



MARK GREEVEN

Chinese speaking Dutch Professor of Innovation
with decade long China research

Categorie

Trends, Innovatie, Business & Management

Type

Expert | Thought leader

Inzetbaarheid

Keynote spreker

Talen

CN, EN, NL

Afkomstig van

Nederland

Biografie

Dr. Mark J. Greeven is a Chinese speaking Dutch academic, author and speaker based in China with a ringside seat on fast evolving developments in Chinese management and innovation. As a Professor of Innovation & Strategy he lectures at Zhejiang University, Rotterdam School of Management, Duke University, European School of Management and Technology, emlyon business school, Technical University Berlin. He is also research fellow at the China's National Institute for Innovation Management, Center for China and Globalization and the Center for Global R&D and Innovation. He is selected on the 2017 Thinkers50 Radar list of 30 next generation business gurus and Personality of the Year 2017 of the Benelux Chamber of Commerce in China.

Since 2005, he has been collaborating closely with hundreds of Chinese and foreign ventures

and advising Fortune 500 companies such as Sanofi, DSM, Philips, BASF, Bosch, and Dell but also US – and Europe based investors and funds. He has focused on innovation & entrepreneurship, digital business ecosystems, cross cultural management and global R&D in, to and from China. Thousands of executives have followed his workshops on innovation. Findings of his research are published in international academic journals and newspapers like The Financial Times, LSE Business Review, Nikkei Asian Review, The Telegraph, South China Morning Post and China Daily. He is the author of Business ecosystems in China: Alibaba and competing Baidu, Tencent, Xiaomi and LeEco (Routledge, 2018) with cover endorsement by Tim Draper and Pioneers, Hidden Champions, Change Makers and Underdogs: Lessons from China's Innovators is forthcoming in 2019 with MIT Press.