

Biography Markus Reitzig



Markus Reitzig studied chemistry (Diplom-Chemiker), law and business economics (Master of Business Research, Doctor oeconomiae publicae) in Germany (Universities of Constance/Kiel/Munich), Italy (LUISS Rome), and the United States (UC San Diego/UC Berkeley). From September 2002 until October 2006 he was employed with the Copenhagen Business School in Denmark, first as Assistant Professor and, from April 2004, as Associate Professor with tenure. During winter 2005, he worked with the Australian Graduate School of Management in Sydney as a Visiting Associate Professor. Dr. Reitzig finally joined the London Business School as an Assistant Professor for Strategic Management in October 2006.

For the last decade, Markus Reitzig's research has been centered on the economics and management of innovation. Markus is particularly interested in firms' strategies to capture value from their investments in technology; using intellectual property rights among

other mechanisms. Dr. Reitzig's prime area of current investigation is the analysis of strategic trade-offs between value creation and value capture, seeking to devise strategies for initial value creation that are shaped with an eye on the subsequently envisaged appropriation (which he terms "creation-conditional-on-capture" – ccc strategies). Professor Reitzig has, however, also sought to contribute more broadly to different streams of literature including corporate strategy, corporate organization, economics, legal, and accounting literature. Methodologically speaking Markus Reitzig combines (formal) theory as well as both qualitative and quantitative empirical techniques; maintaining close communication with policy makers and businesses through applied research and consulting ensures that scientific phenomena of practical relevance are chosen as objects of his studies.

Articles by Markus Reitzig have been published in both the top practitioner outlets such as *Harvard Business Review* and *Sloan Management Review* and the premier scientific journals such as *Strategic Management Journal*, *Research Policy*, *Industrial and Corporate Change*, *International Journal of Industrial Organization*, and *Economics of Innovation and New Technology*. Until today, his research has been quoted around a hundred-and-ninety times in those journals that are listed in the Social Science Citation Index, and it has been presented at numerous conferences and university seminars worldwide. For his research contributions he was awarded the Tietgen Prize for outstanding contributions to business research, and he has been nominated for the McKinsey best paper award by the Strategic Management Society and the Carolyn Dexter award by the Academy of Management. Markus is regularly consulted as an expert interviewee by leading business papers, such as the *Wall Street Journal Europe*, and his latest management thinking is featured in *The Economist* and *Business Strategy Review*.

Professor Reitzig is highly sought after as a teacher in several (executive) programs all over the world. As an academic coach, consultant or speaker he has worked together with a variety of clients from the private and public sector, including US Fortune 50 corporations, the United Nations Economic Commission for Europe, the European Patent Office and the European Investment Bank, to mention but a few.

Updated information can be found at <http://www.markusreitzig.com>.