

## Anja Schulze



### Professional experience

---

- 09.14 – SNSF Professor for Technology and Innovation Management at University of Zürich  
Director of swiss Center for Automotive Research (swiss CAR)
- 09.07 – 06.14 Senior researcher and lecturer at ETH Zürich, Department of Management, Technology, and Economics, Chair of Technology and Innovation Management.  
Management of swiss Center for Automotive Research (swiss CAR)  
Research program: Managing efficiency in new product development
- 01.10 Media Training for Researchers, The Swiss School of Journalists, Lucerne, Switzerland
- 09.06 – 10.09 Certificate program on university didactics, University of St.Gallen, Switzerland
- 08.04 – 08.07 Senior researcher at Institute of Technology Management, University of St.Gallen  
Establishment and management of swiss Center for Automotive Research (swiss CAR)  
Management of research group and supervision of PhD students with a focus on new product development
- 03.04 – 07.04 Research Fellow at Università Bocconi, Milano, Italy  
Department: Organization and Human Resource Management  
Stipends: Marie-Curie Stipend (EU); Research Fund of Università Bocconi
- 01.95 – 07.96 Research Assistant at the Universität Erlangen-Nürnberg, Germany  
08.97 – 05.98 Department: Industrial Management

### Education

---

- 09.07 – 12.12 Habilitation *Getting it right the first time: Managing efficiency in new product development* (special consideration of creating, developing and integrating knowledge) at Department of Management, Technology, and Economics, ETH Zürich, Venia Legendi as of 08.13 (PD)
- 04.99 – 10.04 PhD at Institute of Technology Management, University of St.Gallen, Switzerland  
Thesis: Management of organizational knowledge creation in new product development projects, Grade: Summa cum laude (Dr. oec. HSG)
- 09.96 – 05.97 MBA Studies, Kelly School of Business, Indiana University, USA  
Stipend: Stipend of the Evangelischen Studienwerkes Villigst e.V.
- 10.92 – 10.98 Diploma of Business Administration at the Universität Erlangen-Nürnberg, Germany  
Stipend: Stipendium des Evangelischen Studienwerkes Villigst e.V. (Dipl.-Kffr.)
- 10.92 – 10.98 High-school Diploma, Erweiterte Oberschule Dresden-Plauen, Germany (Abitur)

## Publications

---

Anja Schulze, John Paul MacDuffie, Florian Täube. 2015. Introduction: knowledge generation and innovation diffusion in the global automotive industry - change and stability during turbulent times. *Industrial and Corporate Change*, 24(3) 603-611.

Anja Schulze, Gundula Brojerdi, Georg von Krogh. 2014: Those who know, do. Those who understand, teach. Disseminative capability and knowledge transfer in the automotive industry. *Journal of Product Innovation Management*, Special Issue on Innovation in the Global Automotive Industry, 31(1) 79-97.

Anja Schulze, Gundula Brojerdi. 2012. The Effect of the Distance between Partners' Knowledge Components on Collaborative Innovation. *European Management Review*, 9(2) 85-98.

Anja Schulze, Thorsten Störmer. 2012. Lean Product Development – Enabling management factors for waste elimination. *International Journal of Technology Management*, 57(1) 71-91.

Anja Schulze. 2012. Getting it right the first time: Managing efficiency in new product development, ETH Zürich. (Habilitation)

Anja Schulze, Philipp Schmitt, Mareike Heinzen, Philipp Mayrl, Daniel Heller, Roman Boutellier. 2011. Exploring the 4I framework of organizational learning in product development: Value stream mapping as a facilitator. *International Journal of Computer Integrated Manufacturing*, 23, 1-15.

Anja Schulze, Gundula Heyn. 2009. Teaming up to innovate: The importance of a joint knowledge base and its components. *Marketing Review St.Gallen*, 26(2) 12-16.

Anja Schulze, Martin Hoegl. 2008. Organizational knowledge creation and the generation of new product ideas: A behavioral approach. *Research Policy*, 37(10) 1742-1750.

Anja Schulze, Martin Hoegl. 2006. Knowledge creation in new product development projects. *Journal of Management*, 32(2) 210-236.

Martin Hoegl, Anja Schulze 2005. How to support knowledge creation in new product development. *European Management Journal*, 23(3) 263-273.

## Guest Editorial

---

Anja Schulze, John Paul MacDuffie, Florian Täube. Guest editorial of a Special Issue with *Industrial Corporate Change*, Vol. 24 (3), 2015. From (auto)mobile to mobility: technological change and innovation in the global vehicle industry.

## Conference Papers, Symposia, and Professional Development Workshops

---

Daniel Engler, John Paul MacDuffie, Anja Schulze, Florian Täube. Organizers of Extension Workshop Innovation Ecosystems and Public-Private Partnerships for Sustainable Mobility. **SMS Conference**, Berlin, Germany, September 2016.

Daniel Engler, John Paul MacDuffie, Anja Schulze, Florian Täube. Organizers of PDW Beyond the (traditional) automobile Part I: Batteries and fuel cells (But no drivers!), **Annual Meeting of the Academy of Management**, Anaheim, USA, 2016.

Daniel Engler, John Paul MacDuffie, Anja Schulze, Florian Täube. Organizers of PDW Beyond the automobile: car sharing, app-based transportation networks, mobility and sustainability, **Annual Meeting of the Academy of Management**. Vancouver, Canada, August 2015.

Anja Schulze, Florian Täube, John Paul MacDuffie. Organizers of PDW (Special Issue Workshop): From (Auto)Mobile to Mobility: Technological Change and Innovation in the Global Vehicle Industry, **Annual Meeting of the Academy of Management**. Philadelphia, USA, August 2014.

Anja Schulze, Thorsten Störmer. Proactive Competitor Orientation - Investigating on the Relevance of a neglected Dimension of Market Orientation. **Tagung der Wissenschaftlichen Kommission für Technologie, Innovation und Entrepreneurship des VHB** (Verband der Hochschullehrer für Betriebswirtschaft), St.Gallen, Switzerland, September 2013.

Anja Schulze, Florian Täube. Organizers of PDW (Special Issue Workshop): From (Auto)Mobile to Mobility: Technological Change and Innovation in the Global Vehicle Industry. **Annual Meeting of the Academy of Management**, Orlando, USA, August 2013.

Anja Schulze, Stefano Brusoni. How to switch from idea generation to materialization: A case study of set based concurrent engineering. **15th APROS conference - Asia Pacific Researchers in Organization Studies**, Hitotsubashi University Tokyo, Japan, February 2013.

Symposium Integrating Knowledge about Knowledge Integration. Panelist with Robert Grant, Stefano Brusoni, Fredrik Tell, **SMS Conference**, Prague, Czech Republic, October, 2012.

Anja Schulze, Stefano Brusoni. Knowledge integration across parallel projects: A case study of set based concurrent engineering, **3rd Advanced KITE Workshop on Knowledge Integration and Innovation**, Linköping, Sweden, September 2012.

Symposium *Innovation and strategy in the global automotive industry*. Co-organizer with Florian Täube, **Academy of International Business Conference**, Washington, USA, June 2012.

Anja Schulze, Gundula Brojerdi. The Effect of the Distance between Partners' Knowledge Components on Collaborative Innovation. **DRUID**, Copenhagen, Denmark, June 2012.

Anja Schulze, Gundula Brojerdi, Georg von Krogh. The effect of disseminative capacity on knowledge transfer: R&D alliances in the automotive industry. **5th International Supply Chain Management Symposium and Workshop**, Tokyo, Japan, March 2012.

Anja Schulze, Florian Rittiner. Continuous Improvement Facilitators and their Relation to Efficiency in New Product Development. **R&D Management Conference**, Norrköping, Sweden, June 2011.

Anja Schulze, Philipp Mayrl, Roman Boutellier. The framing of value-How do R&D actors understand what to deliver? **ETH Zürich-YNU Research Seminar**, Yokohama National Univ., Japan, March 2011.

## Conference Papers, Symposia, and Professional Development Workshops (continued)

---

Anja Schulze, Philipp Schmitt, Thorsten Störmer, Roman Boutellier. Coordination mechanisms in new product development perceived from a disciplined problem solving perspective. **Annual Meeting of the Academy of Management**, Montreal, Canada, August 2010.

Thorsten Störmer, Anja Schulze, Roman Boutellier. Proactive Competitor Orientation: The Forgotten Dimension of Market Orientation. **Annual Meeting of the Academy of Management**, Montreal, Canada, August 2010.

Stefan Güldenber, Anja Schulze. How Does Management Thinking Influence Organizational Learning: What Toyota and Volkswagen Learn that General Motors doesn't? **OLKC Conference**, Boston, USA, June 2010.

Anja Schulze, Mareike Heinzen, Philipp Mayrl, Philipp Schmitt, Daniel Heller, Roman Boutellier. Managing Lean Product Development (LPD): Mapping the literature. **ETH Zürich – YNU Research Seminar**, Yokohama National University, Japan, March 2010.

Professional Development Workshop (PDW) *Industry Studies Workshop on the Detroit Auto Crisis*, organized by IMVP, particularly Daniel A. Heller; Harvard U.; John Paul MacDuffie; Wharton School, U. of Pennsylvania; Presenter with Frits Pil, Sue Helper, John Paul MacDuffie et al. **Annual Meeting of the Academy of Management**, Chicago, USA, August 2009.

Anja Schulze, Gundula Heyn. Disseminative capacity – exploiting external knowledge by collaborative innovation, **EGOS Conference**, Barcelona, Spain, July 2009.

Anja Schulze, Silke Mühlmeier: Balancing exploration and exploitation for innovation, **Annual Meeting of the Academy of Management**, Chicago, USA, August 2009.

Anja Schulze, Thorsten Störmer: Lean Product Development –Enabling management factors for waste elimination, **Annual Meeting of the Academy of Management**, Chicago, USA, August 2009.

Anja Schulze, Kay Oppat: Dimensions of Disseminative Capacity – Innovating by Partnering, **Annual Meeting of the Academy of Management**, Anaheim, USA, August 2008.

Anja Schulze, Kay Oppat: 2007. Knowledge transfer in inter-organizational new product development projects - The impact of the original knowledgeable, **Annual Meeting of the Academy of Management**, Philadelphia, USA, August 2007.

*Managing the Backend of the Product Evolution Process – Lessons Learned in the European Automotive Industry.* **Odette Conference**, Paris. 17.11.2005

## Awards

---

Best Reviewer Award, TIM Division, Academy of Management, 2010

Overall Best Paper Award, Western Academy of Management, USA, 2005

## Organization of further Academic Conference and Workshops

---

03.2010 – 04.2014 Current insights in new product development. ETH Zürich – YNU Research Seminar. Yokohama National University (YNU), Yokohama and Tokyo, Japan. (Co-organization with YNU)

03.2012 IMVP (PVMI) Automotive Research Conference ETH Zürich, Switzerland. *With funding from the Swiss National Science Foundation* (Co-organization with International Motor Vehicle Program, Wharton, USA)

## References to research work and interviews in radio and TV

---

- [Lukratives Geschäft für Zulieferer-Branche](#). Tagesschau. **Schweizer Radio und Fernsehen SRF**, 05.12.15.
- [Erneuter Rückruf von VW Fahrzeugen](#). 10vor10. **Schweizer Radio und Fernsehen SRF**, 04.11.2015.
- [VW in der Krise](#). SRF Börse. **Schweizer Radio und Fernsehen SRF**, 24.09.2015.
- [Schweizer Autozulieferer](#). 10vor10. **Schweizer Radio und Fernsehen SRF**. 31.07.2013. (12'30)
- [Schweizer Auto-Zulieferer: Ausweg China](#). Wirtschaftsmagazin ECO. **Schweizer Radio und Fernsehen SRF**. 18.03.2013. (20'30).
- [Let employees implement change programs affecting them](#), HBR Channel, 03.08.2012.

## References to research work and interviews in newspapers and journals

---

- L'industrie de la voiture en Suisse souffre du franc fort. **Tribune de Geneve**, 23.11.2015. p. 9.
- Eine Nation der Autozulieferer. **Swiss Engineering**, 12|2015. pp. 7-8.
- Le scandale VW affectera aussi l'industrie suisse. **Le Temps**, p. 13, 25.09.2015.
- Zulieferer zeigen sich gelassen. **St. Galler Tagblatt**, p. 9, 25.09.2015.
- Viel Schweizer Qualität unter der Kühlerhaube von Audi, BMW oder VW. **Aargauer Zeitung**, p. 10, 19.09.2015.
- Kein Vorwärtskommen ohne Schweizer Zulieferer. **Blick**, p. 10 - 11, 9 September 2015.
- Hau den Lieferanten! **Tagesanzeiger**, p. 10, 06.03.2015.
- Schulze, Anja. Ist die Schweiz eine Autobauer-Nation? **Bulletin der Credit Suisse** 2014(5), S. 41.
- Auf Zack - Verdaute Krise? **Unternehmerzeitung**, 2014(10), S. 15
- Autoneum auf der Überholspur. **Neue Zürcher Zeitung**, Webpaper. 26.08.2014.
- Die Schweizer Zulieferer unter der Lupe. **Automobilrevue**, 05.12.2013, p.19
- Les site suisse est très fort et stable. *Interview*. **Swissmem Network**, 1/14, p.9
- Schweizer Autozulieferer in der Defensive. **Neue Zürcher Zeitung**, 21.11.2013.
- VW sprengt alle Rekorde: Schub für Schweizer Firmen. **Der Sonntag**, 24.02.2013. p.29.
- La bonne répartition. **L'Agefi - Quotidien de l'agence économique et financière à Genève**, 14.02.13, p. 1.
- La sous-traitance automobile sous une pression extrême. **L'Agefi - Quotidien de l'agence économique et financière à Genève**. 08.01.2013, p. 7.
- Die unsichtbare Branche. **Neue Zürcher Zeitung**, 22.03.2012, p. 63.
- Wer über ausgezeichnetes technisches Know how verfügt, wird zu den Gewinnern zählen. *Interview*. **payoff-magazine**, März 2010, pp. 21-22.
- Bund behandelt Autozulieferer stiefmütterlich. **Tagesanzeiger**, 02.12.2009.
- Die Schweiz verfügt über eine facettenreiche Zulieferindustrie. **auto dossier**, 12|2009, pp. 1-5.
- Es werden nicht alle Zulieferer überleben. **Der Landbote**, 13.05.2009, p. 3.
- Schweizer Zulieferern drohen Milliardenverluste. **Die Südostschweiz am Sonntag**, 10.05.2009, p. 21.
- Bereinigung wird kommen. *Interview*. **Finanz und Wirtschaft**, 2009, p. 1 & p. 14.
- Grosse schwere Autos sind nicht gefragt. *Interview*. **Bieler Tagblatt**, 2008
- Autokrise trifft auch die Schweizer Zulieferer. **Tagesanzeiger**, 20.11.2008.
- Massenproduktion statt Spezialisierung – ETH Studie zeigt die Vielfalt der Schweizer Automobilindustrie. **Neue Zürcher Zeitung**, 12.09.2008, p. 25.
- Die unbekannte Grösse. **Automobilindustrie**, 10/2008, pp. 58-51.
- Does knowledge pay off? Some knowledge management techniques seem to drive new product development better than others, in **Sloan Management Review**, 46(3): 5, Spring Issue 2005.

## Presentations to the general public

---

Die Automobil(zuliefer)industrie in der Schweiz. **Tagesanzeiger Forum**. Gottlieb Duttweiler Institut Rüschlikon. 24.11.2015

Die Automobilbranche in der Schweiz – Überblick und Ausblick. **LeasePlan Partner Event**. Urdorf. 22.10.2015

Die Automobilindustrie in der Schweiz. **Mittwochsgesellschaft Zug**. 04.03.2015

Innovation Management. **autoneum**. Winterthur. 24.11.2014

Absatzchancen von Schweizer Automobilzulieferern in Japan. Panel Discussion at **S-GE Switzerland Global Enterprise Asia Event**. Gottlieb Duttweiler Institut Rüschlikon. 23.03.2014

Introduction of swiss CAR. **EMS Chemie**, Domat/Ems. 19.03.2014

Studie Automobilindustrie Schweiz - Branchenanalyse 2013. Aktuelle Bestandsaufnahme zu Struktur, Trends, Herausforderungen und Chancen der Schweizer Automobilzulieferbranche. **Introduction of study results to the public, swiss CAR Tagung**. Zürich. 20.11.2013

Lean Product Development. **Johnson Controls**. Burscheid, Germany. 27.02.2013

Lean Thinking, HSG-Alumni Institute of Management, **University of St.Gallen**. Zürich. 27.04.2012

German and Swiss thoughts and activities to meet the new automotive world. **IMVP Seoul Forum - International Conference for the Smart Automotive Industry**. Seoul. 24.-26.11.2011

Lean Thinking. **Society for quality in dentistry**. Zürich, 23.09.2011

Lean Product Development. **Plattform 'Produktentwicklung'**, WolfVision, Klaus (Austria), 23.03.2011

Trends und Chancen der Europäischen Automobilindustrie. **Schweizerischer Verband für Material und Einkauf** (SVME) - ETH Ringvorlesungsreihe, 02.11.2011

Trends und Chancen der Europäischen Automobil(zuliefer)industrie. **Unipress Partner Event**, Unipress AG. Brugg. 01.07.2010

Lean Product Development. **Ypsomed AG**. Burgdorf. 01.07.2010

Wissen managen und Verschwendung vermeiden. **Arbeitskreis Lean Innovation des WZL der RWTH Aachen**. Parker Hannifin GmbH, Kaarst (Germany). 02.12.2009

Trends und Chancen der Europäischen Automobil(zuliefer)industrie. Schweizer Automobilzulieferindustrie – Zukunftsmärkte. **Osec – swiss CAR Tagung**. Zürich. 01.12.2009

Automobilindustrie Schweiz – Lage und Perspektiven. **Parlamentarier Informationsabend**, Bern, 02.06.2009, auto schweiz Vereinigung Schweizer Automobil-Importeure

Automobilindustrie Schweiz. **Thurgauer Technologietag**, Romanshorn, 27.03.2009

Studie Automobilindustrie Schweiz - Branchenanalyse 2008. Aktuelle Bestandsaufnahme hinsichtlich Struktur, Trends, Herausforderungen und Chancen der Schweizer Automobilzulieferbranche. Introduction of study results to the public, **swiss CAR Tagung**. Zürich. 01.09.2008

Studie Automobilindustrie Schweiz. **Branchentagung der Zürcher Kantonalbank**, Zürich 28.03.2008

Lean Product Development – Product Development Systems. **ThyssenKrupp Presta AG**. Eschen (Liechtenstein). 18.01.2008

Leading to lean – Führungsaufgaben einer schlanken Produktentwicklung, **Lean Forum**. München. 07.02.2007

savoir\* - Chance für die innovative Verwaltung. **1. Symposium zu Wissensmanagement-Projekten in der Bundesverwaltung**, VBS, Bern, 26.10.2006

Innovatives Änderungsmanagement. Co-presentation with Prof. Dr. Fritz Fahrni. **BAIKA Jahreskongress Zulieferer Innovativ**, Audi Forum, Ingolstadt 05.07.2006

## Practitioner-oriented articles

---

- Philipp Schmitt, Anja Schulze, Roman Boutellier. 2011. Flexible und günstige Entwicklungsprojekte. *io new management*, 80(11): 5.
- Anja Schulze, Mareike Heinzen, Willi Lüchinger. 2010. Was wir von Japan wirklich lernen können. *KMU Magazin*, 9(Dezember 2010/ Januar 2011): 99-101.
- Roman Boutellier, Anja Schulze, Philipp Schmitt. 2009. Warum das Denken das Werken in der Schweiz nicht ersetzen kann. *io new management*, 78(3): 8-11.
- Mareike Heinzen, Anja Schulze, Roman Boutellier. 2009. Lean Management in der Krise: Hinderlich oder hilfreich? *KMU Magazin*, 7(9): 92-96.
- Philipp Schmitt, Anja Schulze, Roman Boutellier. 2009. Lean Development zur Steigerung der Effizienz. *MB-Revue Das Schweizer Industriemagazin*, Jahreshauptausgabe 2009: 18-23.
- Anja Schulze, Mareike Heinzen, Roman Boutellier. 2009. Lean Management - Vor allem in einer Krise ein umstrittenes Thema. *KMU-Magazin*, 7(5): 94-99.
- Anja Schulze, Gundula Heyn. 2009. Gemeinsam punkten. *Wirtschaftsmagazin* (11): 12-13.
- Roman Boutellier, Anja Schulze 2008. Aktuelle Management Trends. *Swiss Economic Forum* (04/08).
- Roman Boutellier, Anja Schulze, Thorsten Störmer. 2008. Produkt- von Technologieentwicklung zu entkoppeln schafft Effizienz - Lean Management sowie die organisatorische Trennung von Produkt- und Technologieentwicklung führen zu kürzeren Entwicklungszeiten und höherer Qualität. *io-new management*, 77(9): 18-21.
- Fritz Fahrni, Anja Schulze, Karl Neumüller, K. 2008. Unternehmertum aktiv fördern, ein Schweizer Erfolgsmodell. *io-new management*, 77(6): 68-71.
- Anja Schulze, Philipp Schmitt. 2008. Stark in der Nische. *Technische Rundschau* (Sonderausgabe Süddeutschland): 8-10.
- Anja Schulze, Thorsten Störmer. 2008. Lean Management. *Wirtschaftsmagazin* (9/2008): 4-7.
- Anja Schulze, Thorsten Störmer, Philipp Schmitt. 2008. Fallstudie Lean Management: Operative Exzellenz durch schlanke Geschäftsprozesse. *KMU-Magazin*, 6(7): 76-81.
- Anja Schulze, Thorsten Störmer, Philipp Schmitt. 2008. Schlanke Entwicklung im Maschinen- und Anlagenbau. *KMU-Magazin*, 6(8): 114-117.
- Roman Boutellier, Anja Schulze, Thorsten Störmer. 2007. Lean Management - Schlank und Erfolgreich. *INSight* (4/2007): 22-24.
- Fahrni, F., Schulze, A., & Neumüller, K. 2007. Den Tüchtigen ein spezielles Zeugnis ausstellen, *Neue Zürcher Zeitung*: 105.
- Fritz Fahrni, Anja Schulze, Kay Oppat, Martin Inganäs. 2007. Im Wissenstransfer versprechen kleine Schritte den grossen Erfolg. *io-new management*, 76(7-8): 46-50.
- Fritz Fahrni, Anja Schulze, Thorsten Störmer. 2007. Effiziente Entwicklung dank Lean Thinking. *io-new management*, 76(9): 37-40.
- Anja Schulze. 2002. Wissensmanagement – Räume fordern Austausch. *INSight*(3/02): 35-37.
- Anja Schulze. 2002. Yellow Pages, Mentoring und Knowledge Broker - Knowledge Management in HR. *HR-Gate* ([www.hrgate.ch](http://www.hrgate.ch)) (June 2002).
- Anja Schulze. 2001. Wissen richtig managen und Buchbesprechung: Phillip Schmiedel-Blumenthal. Entwicklung eines ganzheitlichen Wissensmanagements zur erfolgreichen Umsetzung von industriellen Innovationen. *e-HR Personalarbeit und Computergestütztes Personalmanagement*, 8(01): 28-30.

## Industry Studies

---

Anja Schulze, Fabian Angstmann, Sonja Förster, Sandro Schwärzler, Omid Shekari, Amulya Tata, Nico Zimmermann. **Automobilindustrie Schweiz**. Aktuelle Bestandsaufnahme von Struktur, Trends, Herausforderungen und Chancen. Branchenanalyse 2013

Anja Schulze, Philipp Schmitt, Helmut Becker, Niels Straub. **Die Automobilindustrie Europa**: Aktuelle Trends und künftige Entwicklung der Europäischen Automobilindustrie. 2009

Anja Schulze, Philipp Schmitt, Karl Neumüller, Thomas Holzmann. **Automobilindustrie Schweiz**. Aktuelle Bestandsaufnahme von Struktur, Trends, Herausforderungen und Chancen. Branchenanalyse 2008

## Books

---

Anja Schulze. 2004. **Management of Organizational Knowledge Creation in New Product Development Projects**. Dissertation. Difo-Druck, Bamberg.

Anja Schulze. 2002. **Corporate Cultural Pre-requisites for Knowledge Sharing**, Unternehmenskulturelle Voraussetzungen zur Wissensteilung Benchmarking Study, Printed by Drägerwerk AG.

## Book sections

---

Anja Schulze. 2011. Trends und Chancen der Europäischen Automobilindustrie. In R. Boutellier, Stefan Wagner, Ruben Jönke, & Mikko DeNardo (Eds.), **Vernetzt im Einkauf: Wege aus der Krise**: 221-248: Schweizerischer Verband für Materialwirtschaft und Einkauf SVM.

Anja Schulze. 2007. Knowledge creation. In J. R. B. Stewart Clegg (Ed.), **International Encyclopedia of Organization Studies**: 753-755: Sage.

Anja Schulze, Thomas Mohr. 2007. Präventives Qualitätsmanagement. In F. H. Christian Marxt (Ed.), **Business Excellence in technologieorientierten Unternehmen**: 103 - 112. Berlin: Springer Verlag.

Anja Schulze, Thorsten Störmer. 2007. Lean Product development – Mit Lean zur Steigerung der Entwicklungseffizienz, **Tagungsband 4. Lean Management Summit – Aachener Management Tage**: 97-105.

Cornelia Baumbach, Anja Schulze. 2003. Knowledge Management - Results of a Benchmarking Study. In P. H. Kai Mertins, and Jens Vorbeck (Ed.), **Knowledge Management. Concepts and Best Practices**, 2nd ed. Berlin, Heidelberg: Springer Verlag.

Anja Schulze. 2003. Knowledge Management in Innovation Processes. In G. H. Max von Zedtwitz, Tarek M. Khalil, Louis A. Lefebvre (Ed.), **Management of Technology: Growth through Business Innovation and Entrepreneurship**. Amsterdam: Pergamon.



## Organization of Practitioner-oriented Conferences and Workshops

---

11.2007 – 06.2014	Lean Management Summit Switzerland, Zürich, Switzerland. (Co-organization with Lean Management Institute Switzerland)
11.2013	Presentation of second Industry Report on the Swiss Automotive Industry, ETH Zürich, Switzerland. (Co-organization with OSEC - Office Suisse d'Expansion Commerciale and Swissmem - the Swiss asso- ciation of mechanical and electrical engineering industries)
12.2009	Schweizer Automobilzulieferindustrie – Zukunftsmärkte, ETH Zürich, Switzer- land. (Co-organization with OSEC - Office Suisse d'Expansion Commerciale)
09.2008	First public presentation of Industry Report on the Swiss Automotive Industry, ETH Zürich, Switzerland.
02.2007	Praxisforum Leading to Lean - Management einer schlanken Produktentwick- lung, München, Germany.
11.2005 – 07.2006	Workshop series II <i>Production ramp-up management</i> , Several company sites in Switzerland & Germany (Co-organization with KLOG, University of St.Gallen and WZL, RWTH Aachen)
11.2004 – 07.2005	Workshop series I <i>Production ramp-up management</i> , Several company sites in Switzerland, Germany & Austria (Co-organization with KLOG, University of St.Gallen and WZL, RWTH Aachen)

---

## Lean Management Summit Presentations

---

- Toyota Kata – Lean Thinking. 8. Lean Management Summit Schweiz. Rüschtikon, 23.06.2014
- Lean Product Development - Set based strategies and the management of queues to organize for  
new product development. 9. Lean Management Summit. Berlin, 25.10.2012
- Lean Development – Für Effizienz in der Produktentwicklung. 6. Lean Management Summit  
Schweiz. Rüschtikon, 30.05.2012
- Lean development - Für Effizienz in der Produktentwicklung. 8. Lean Management Summit. Berlin,  
20.10.2011
- Lean Development – alles neu? Co-presentation with Lothar Hermann (Brose). 5. Lean Manage-  
ment Summit Schweiz. Rüschtikon, 18.05.2011
- Die nachhaltige Basis für Lean Product Development – Wertstromanalyse bei der Bystronic Laser  
AG. Co-presentation with Nadja Haller. 4. Lean Management Summit Schweiz. Rüschtikon,  
10.06.2010
- Lean Management in der Krise: Hinderlich oder hilfreich? – Eine Studie. 3. Lean Management Sum-  
mit Schweiz. Rüschtikon, 25.06.2009
- Lean Development: Konzept einer Entwicklungsfabrik. Co-presentation with Thorsten Störmer.  
2 Lean Management Summit Schweiz. Zürich, 16.10.2008
- Lean Product Development – Stand der Forschung an der ETH Zürich. 4. Lean Management Summit.  
Aachen, 09.11.2007
- Lean Product Development – Stand der Forschung an der ETH Zürich. 1. Lean Management Summit  
Schweiz. Zürich, 07.11.2007