uni-bayreuth.de

Indicate the days and forward your research proposal for the individual sessions



ABOUT PROF. DR. RALF WILDEN

Ralf is the Associate Dean Research (Training & Performance) and Professor of Strategy & Innovation at Macquarie University Sydney, Australia.

He is the co-founder of the Innovation, Strategy & Entrepreneurship Research Centre at Macquarie Business School and the former Global Representative for the Strategic Management Division of the Academy of Management. He previously served as the Program Director Master in Marketing Strategy, the Director Research and Director Research Training at Macquarie Business School. He previously served as the Campus Director at the Newcastle Business School.



<https://au.linkedin.com/in/ralf-wilden>

Ralf looks at how organizations use organizational renewal and innovation to stay ahead of competition. He leads projects on service-oriented business models and organizational change to help organizations sense, shape and seize market opportunities and improve their strategic performance. Ralf worked for multinational organizations in the automotive (BMW Group), telecommunications (o2 Telefónica) and consulting industries and provided consulting services to organizations such as Oxfam, ABC Commercial and Ernst & Young.

Ralf's work has been recognized by several international and national associations, invitations to speak at industry conferences, and he authored journal publications in FT50 outlets including Academy of Management Review, Journal of Management, Journal of Management Studies, Journal of the Academy of Marketing Science, and Journal of Business Venturing, as well as in A*/A journals such as Academy of Management Annals, Journal of Product Innovation Management, and Long Range Planning. He also served as the global representative for the Academy of Management's Strategic Management Division and is on the Technology and Innovation Management division's panel for the Best Paper Award. He also serves on the editorial board of the Journal of Product Innovation Management and serves as Associate Editor for the Journal of Business Research.

Research interests

His research interests focus predominantly on the question of how organisations can improve performance. In order to derive and solve interesting and relevant research questions, he uses core strategy theories, and the resource-based and dynamic capability views of firm strategy in particular, as well as (open) innovation and service strategy literature. He has used these lenses to investigate managerially relevant problems, such as service-dominant business models, and the impact of market sensing and reconfiguring activities on operational capabilities.