

## Faculty Information

### Rian Beise-Zee

#### ■ Specialization:

Innovation and Operations Management (IOM)  
Marketing and Management (MM)

#### ■ Research Area:

Innovation and Technology Management, Service Management, Brand Management

#### ■ Keywords:

Agile Product Development, Frugal Innovation, Adoption and Diffusion of Innovation, Service operations, service quality, Brand associations, Brand equity, influencer marketing

#### ■ Seminar Topic:

Advances in Innovation and Service Management

#### ■ Seminar Teaching Method:

Individual Consultation and Research project supervision

#### ■ Possible Research Topics for Students:

- Determinants of Market demand for frugal innovation
- Obstacles to agile product development
- The role of branding for new products and services
- The impact of service processes and customer-staff interaction on service quality
- The role of Influencer characteristics for customer brand attitude

#### ■ Research Method:

Survey-based experiments

#### ■ Comments:

#### ■ APU Researcher Database:

<https://researcher.apu.ac.jp/apuhp/KgApp?resId=S001522&Language=2>