

**Seidle, Russell J. (Associate Professor)**

**Refereed Journal Articles**

***Journal Article, Academic Journal***

Wang, I.-C., Seidle, R. J. (2020). Ambition in Innovation: Vicarious Learning in the Nascent Electric Scooter Market in Taiwan. *Technological Forecasting & Social Change*, 152, 119886.

Seidle, R. J. (2019). Sequences of Learning Types for Organizational Ambidexterity. *The Learning Organization*, 26(4), 381-396.

Wang, I.-C., Seidle, R. J. (2017). The Degree of Technological Innovation: A Demand Heterogeneity Perspective. *Technological Forecasting and Social Change*, 125(C), 166-177. 10.1016/j.techfore.2017.07.019

Shin, D., Seidle, R. J., Okhmatovskiy, I. (2016). Making the Foreign Familiar: The Influence of Top Management Team and Board of Directors Characteristics on the Adoption of Foreign Practices. *Journal of World Business*, 51(6), 937-949.

Seidle, R. J. (2015). Organisational Learning Sequences in Technological Innovation: Evidence from the Biopharmaceutical and Medical Device Sectors. *International Journal of Innovation Management*, 19(3). 10.1142/S1363919615400071

Lee, S. Y., Seidle, R. J. (2012). Narcissists as Consumers: The Effects of Perceived Scarcity on Processing of Product Information. *Social Behavior and Personality*, 40(9), 1485-1500.

**Conference Proceedings**

***Conference Proceeding***

Seidle, R. J. (2014). In Huizingh, K.R.E, Conn, S. Torkkeli, M. and Bitran, I. (Ed.), *The Implications of Organizational Learning Types for Technological Innovation*. The Proceedings of The ISPIM Americas Innovation Forum (October 2014).

**Presentations**

Seidle, Russell J, Bicen, Pelin, Annual International Conference on Sustainable Development, "Mobilizing business knowledge for meaningful social action: Insights from an undergraduate business curriculum redesign project." (September 2023).

Bicen, Pelin, Seidle, Russell J, Gartner Institute, "Innovative First Year Business Curriculum," Gartner Institute. (June 2023).

Chen, Kenzen, Wang, I-Chen, Seidle, Russell J, European Academy of Management, "How to ace digital transformation? An experiential learning answer," European Academy of Management, Zurich, Switzer. (June 19, 2022).

Seidle, Russell J, DRUID, "Influences of Experiential and Vicarious Learning in Value Chain Fine Slicing Decisions," Copenhagen Business School, Copenhagen, Denmark. (June 15, 2022).

- Seidle, Russell J, Workshop on Practices of Leading Universities, "Experience-Based Teaching – Theory, Practice, and Insights from Learning Research," Budapest University of Technology and Economics, Budapest, Hungary. (June 10, 2022).
- Seidle, Russell J, School of Management Fribourg EMBA, "Stakeholder Perspectives on Sustainability," Sawyer Business School, Boston, MA. (April 26, 2022).
- Seidle, Russell J, School of Management Fribourg MBA, "Stakeholder Perspectives on Sustainability," Sawyer Business School, Boston, MA. (April 11, 2022).
- Seidle, Russell J, Western Academy of Management Conference, "Disseminated Learning: Organizational Experience, Hiring, and Scaling in Digital Transformation Efforts," Western Academy of Management, Waikoloa, HI. (March 18, 2022).
- Seidle, Russell J, BME Faculty of Economic and Social Sciences MBA Intensive Seminar Week, "Insights from Inside (and Out): How Organizational Learning Types Foster Successful Innovation," Budapest University of Technology and Economics, Online (Budapest, Hungary). (December 1, 2021).
- Seidle, Russell J, Suffolk MBA Hackathon, "Postuvo – Customer-led sustainability in traditional retail channels," Sawyer Business School, Suffolk University, Boston, MA. (August 28, 2021).
- Seidle, Russell J, Carnegie School of Organizational Learning Conference, "Searching Wide and Far: Sequences of Organizational Learning Types in High Novelty Innovations," CSOL, Virtual. (August 5, 2021).
- Rodriguez, Carlos, Seidle, Russell J, Academy of Management Annual Meeting, "The Role of Distinct Organizational Learning Types in Value Chain Fine-Slicing Decisions," Academy of Management. (August 2020).
- Wang, I-Chen, Seidle, Russell J, DRUID, "Ambition in innovation: Vicarious learning in the nascent electric scooter market in Taiwan," Copenhagen Business School, Copenhagen, Denmark. (June 2019).
- Seidle, Russell J, Academy of Management Annual Meeting, "Searching Wide and Far: Sequences of Organizational Learning Types in High Novelty Innovations," Academy of Management, Chicago, IL. (August 13, 2018).
- Seidle, Russell J, Western Academy of Management Conference, "Opportunity Development in Biopharmaceuticals and Medical Devices: Assessing the Roles of Experiential and Vicarious Learning," Western Academy of Management, Palm Springs, CA. (March 25, 2017).
- Wang, I-Chen, Seidle, Russell J, DRUID, "The Degree of Technological Innovation: An Empirical Analysis of the Flat Panel Display Industry," Copenhagen Business School, Copenhagen, Denmark. (June 15, 2016).
- Seidle, Russell J, Academy of Management Annual Meeting, "Navigating (Un)familiar Technological Territory: Sequences of Organizational Learning Types in Innovation Projects," Academy of Management, Vancouver, BC. (August 10, 2015).
- Shin, Donghoon Shin (Presenter & Author), Seidle, Russell J (Author Only), Okhmatovskiy, Ilya (Author Only), Administrative Sciences Association of Canada Annual Conference, "Making the Foreign Familiar: The Influence of TMT and BOD Characteristics on

Adoption of Foreign Practices," Administrative Sciences Association of Canada, Halifax, NS. (June 15, 2015).