

Faculty Information

Rian Beise-Zee

■ Specialization:

Entrepreneurship, Innovation and Operations Management (EIM)
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>