

René Chester Goduscheit  
Professor  
Department of Business Development and Technology  
**Type of address: Postal address.**  
Birk Centerpark 15  
8001, 1407  
7400  
Herning  
Denmark  
**Email:** goduscheit@btech.au.dk  
**Mobile:** +4526350699



## Curriculum Vitae

Forskningsområder:

- Teknologidrevet innovation
- Servitization og serviceinnovation
- Økosystemer
- Brugerinnovation

Undervisningsområder:

- Data analytics
- Åben innovation
- Innovationsledelse
- Forretningsmodeller

## Employment

### Professor

Department of Business Development and Technology  
Aarhus University  
Herning, Denmark  
8 Dec 2018 → present

### Professor MSO

University of Southern Denmark (SDU)  
Denmark  
1 Jan 2017 → 1 Jan 2018

### Lektor

University of Southern Denmark (SDU)  
Denmark  
1 Jan 2013 → 1 Jan 2017

### Adjunkt

University of Southern Denmark (SDU)  
Denmark  
1 Jan 2009 → 1 Jan 2013

### PhD-studerende

Aalborg University (AAU)  
Aalborg, Denmark  
1 Jan 2006 → 1 Jan 2009

### Konsulent

Rambøll Management A/S  
Denmark  
1 Jan 2003 → 1 Jan 2006

## Research outputs

### **Understanding the role of serial acquisition and subsidiary autonomy in providing value within servitizing industrial networks**

Golgeci, I., Kurt, Y., Vashchillo-Mollett, K., Goduscheit, R. C., Arslan, A. & Yeniaras, V., 2024, (Accepted/In press) In: Journal of Business and Industrial Marketing.

### **Exploring the opportunities of blockchain-enabled cooperation: learnings from the wind turbine industry**

Holm, K. & Goduscheit, R. C., Oct 2023, In: International Journal of Technology Management. 93, 3/4, p. 295-315 21 p.

### **Investigating manufacturing companies value co-creation approaches during servitisation**

Goduscheit, R. C., Andersen, T. C., Hoff, A., Andersen, T. B. & Blach, H., Oct 2023, In: International Journal of Technology Management. 93, 3/4, p. 241-267 27 p.

### **The business of business is.... complex and paradoxical!**

Goduscheit, R. C., Björk, J. & Boer, H., Sept 2023, In: Creativity and Innovation Management. 32, 3, p. 359-361 3 p.

### **Reviewing excellence**

Boer, H., Di Vincenzo, F., Björk, J., Goduscheit, R. C., Hölzle, K., Schweisfurth, T. & Visser-Groeneveld, J., Jun 2023, In: Creativity and Innovation Management. 32, 2, p. 180-197 18 p.

### **The theory and practice of creativity and innovation management—Past, present and future**

Boer, H., Björk, J. & Goduscheit, R. C., Jun 2023, In: Creativity and Innovation Management. 32, 2, p. 177-179 3 p.

### **Creativity, innovation and digits**

Björk, J., Goduscheit, R. C. & Boer, H., Mar 2023, In: Creativity and Innovation Management. 32, 1, p. 3-4 2 p.

### **Leveraging Legitimacy for Innovation Management Through an Innovation Management System –A Longitudinal Perspective**

Lerche, K., Kihlander, I. & Goduscheit, R. C., 2023, (In preparation) *30th EurOMA Conference*.

### **Robotic Facilitation and Affective Shifts in Group Creativity**

Nørskov, S., Quick, O. S., Pedersen, M. K., Damholdt, M. F., Vestergaard, C., Seibt, J. & Goduscheit, R. C., 2023, (Accepted/In press).

### **The untold story of the inherent tensions in the assessment of servitisation success – a conceptual approach**

Madsen, M. E. E. & Goduscheit, R. C., 2023, In: International Journal of Technology Management. 93, 3/4, p. 268-294 27 p.

### **A configurational approach to capabilities of business model innovation: Insights from a project-based firm**

Løbner, K. & Goduscheit, R. C., Dec 2022, In: Creativity and Innovation Management. 31, 4, p. 722-739 18 p.

### **When the going gets tough ... the role of creativity and innovation management during times of crisis?**

Goduscheit, R. C., Björk, J. & Boer, H., Dec 2022, In: Creativity and Innovation Management. 31, 4, p. 557-558 2 p.

### **Striving for excellence—A journey without an end: The noblest search is the search for excellence – Lyndon B. Johnson (1964)**

Boer, H., Björk, J. & Goduscheit, R. C., Sept 2022, In: Creativity and Innovation Management. 31, 3, p. 393-395 3 p.

### **Dissolving Organizational Bounds - Does Blockchain Digitalize Trust?**

Holm, K., Mathiasen, J. B., Goduscheit, R. C. & de Haas, H., Aug 2022, In: Academy of Management Proceedings. 2022, 1

### **Blockchain for Economy of Scale in Wind Industry: A Demo Case**

Singh, P., Holm, K., Beliatas, M., Ionita, A., Presser, M., Prinz, W. & Goduscheit, R. C., Jun 2022, *Internet of Things*. González-Vidal, A., Mohamed Abdelgawad, A., Sabir, E., Ziegler, S. & Ladid, L. (eds.). Cham: Springer, p. 175-186 12 p. (Lecture Notes in Computer Science, Vol. 13533).

### **The future is well hidden—It is to us to uncover it**

Hölzle, K., Björk, J., Boer, H. & Goduscheit, R. C., Mar 2022, In: *Creativity and Innovation Management*. 31, 1, p. 3-4 2 p.

### **No Strings Attached? Potential Effects of External Funding on Freedom of Research**

Goduscheit, R. C., Feb 2022, In: *Journal of Business Ethics*. 176, 1, p. 1-15 15 p.

### **Blockchain-enabled Servitization**

Holm, K. & Goduscheit, R. C., 2022, *Proceedings of the 23rd International CINet Conference*. Continuous Innovation Network

### **INVESTIGATING SMES' VALUE CO-CREATION APPROACHES DURING DIGITAL SERVICISATION PROCESSES**

Goduscheit, R. C., Andersen, T. C., Hoff, A., Andersen, T. B. & Blach, H., 2022, p. 1-29, 29 p. (*International Journal of Technology Management*).

### **Developing a blockchain-based prototype for wind turbine fasteners**

Ionita, A., Holm, K., Goduscheit, R. C., Lauritsen, P. H., Prinz, W., Jacobsen, K. N. & Thomsen, K. I., 16 Sept 2021, *Konferenzband zum Scientific Track der Blockchain Autumn School 2021*. 2021 ed. Vol. 4. p. 81-85 5 p.

### **Blockchain-Enabled Coopetition: Limits and Opportunities**

Holm, K. & Goduscheit, R. C., Sept 2021, *Proceedings of the 22nd International CINet Conference*. Continuous Innovation Network, p. 229-238 10 p.

### **INVESTIGATING MANUFACTURING COMPANIES VALUE CO-CREATION APPROACHES DURING SERVICIZATION**

Andersen, T. C., Goduscheit, R. C., Kizil, D., Blach, H., Hoff, A., Rasmussen, J., Kramp, G. & Andersen, T. B., Sept 2021, *Proceedings of the 22nd International CINet Conference*. Continuous Innovation Network, p. 17-33

### **Looking back and forward: Light in and at the end of the tunnel**

Björk, J., Hölzle, K., Goduscheit, R. C. & Boer, H., Sept 2021, In: *Creativity and Innovation Management*. 30, 3, p. 437-438 2 p.

### **Tensions in the Assessment of Servitization Success - A Conceptual Approach**

Madsen, M. E. E. & Goduscheit, R. C., Sept 2021, *Proceedings of the 22nd International CINet Conference*. Continuous Innovation Network, p. 315-326 12 p.

### **The Potential Effects Of Implementing An Innovation Management System**

Lerche, K. & Goduscheit, R. C., Sept 2021, *Proceedings of the 22nd International CINet Conference*. Continuous Innovation Network, p. 301-314 14 p.

### **Structural holes and social entrepreneurs as altruistic brokers**

Goduscheit, R. C., Khanin, D., Mahto, R. V. & McDowell, W. C., Apr 2021, In: *Journal of Innovation and Knowledge*. 6, 2, p. 103-111 9 p.

### **New forms of engagement in third mission activities: a multi-level university-centric approach**

Knudsen, M. P., Frederiksen, M. H. & Goduscheit, R. C., 2021, In: *Innovation: Organization & Management*. 23, 2, p. 209-240 32 p.

### **Assessing the Technology Readiness Level of Current Blockchain Use Cases**

Holm, K. & Goduscheit, R. C., 2020, *2020 IEEE Technology and Engineering Management Conference, TEMSCON 2020*. IEEE, p. 1-6 6 p. 9140147

### **BUSINESS MODEL INNOVATION IN A PROJECT-BASED FIRM: A CONFIGURATIONAL APPROACH**

Goduscheit, R. C. & Løbner, K., 2020, *Proceedings of the 21st International CINet Conference*. Continuous Innovation Network, p. 314-327 14 p.

### **KEY DIMENSIONS OF ASSESSING SERVICITIZATION: TOWARDS A CONCEPTUAL MATURITY MODEL**

Andersen, T. C., Madsen, M. E. E. & Goduscheit, R. C., 2020, *Proceedings of the 21st International CINet Conference*. Continuous Innovation Network

### **VIRTUAL REALITY-BASED HEALTHCARE INNOVATIONS: EXPLORING DRIVERS AND BARRIERS FOR EMERGING TECHNOLOGIES IN THE DANISH HEALTHCARE SECTOR**

Mejlholm, L., Goduscheit, R. C. & Jørgensen, J. H., 2020, *Proceedings of the 21st International CINet Conference*. Continuous Innovation Network, p. 480-492 13 p.

### **Explicating hybrid offerings in the service infusion process: the nature of combining resources-capabilities**

Goduscheit, R. C. & Andersen, T. C., 2 Nov 2019.

### **Managerial Dynamics for Successful Business Model Innovation Processes in Project-based Firms**

Løbner, K. & Goduscheit, R. C., 2 Nov 2019.

### **Business Model Innovation – A Gamble or a Manageable Process?**

Taran, Y., Goduscheit, R. C. & Boer, H., 2019, In: *Journal of Business Models*. 7, 5, p. 90-107 18 p.

### **Service network innovation: managerial challenges**

Peronard, J.-P. D. C. & Goduscheit, R. C., 2019, *Proceedings of the 20th International CINet Conference*. Continuous Innovation Network, 11 p.

### **Social Entrepreneurs and Institutional Traps**

Khanin, D. & Goduscheit, R. C., 2019, *Academy of Management Proceedings*. Academy of Management, Vol. 1.

### **A Configurational Approach to the Role of Open Innovation in the Digital Transition of Manufacturing SMEs**

Goduscheit, R. C., 14 Dec 2018.

### **The 'gravitational sink' for big data exploration**

Somoza Sanchez, V. V., Schneider-Kamp, P. & Goduscheit, R. C., 2 Dec 2018.

### **Design thinking for website optimization. A case study.**

Somoza Sanchez, V. V., Andersen, F., Schneider-Kamp, P. & Goduscheit, R. C., 17 Jan 2018.

### **Digital anthropology as method for lead user identification from unstructured big data**

Somoza Sanchez, V. V., Giacalone, D. & Goduscheit, R. C., 2018, In: *Creativity and Innovation Management*. 27, 1, p. 32-41 10 p.

### **Ecosystem-as-structure: A snowballing approach to identifying actors within an ecosystem**

Goduscheit, R. C., 2018, *19th International CINet Conference Proceedings: Continuous Innovation: Spinning out and spinning in*. Continuous Innovation Network, p. 150-157

### **Lean Start-up in Established Companies: Potentials and Challenges**

Goduscheit, R. C., 2018, *Learning and Innovation in Hybrid Organizations: Strategic and Organizational Insights*. Boccardelli, P., Annosi, M. C., Brunetta, F. & Magnusson, M. (eds.). Palgrave Macmillan, p. 269-287

### **Open Health Care Innovation: Methods and Implications of Mapping the Innovation Potential of a Region**

Goduscheit, R. C., 2018.

Paths Toward Radical Service Innovation in Manufacturing Companies: A Service-Dominant Logic Perspective  
Goduscheit, R. C. & Faullant, R., 2018, In: *Journal of Product Innovation Management*. 35, 5, p. 701-719 19 p.

Evnen til at bruge data kan blive guld værd  
Goduscheit, R. C., 25 Jun 2017, In: *Fyens Stiftstidende*. p. 34

Lean start-up in established companies: Potentials and challenges  
Goduscheit, R. C., 1 Jan 2017, *Learning and Innovation in Hybrid Organizations: Strategic and Organizational Insights*. Springer International Publishing AG, p. 269-287 19 p.

#### **Facilitation - the impact of structural framework and personal actions**

Goduscheit, R. C. & Jørgensen, J. H., 2017, *Proceedings of the 17th International Continuous Innovation Network Conference: Innovation and tradition: combining the old and the new*. Hölzle, K. & Björk, J. (eds.). Continuous Innovation Network

From Research to Commercialization: The Case of the Emerging Drone Innovation Ecosystem  
Frederiksen, M. H., Knudsen, M. P. & Goduscheit, R. C., 2017, *Proceedings of the 18th International Continuous Innovation Network Conference: Digitalization and innovation: designing the organization of the future*. Continuous Innovation Network, p. 176-187

How Digital Anthropology can be used as method for lead user identification. A case study from un-structured big data  
Somoza, V., Goduscheit, R. C. & Giacalone, D., 2017.

Institutional Traps, and Social Entrepreneurs? Institutional Work, Strategies and Tactics  
Khanin, D. & Goduscheit, R. C., 2017.

The Transition From Manufacturing to Hybrid Offerings - A Service-Dominant Logic Approach  
Goduscheit, R. C., 2017, *Proceedings of the 18th International CINet Conference: Digitalization and innovation: designing the organization of the future*. Continuous Innovation Network, p. 212-221

#### **Identifying valuable users as informants for innovation processes: Comparing the search efficiency of pyramiding and screening**

Stockstrom, C. S., Goduscheit, R. C., Luethje, C. & Jørgensen, J. H., Mar 2016, In: *Research Policy*. 45, 2, p. 507-516 10 p.

The Third Mission Revisited: An Integrative Model For Technology Transfer  
Frederiksen, M. H., Goduscheit, R. C. & Knudsen, M. P., 2016.

#### **Facilitation as a management discipline to support organisational development processes**

Møller, L. & Goduscheit, R. C., 2015, In: *Ledelse & Erhvervsøkonomi*. 79, 2, p. 7-19 13 p.

How Barriers to Collaboration Prevent Progress in Demand for Knowledge: A Dyadic Study of Small and Medium-Sized Firms, Research and Technology Organizations and Universities  
Goduscheit, R. C. & Knudsen, M. P., 2015, In: *Creativity and Innovation Management*. 24, 1, p. 29-54 26 p.

Managing business model innovation risks: lesson for theory and practice

Taran, Y., Goduscheit, R. C. & Boer, H., 2015, *Pursuing Innovation Leadership: 16th International CINet Conference*. Continuous Innovation Network

Measuring the effects of continuous innovation projects: an additionality perspective

Goduscheit, R. C. & Brendstrup, S., 2015, *Pursuing Innovation Leadership: Proceedings of the 16th International CINet Conference*. Continuous Innovation Network

What drives Innovation with an Environmental Impact and how does it Impact Product Innovation Performance?  
Goduscheit, R. C., Gerstlberger, W. & Knudsen, M. P., 2015, *22nd Innovation & Product Development Management Conference: Improving competitiveness with innovation and product development*. European Institute for Advanced Studies in Management, (Uden navn).

Business Model Innovation - A Multiple Case Study of Danish SME's  
Goduscheit, R. C., 2014, *Proceedings of the 15th International CINet Conference: Operating Innovation - Innovating Operations*. Continuous Innovation Network

Innovation Promoters – A Multiple Case Study  
Goduscheit, R. C., 2014, In: *Industrial Marketing Management*. 43, 3, p. 525-534

Modes of Knowledge Inputs and Innovativeness - Findings from the Danish Food Industry  
Goduscheit, R. C., 2014, *Proceedings of the 15th International CINet Conference: Operating Innovation - Innovating Operations*. Continuous Innovation Network

Vejen til ny viden er brolagt med udfordringer  
Knudsen, M. P. & Goduscheit, R. C., 26 Feb 2013, In: *Fyens Stiftstidende*. p. 26-27

A Revision of the Role of Innovation Promoters: Towards a Dynamic Approach  
Goduscheit, R. C., 2013.

Business Model Innovation: Towards a Revised Framework  
Goduscheit, R. C. & Knudsen, M. P., 2013.

User toolkits for innovation – a literature review  
Goduscheit, R. C. & Jørgensen, J. H., 2013, In: *International Journal of Technology Management*. 61, 3/4, p. 274-292

Progress in Demand: An analysis of the co-operation among small and medium-sized enterprises, research and technology organizations, and universities  
Knudsen, M. P. & Goduscheit, R. C., 10 Dec 2012, Syddansk Universitet. Institut for Marketing og Management. 53 p.

Forskningen skal på arbejde  
Goduscheit, R. C., 26 Sept 2012, In: *Fyens Stiftstidende*.

### **Managing the Fuzzy Front End: Intra-Firm Versus Inter-Firm Networks**

Jørgensen, J. H., Goduscheit, R. C., Rasmussen, E. S. & Bergenholtz, C., Sept 2012, *Perspectives on Supplier Innovation: Theories, Concepts and Empirical Insights on Open Innovation and the Integration of Suppliers*. Brem, A. & Tidd, J. (eds.). World Scientific, p. 471-495 (Series on Technology Management, Vol. 18).

Innovation promoters – a multiple case study  
Goduscheit, R. C., 2012.

Knowledge transfer without knowledge integration? The challenge for SME's in utilizing university-collaboration  
Knudsen, M. P. & Goduscheit, R. C., 2012.

SME's versus the knowledge institutions? A triad perspective on perceived barriers to collaboration of SME's, RTO's and universities  
Goduscheit, R. C. & Knudsen, M. P., 2012.

Spinoffs and SME's - Potential motivation and rationales  
Goduscheit, R. C. & Brendstrup, S., 2012.

The impact of environmental and institutional contexts on the direction and strategies of social entrepreneurship  
Khanin, D. & Goduscheit, R. C., 2012.

**An examination of a reciprocal relationship between network governance and network structure**

Bergenholtz, C. & Goduscheit, R. C., 2011, In: International Journal of Strategic Business Alliances. 2, 3, p. 171-188 18 p.

**Assessing the Performance of Pyramiding Search Processes in the Identification of Users with Special Qualities**

Stockstrom, C., Goduscheit, R. C., Jørgensen, J. H. & Lüthje, C., 2011.

Female Entrepreneurship - a Systematic Literature Review

Goduscheit, R. C. & Norn, M. T., 2011.

**Managing inter-firm collaboration in the fuzzy front-end: Structure as a two-edged sword**

Jørgensen, J., Bergenholtz, C., Goduscheit, R. C. & Rasmussen, E. S., 2011, In: International Journal of Innovation Management. 15, 1, p. 145-163 19 p.

The KMD Case

Goduscheit, R. C., Jørgensen, J. H., Bergenholtz, C. & Rasmussen, E. S., 2011, *NEW Global ICT-based Business Models*. Lindgren, P. (ed.). 1 ed. Ålborg: River Publisher, p. 97 11 p.

User Toolkits for Innovation – A Literature Review

Goduscheit, R. C. & Jørgensen, J. H., 2011.

Open innovation models - a case study of playing poker with chess pieces

Goduscheit, R. C., Jørgensen, J. H. & Bergenholtz, C., 2010, In: Innovative Marketing. 6, 2, p. 31-37 7 p.

**Open innovation models – A case study of playing poker with chess pieces**

Goduscheit, R. C., Jørgensen, J. H. & Bergenholtz, C., 2010, In: Innovative Marketing. 6, 2, p. 26-32 7 p.

Leadership in inter-organisational network-based innovation projects

Goduscheit, R. C., 1 Jan 2009, In: International Journal of Technology Marketing. 4, 2/3, p. 149-164 16 p.

Relationships, networks and innovation - squaring the circle?

Goduscheit, R. C., 1 Jan 2009, In: International Journal of Learning and Intellectual Capital. 6, 3, p. 257-271 15 p.

**An examination of a reciprocal relationship between network governance and network structure**

Bergenholtz, C. & Goduscheit, R. C., 2009.

**Innovation, Product Development and New Business Models in Networks : How to come from case studies to a valid and opérationnel theory**

Rasmussen, E. S., Bergenholtz, C., Jørgensen, J. H. & Goduscheit, R. C., 2009, In: Revue des Sciences de Gestion. 31, 70, p. 101-120 20 p.

Knowledge transfer in inter-organisational settings – challenges and opportunities

Goduscheit, R. C., 2009.

Leadership in interorganisational network-based innovation projects

Goduscheit, R. C., 2009, In: International Journal of Technology Marketing. 4, 2-3, p. 149-164 16 p.

**Action Research in Inter-organisational Networks - Impartial studies or the Trojan Horse?**

Goduscheit, R. C., Bergenholtz, C., Jørgensen, J. H. & Rasmussen, E. S., 2008, In: Systemic Practice and Action Research. 21, 4, p. 267-281 31 p.

Impact of measurement and evaluation on innovation level  
Jakobsen, H. S., Gertsen, F., Goduscheit, R. C. & Rebsdorf, S. O., 2008.

#### **Innovation i netværk - åbne eller lukkede netværk?**

Bergenholtz, C. & Goduscheit, R. C., 2008, *Innovation og Forandringsledelse: Kap. 5.2*. Jensen, L. K. L., Nielsen, E. M., Rasmussen, P., Klausen, K. K. & Ulhøi, J. P. (eds.). Børsen Forum A/S, 12 p. (Børsen Ledelseshåndbøger).

Åben innovation i virksomhedsnetværk: Et spørgsmål om lederskab?  
Goduscheit, R. C., 1 Aug 2007, In: DILF Orientering. 44, p. 18-21 4 p.

Action research in inter-organisational networks : - impartial studies or the Trojan horse?

Goduscheit, R. C., Rasmussen, E. S., Jørgensen, J. H. & Bergenholtz, C., 2007, *Proceedings of ECRM 2007 6th European Conference on Research Methodology for Business and Management Studies*. ECRM, p. 115-124 10 p.

#### **Innovation, Product Development, and New Business Models in Networks: How to come from Case Studies to a Valid and Operational Theory**

Rasmussen, E. S., Bergenholtz, C., Jørgensen, J. H. & Goduscheit, R. C., 2007, *Proceedings of the International Conference on Research Methodology*. ISEOR, Vol. 2. p. 779-790 12 p.

Inter-firm collaboration in the Fuzzy Front-End of the innovation process - Exploring New Forms of Collaboration

Jørgensen, J. H., Goduscheit, R. C., Bergenholtz, C. & Rasmussen, E. S., 2007, *Proceedings of the VIII-th International Academic Conference: Economic Modernization and Social Development, April 3-5, 2007 - HSE, Moscow*. HSE

Networking as a strategy for innovation and marketing

Rasmussen, E. S., Jørgensen, J. H., Goduscheit, R. C. & Bergenholtz, C., 2007, *Proceedings of the IMP Journal seminar 2007*. IMP

Networks and Networks – Social network theory vs. the IMP tradition

Goduscheit, R. C., 2007.

## **Activities**

### **Innovation and Product Development Management Conference (IPDMC) (External organisation)**

Goduscheit, R. C. (Member)  
2022

### **Creativity & Innovation Management (Journal)**

Goduscheit, R. C. (Editor)  
2020

### **Erhvervsforskerudvalg, VTU (External organisation)**

Goduscheit, R. C. (Member)  
2018 → 2024

### **Continuous Innovation Network (CINet) (External organisation)**

Goduscheit, R. C. (Member)  
2013