

# FRANK T. PILLER, RWTH TIM

## LIST OF PUBLICATIONS AND PRESENTATIONS

### Research & Publication Impact

- **Google Scholar Citation Impact:** <http://tinyurl.com/piller-pub>  
Citations (Feb. 2020): ~16,000 | h-index: 55
- **Research Gate Page:** [https://www.researchgate.net/profile/Frank\\_Piller](https://www.researchgate.net/profile/Frank_Piller)
- **Handelsblatt / Wirtschaftswoche Scholar Ranking:** *Participation declined due to ethical & professional concerns*
- **Press Reports about Frank Piller's Research:** <http://tinyurl.com/y8cx9knb>

### Double-Blind Peer-Reviewed Journal Publications FT50 or VHB B/A/A+

1. *Stefanie Paluch, David Antons, Malte Brettel, Christian Hopp, Torsten-Oliver Salge, Frank Piller, and Daniel Wentzel:* Stage-gate and agile development in the digital age: Promises, perils, and boundary conditions. **Journal of Business Research**, 110 (2020) March: 495-501. <https://doi.org/10.1016/j.jbusres.2019.01.063> (VHB JQ3: B; 0.4 HB; SSCI-2018: 4.02)
2. *Sebastian Brenk, Dirk Lüttgens, Kathleen Diener, und Frank Piller.* Learning from failures in business model innovation: solving decision-making logic conflicts through intrapreneurial effectuation. **Journal of Business Economics** (formerly: ZFB), 89 (2019) 8 (Dec): 1097–114. <https://doi.org/10.1007/s11573-019-00954-1> (VHB JQ3: B, 0.2 HB).
3. *David Antons, Tim Coltman, Timothy Devinney, Julian Hannen, Frank Piller, and Oliver Salge:* Containing the Not-Invented-Here Syndrome in external knowledge absorption and open innovation: The role of indirect counter-measures. **Research Policy**, 48 (2019) 11 (November): 1038222 (17 pages). <https://doi.org/10.1016/j.respol.2019.103822> (FT50; VHB JQ3: A; 0.7 HB; SSCI-2018 5.42).
4. *Fabrizio Salvador, Frank Piller, and Shivom Aggarwal:* Surviving on the Long Tail: An empirical investigation of the enablers of business models for mass customization startups. **Long Range Planning**. *In press, May 2019*. <https://doi.org/10.1016/j.lrp.2019.05.006> (VHB JQ3: B; 0.7 HB; SSCI-2019: 3.36)
5. *Kathleen Diener, Dirk Lüttgens and Frank Piller:* Intermediation for open innovation: Comparing the effort of different search routines. **International Journal of Innovation Management**, 23 (2019) *In press*. <https://doi.org/10.1142/S1363919620500371> (VHB JQ3: B; 0.2 HB; SSCI-2017: 1.796)
6. *Patrick Pollok, Dirk Lüttgens & Frank Piller:* How firms develop capabilities for crowdsourcing: The mediating role of knowledge processes. **Journal of Product Innovation Management**, 36 (2019) 4 (July): 412-441. <https://doi.org/10.1111/jpim.12485> *An earlier version of this paper has been included in the **AOM Best Paper Proceedings**.* (VHB JQ3: A; 0.5 HB; SSCI-2018: 3.78).
7. *Stephan Hankammer, Sebastian Brenk, Hannah Fabry, Anne Nordemann, Frank Piller:* Towards circular business models: Identifying consumer needs based on the jobs-to-be-done theory. **Journal of Cleaner Production**, 231 (2019) September: 341-358. <https://doi.org/10.1016/j.jclepro.2019.05.165> (VHB JQ4: B; 0,3 HB; SSCI-2018: 6.39)
8. *Lisa Schmidhuber, Dennis Hilgers, Frank Piller, Marcel Bogers:* Opening up Social Innovation: Investigating citizen participation in open government platforms. **R&D Management**, 49 (2019) 3 (June: Special Issue: Leveraging open innovation to improve society): 343-355 <https://doi.org/10.1111/radm.12365> (VHB JQ3: B; 0.4 HB; SSCI-2018: 2.35)
9. *Robin Kleer and Frank Piller:* Local manufacturing by users and structural shifts in competition: Market dynamics of additive manufacturing. **International Journal of Production Economics**, 216 (2019) 10: 23-34. <https://doi.org/10.1016/j.ijpe.2019.04.019> (VHB JQ3: B; 0.5 HB; SSCI-2018: 4.99)
10. *Christian Hopp, Jermain Kaminski, and Frank Piller:* Accentuating lead user entrepreneur characteristics in crowdfunding campaigns – The role of personal affection and the capitalization of positive events. **Journal of Business Venturing Insights**, 11 (2019) June: e00106. <https://doi.org/10.1016/j.jbvi.2018.e00106> (VHB JQ3: A; 0.7 HB for JBV)
11. *Christoph Ihl, Alexander Vossen & Frank Piller:* All for the Money? The Limits of Monetary Rewards in Innovation Contests with Users. **International Journal of Innovation Management**, 23 (2019) 2: 1950014. <http://dx.doi.org/10.1142/S1363919619500142> (VHB JQ3: B; 0.2 HB; SSCI-2017: 1.796)

12. *Patrick Pollok, Dirk Lüttgens & Frank Piller*: Attracting submissions in crowdsourcing contests: The role of search distance, identity disclosure, and seeker status. **Research Policy**. 48 (2019) 1 (February): 98-114. <https://doi.org/10.1016/j.respol.2018.07.022> Recipient of the Jurgen-Hauschildt-Award 2019. (FT50; VHB JQ3: A; 0.7 HB; SSCI-2018 5.42).
13. *Alexandra Gatzweiler, Vera Blazevic, and Frank Piller*: Dark Side or Bright Light: Managing Deviant Content in Consumer Ideation Contests. **Journal of Product Innovation Management**. 34 (2017) 6 (November): 772–789. <https://doi.org/10.1111/jpim.12369>. Winner of the 2013 PDMA Research Award. In the **Top 10 of downloaded JPIM papers** in 2017. (VHB JQ3: A; 0.5 HB; SSCI-2018: 3.78).
14. *David Antons, Mathieu Declerck, Kathleen Diener, Iring Koch and Frank Piller*: Assessing the Not-Invented-Here Syndrome: Development and Validation of an Implicit and Explicit Measurement Instrument. **Journal of Organizational Behavior**. 38 (2017) 8 (October): 1227–1245, <http://dx.doi.org/10.1002/job.2199> (VHB JQ3: A; 0.7 HB; SSCI-2018 5.07)
15. *Jermain Kaminski, Yibin Jiang, Frank Piller and Christian Hopp*: Do User Entrepreneurs Speak Different? Applying Natural Language Processing to Crowdfunding Videos. **Proceedings of the 2017 CHI Conference, Extended Abstracts on Human Factors in Computing Systems**: Denver, CO: 2017: 2683-2689. <http://dx.doi.org/10.1145/3027063.3053223> (Ranked A+ in Computer Science, <http://lipn.univ-paris13.fr/~bennani/CSRank.html>)
16. *Ruth Jiang, Robin Kleer and Frank Piller*: Predicting the Future of Additive Manufacturing: A Delphi study on Economic and Societal Implications of 3D Printing for 2030. **Technological Forecasting & Social Change**. 117 (2017) April: 84-97 <http://dx.doi.org/10.1016/j.techfore.2017.01.006> (VHB JQ3: B; 0.5 HB, SSCI-2018: 3.81)
17. *Marcel Bogers, Ann-Kristin Zobel, Allan Afuah, Esteve Almirall, Sabine Brunswicker, Linus Dahlander, Lars Frederiksen, Annabelle Gawer, Marc Gruber, Stefan Haefliger, John Hagedoorn, Dennis Hilgers, Keld Laursen, Mats Magnusson, Ann Majchrzak, Ian P McCarthy, Kathrin M Moeslein, Satish Nambisan, Frank T Piller, Agnieszka Radziwon, Cristina Rossi Lamastra, Jonathan Sims, and Anne LJ Ter Wal*: The Open Innovation Research Landscape: Established Perspectives and Emerging Themes Across Different Levels of Analysis, **Industry and Innovation**, 24 (2017) 1: 8-40. <http://dx.doi.org/10.1080/13662716.2016.1240068> (VHB JQ3: B; 0.3 HB; SSCI-2015: 0.87, SSCI-2017 5year: 2.75).
18. *Deborah Roberts, Dirk Lüttgens and Frank Piller*: Mapping the Impact of Social Media for Innovation. **Journal of Product Innovation Management**. 33 (2016) S1: 117-135. <https://doi.org/10.1111/jpim.12341> (VHB JQ3: A; 0.5 HB; SSCI-2018: 3.78)
19. *Chris Tucci, Henry Chesbrough, Frank Piller, and Joel West*: Open Innovation and Open Business Models: When do firms undertake open, collaborative activities? *Opening article for a Special Section on Open Innovation* **Industrial & Corporate Change**, 26 (2016) 2: 283-288. (VHB JQ3: B; 0.5 HB; SSCI-2018: 1.82). Invited paper.
20. *Frank Piller and Deborah Roberts*. Finding the Right Role for Social Media in Innovation? **MIT Sloan Management Review**. 57 (2016) 3 (Spring): 41-49. (FT50; VHB JQ3: C; 0.4 HB; SSCI-2013: 1.8, SSCI-5year: 1.98)
21. *Sebastian Kortmann & Frank Piller*: Open Business Models and Closed-Loop Value Chains: Redefining the Firm-Consumer Relationship. **California Management Review (CMR)**. 58 (2016) 3 (Spring 2016): 1-21. *Recognized by CMR as one of the "Top 10 most requested articles published in 2016"*. (VHB JQ3: B; 0.4 HB; SSCI-2013: 1.9, SSCI-5year: 2.67)
22. *Wolfgang Gruel & Frank Piller*: A new vision for personal transportation. **MIT Sloan Management Review**. 57 (2016) 2 (Winter): 19-23 (FT50; VHB JQ3: C; 0.4 HB; SSCI-2013: 1.8, SSCI-5year: 1.98)
23. *David Antons and Frank Piller*: Opening the Black Box of "Not Invented Here": Attitudes, Decision Biases, and Behavioral Consequences. **Academy of Management Perspectives**. 29 (2015) 2: 193-217. (VHB JQ3: B; 0.5 HB; SSCI-2013: 2.82, SSCI-5year: 3.76)
24. *Christian Weller, Robin Kleer and Frank T Piller*: Economic Implications of 3D Printing: Market Structure Models in Light of Additive Manufacturing Revisited. **International Journal of Production Economics**. Vol. 164 (2015) JUne: 43–56. (VHB JQ3: B; 0.5 HB; SSCI-2013: 2.1, SSCI-5year: 2.59)

25. Sebastian Kortmann, Carsten Gelhard, Carsten Zimmermann and Frank Piller: Linking Strategic Flexibility and Operational Efficiency: The Mediating Role of Ambidextrous Operational Capabilities. **Journal of Operations Management (JOM)**, 32 (2014) 5: 475–490. <https://doi.org/10.1016/j.jom.2014.09.007> (FT50; VHB JQ3: A; 0.7 HB; SSCI-2013: 4.47, SSCI-5year: 7.72).
26. Dirk Lüttgens, David Antons, Patrick Pollok & Frank Piller: Wisdom of the Crowd and Capabilities of a Few: Internal Success Factors of Crowdsourcing for Innovation, **Journal of Business Economics** (formerly: ZFB), 84 (2014) 3: 339-374. Nominated for Harvard Business Review & McKinsey's Innovating Innovation Award (VHB JQ3: B, 0.2 HB)
27. Hoda ElMaraghy, Günther Schuh, W. ElMaraghy, Frank Piller, Paul Schönsleben and Mitchell Tseng. Product Variety Management: A Review. **CIRP Annals Manufacturing Technology** 62 (2013) 2: 629-652. <http://dx.doi.org/10.1016/j.cirp.2013.05.007> (SSCI-2013: 2.54, SSCI-5year: 2.82; A in Engineering)
28. Tobias Fredberg and Frank Piller: The paradox of tie strength in customer relationships for innovation: a longitudinal case study in the sports industry. **R&D Management**, 41 (2011) 5 (November): 470–484. (VHB JQ3: B; 0.4 HB; SSCI-2013: 1.26, SSCI-5year: 2.64)
29. Fabrizio Salvador, Martin de Holan and Frank Piller: Cracking the Code of Mass Customization. **MIT Sloan Management Review**, 50 (2009) 3 (Spring): 70-79. (FT50; VHB JQ3: C; 0.5 HB; SSCI-2013: 1.8, SSCI-5year: 1.98)
30. Frank T. Piller: Observations on the present and future of mass customization. **Flexible Services and Manufacturing Journal**, 19 (2007) 4 (December): 630-636. (VHB JQ2: B; 0.4 HB; SSCI-2014: 1.99)
31. Frank T. Piller and Dominik Walcher: Toolkits for idea competitions: A novel method to integrate users in new product development, **R&D Management**, 36 (2006) 3: 307-318. <https://doi.org/10.1111/j.1467-9310.2006.00432.x> One of the "All Time Top 10 Cited Articles" in the 50 year history of the R&D Journal (VHB JQ3: B; 0.4 HB; SSCI-2013: 1.26, SSCI-5year: 2.64)
32. Susumu Ogawa & Frank T. Piller: Collective Customer Commitment: Reducing the risks of new product development, **MIT Sloan Management Review**, 47 (2006) 2 (Winter 2006): 65-72. <https://sloanreview.mit.edu/article/reducing-the-risks-of-new-product-development/> Featured in the New York Times Research Review & Business Week; selected as one of the TOP 20 SMR papers recommended by faculty. (FT50; VHB JQ3: C; 0.5 HB; SSCI-2013: 1.8, SSCI-5year: 1.98)
33. Frank Piller: Mass Customization: Reflections on the state of the concept, **International Journal of Flexible Manufacturing Systems**, 16 (2005) 4 (October): 313-334 (Lead article). (VHB JQ3: B; 0.4 HB; SSCI-2013: 0.90, SSCI-5year: 1.36)
34. Christoph Berger, Kathrin Moeslein, Frank Piller, and Ralf Reichwald: Co-designing the customer interface for customer-centric strategies: Learning from exploratory research, **European Management Review**, 2 (2005) 3: 70-87. (VHB JQ3: B; 0.4 HB; SSCI-5year: 1.70)
35. Nikolaus Franke and Frank Piller: Value Creation by Toolkits for User Innovation and Design: The Case of the Watch Market, **Journal of Product Innovation Management**, 21 (2004) 6 (November): 401-415. <https://doi.org/10.1111/j.0737-6782.2004.00094.x> (VHB JQ3: A; 0.5 HB; SSCI: 4.305)
36. Frank Piller, Kathrin Moeslein and Christof Stotko: Does mass customization pay? An economic approach to evaluate customer integration, **Production Planning & Control**, 15 (2004) 4: 435-444. (VHB JQ2: B; 0.4 HB; SSCI-2013: 0.99, SSCI-5year: 1.17)
37. Frank Piller und Detlef Schoder: Mass Customization und Electronic Commerce – Eine empirische Einschätzung zur Umsetzung in dt. Unternehmen, **Zeitschrift für Betriebswirtschaft (ZFB)**, 69 (1999) 10: 1111-1136. (VHB JQ3: B, 0.2 HB)
38. Frank Piller: Das Produktivitätsparadoxon der Informationstechnologie, **Die Betriebswirtschaft (DBW)**, 55 (1998) 1, DBW-Depot: 121. (VHB JQ2: C; 0.1 HB)

### (Co-)Authored Books, Edited Volumes, and Edited Special Issues

1. Svenja Falk, Frank Piller et al.: Corona und die Folgen: Zehn Thesen zur Zukunft digitaler Geschäftsmodelle für Industrie 4.0 in der Post-Corona-Ökonomie. Positionspapier der Plattform Industrie 4.0 von BMBF und BMWi. Berlin: VDI-Verlag, Mai 2020.

2. *Kathleen Diener and Frank Piller: The Market for Open Innovation*. The 2020 Open Innovation Accelerator Survey. 3rd, totally revised edition, Raleigh, NC: Lulu Inc. 2019 [ISBN 978-1-4716-2985-3].
3. *Stefanie Paluch, David Antons, Malte Brettel, Christian Hopp, Torsten-Oliver Salge, Frank Piller, and Daniel Wentzel (Guest Editors):* Special Section on " Stage-gate and agile development in the digital age" of the **Journal of Business Research**, 110 (2020) March: 495-583.
4. *Stephan Hankammer, Kjeld Nieslen, Frank Piller, Günther Schuh, Ning Wang (Editors): Customization 4.0: How Industrie 4.0 and Smart Products enable new opportunities for mass customization*. (Best Papers of the MCPC 2017 Conference), New York: Springer 2018 [ISBN 978-3-319-77555-5].
5. *Frank Piller, Kathrin Möselein, Christoph Ihl und Ralf Reichwald: Interaktive Wertschöpfung KOMPAKT*, Wiesbaden: SpringerGabler 2017. [ISBN: 978-3-658-17513-9]
6. *Frank Piller and Dominik Walcher: Leading Mass Customization and Personalization: How to profit from service and product customization in e-commerce and beyond*. Amazon Publishing. Seattle: 2017. [ISBN: 978-3-00-055115-4]
7. *Jocelyne Bellemare, Sean Carrier, Karl Nielsen, and Frank Piller (Editors): Managing Complexity* (Best Papers of the MCPC 2015 Conference), New York & Berlin: Springer 2016 [ISBN 978-3-319-29058-4].
8. *Frank Piller et al.: Statusreport Digitale Chancen und Bedrohungen – Geschäftsmodelle für Industrie 4.0: Ein Referenzmodell. Ergebnisse des gleichnamigen VDI-Richtlinienausschusses 7.23*, Düsseldorf: VDI-Verlag 2016. [DOI: 10.13140/RG.2.2.17585.38243] / [tinyurl.com/z7k5by9](http://tinyurl.com/z7k5by9)
9. *Hans-Gerd Servatius & Frank Piller (Editors): Der Innovationsmanager: Wertsteigerung durch ganzheitliches Innovationsmanagement*. Düsseldorf: Symposion Publishing, 2014 [ISBN 978-3-86329-614-8].
10. *Günther Schuh, Joachim Warschat, Frank Piller et al.: Potenziale einer Forschungsdisziplin Wirtschaftsingenieurwesen*. Berlin: Utz Vlg., 2014 [ISBN 978-8316-4316-5].
11. *Peter Augsdorfer, John Bessant, Kathrin Moeslein, Bettina von Stamm und Frank Piller: Discontinuous Innovation: Learning to Manage the Unexpected*. London: Imperial College Press, 2013 [ISBN: 978-1848167803].
12. *Poorang A.E. Piroozfar & Frank Piller (Editors): Mass Customisation and Personalisation in Architecture and Construction*, Routledge/Taylor and Francis Architecture Imprint, London & New York, 2013. [ISBN 978-0-415-62284-4]
13. *Frank Piller & Dennis Hilgers (Editors): Handbook Technology Transfer: New Methods to Transfer Academic Research into Industrial Practice (Original: Praxishandbuch Technologietransfer: Innovative Methoden zum Transfer wissenschaftlicher Ergebnisse in die industrielle Anwendung)* Düsseldorf: Symposion Publishing, 2013 [ISBN 978-3-86329-595-0]
14. *Kathleen Diener and Frank Piller: The Market for Open Innovation*. The 2013 Open Innovation Accelerator Survey. 2nd, totally revised edition, Raleigh, NC: Lulu Inc. 2013 [ISBN 978-1-4716-2985-3].
15. *Andrew C. Lyons, Adrian E.C. Mondragon, Frank Piller and Raúl Poler: Customer-Driven Supply Chains - From Glass Pipelines to Open Innovation Networks*. London et al.: Springer 2012 (Published within the Series on Decision Engineering, edited by Rajkumar Roy) [ISBN 978-1-84628-875-3].
16. *Frank Piller (Hrsg.): Einführung in die Betriebswirtschaftslehre. Ein Reader zur Vorlesung an der RWTH Aachen* mit Beiträgen von A. Hutzschenreuter, A. Picot, R. Reichwald, G. Schreyögg, J. Koch, L. Lachnit, S. Müller, J. Thommen, A. Achleitner und F. Piller. Wiesbaden: Gabler Verlag. 2. aktualisierte Auflage, September 2012.
17. *Dominik Walcher & Frank Piller: The Customization 500*. An International Benchmark Study on Mass Customization and Personalization in Consumer E-Commerce. Raleigh, NC: Lulu Inc. 2011. [ISBN 978-1-4710-0303-5]
18. *David Antons, Dirk Lüttgens & Frank Piller: Open Innovation im Maschinenbau: Eine Studie am Beispiel der Antriebstechnik*. Frankfurt: Vol. 969, Schriftenreihe der FVA im VDMA Verlag 2011.
19. *Henry Chesbrough and Frank Piller (Editors): Bridging Mass Customization & Open Innovation*. Proceedings of the MCPC 2011 Conference. Raleigh, NC: Lulu, Inc., 2012 [ISBN: 978-1-4716-3023-1]

20. *Frank Piller and Mitchell Tseng (Editors): Handbook of Research in Mass Customization and Personalization.* Published in Two Volumes. New York & Singapore: World Scientific Publishing 2010:  
Part 1: Strategies and Concepts, pp. 1-590.  
Part 2: Application and Cases, pp. 591-1122.
21. *Kathleen Diener and Frank Piller: The Market for Open Innovation: Increasing the Efficiency and Effectiveness of the Innovation Process.* A Market Study of Open Innovation Intermediaries. Raleigh, NC: Lulu Inc. 2010 [ISBN 978-1-4716-2985-3].
22. *Frank Piller & Christoph Ihl: Open Innovation with Customers: Foundations, Competencies and International Trends.* Studies for Innovation in a Modern Work Environment. Volume 4, Aachen: ZLW/IMA Verlag, 2010. [ISBN 1-4452-8804-8].
23. *Agnes Pechman, Frank Piller und Gerd Schuhmacher: Transfer of Knowledge & Technology from Science into Industry: An explorative study of the German material sciences (Original: Technologie- und Erkenntnistransfer aus der Wissenschaft in die Industrie: eine explorative Untersuchung in der deutschen Material- und Werkstoffforschung)* PTJ/Verlag des Forschungszentrums Jülich 2010. [ISBN 978-3-89336-624-8]
24. *Frank T. Piller (Hrsg.): Technologiemanagement: Strategie, Methoden, Verwertung.* Schriftlicher Management-Lehrgang in 8 Lektionen. Düsseldorf: Euroforum-Verlag.  
1. Auflage, Juli 2010.  
2. Auflage, April 2011.
25. *Frank T. Piller (Hrsg.): Innovationsmanagement: Von der ersten Idee bis zur erfolgreichen Produkteinführung.* Schriftlicher Management-Lehrgang in 11 Lektionen. Düsseldorf: Euroforum-Verlag.  
1. Auflage, Oktober 2007  
2. Auflage, April 2008.  
3. Auflage, Oktober 2008.  
4. Auflage, April 2009.  
5. Auflage, Oktober 2009.  
6. Auflage, Juli 2010.  
7. Auflage, Nov 2011.
26. *Frank Piller (Hrsg.): Principles and Practices of Technology and Innovation Management: A Reader.* New York / London: McGraw-Hill Primis 2008.
27. *Ralf Reichwald und Frank Piller unter Mitarbeit von Christoph Ihl und Sascha Seifert: Interaktive Wertschöpfung: Open Innovation, Individualisierung und neue Formen der Arbeitsteilung,*  
1. Auflage, Wiesbaden: Gabler 2006.  
2., vollst. überarbeitete und erweiterte Auflage: Wiesbaden: Gabler 2009.
28. *Klaus Moser & Frank Piller (Editors): The International Mass Customization Case Collection: An Opportunity for Learning from Previous Experiences,* Geneva/London: Inderscience 2006 (published as special issue if the International Journal of Mass Customization (IJMassC), 2 (2006) 4).
29. *Frank Piller, Ralf Reichwald and Mitchell Tseng (Editors): Competitive Advantage through Customer Centric Enterprises: Advances in Mass Customization and Personalization II,* Geneva/London: Inderscience 2005 (published as special issue if the International Journal of Mass Customization (IJMassC), 2 (2006) 2/3).
30. *Frank Piller: Innovation and Value Co-Creation, Habilitationsschrift* an der Fakultät für Wirtschaftswissenschaften der Technischen Universität München, 2004.
31. *Frank Piller und Christof Stotko: Neue Wege zum innovativen Produkt,* Düsseldorf: Symposion 2003.  
1. Nachdruck: Gekürzte Sonderausgabe des Grundlagenteils, Düsseldorf: Symposion, Januar 2004.  
2. aktualisierte und erweiterte Auflage (Fallstudienteil): März 2006.
32. *Mitchell Tseng and Frank Piller (Editors): The Customer Centric Enterprise: Advances in Mass Customization and Personalization,* New York / Berlin: Springer 2003.  
*Übersetzung in Chinesische Sprache:* Beijing: Tsinghua University Press 2004.

33. *Frank Piller: Mass Customization: ein wettbewerbsstrategisches Konzept im Informationszeitalter (Buchausgabe der Dissertationsschrift „Kundenindividuelle Massenproduktion als wettbewerbsstrategisches Modell industrieller Wertschöpfung in der Informationsgesellschaft“, Universität Würzburg 1999)*
  1. Auflage, Wiesbaden: Gabler DUV 2000
  - 2., aktualisierte und verbesserte Auflage, Wiesbaden: Gabler DUV 2001.
  - 3., überarbeitete und ergänzte Auflage, Wiesbaden: Gabler DUV 2003.
  - 4., überarbeitete und ergänzte Auflage, Wiesbaden: Gabler DUV 2006.
  1. Nachdruck der 4. Auflage, Wiesbaden: Gabler DUV 2008.
34. *Frank Piller und Daniela Waringer: Modularisierung in der Automobilindustrie – neue Formen und Prinzipien: Modular Sourcing, Plattformkonzept und Fertigungssegmentierung als Mittel des Komplexitätsmanagements, Aachen: Shaker 1999.*
  1. Nachdruck Juni 2000,
  2. Nachdruck Oktober 2002.
35. *Kurt Nagel, Frank Piller und Roland Erben (Hrsg.): Produktionswirtschaft 2000 – Perspektiven für die Fabrik der Zukunft, Wiesbaden: Gabler 1999.*
36. *Frank Piller: Kundenindividuelle Massenproduktion: Die Wettbewerbsstrategie der Zukunft, mit einer Einführung von B. Joseph Pine II, München/Wien: Carl Hanser 1998.*

#### **Invited Contributions to Handbooks and Reference Volumes (peer reviewed)**

1. *Frank Piller, Sumit Mira and Susanna Ghosh: Bringing open innovation into practice: Methods and approaches. In: The Routledge Companion to Innovation Management. edited by Jin Chen et al. Routledge, 2019: 204-220.*
2. *Deborah Roberts and Frank Piller: Finding the Right Role for Social Media in Innovation, In: How to go digital. A selection of best papers from MIT SMR, edited by Paul Michelman, Cambridge, MA: MIT Press 2018: 121-141.*
3. *Frank Piller: Kundenintegration im Innovationsprozess als Schlüssel zur Kundenzufriedenheit, in: Christian Homburg (Hg.): Kundenzufriedenheit, 9. Aufl., Wiesbaden: Gabler 2016: 377-409.*
4. *Frank Piller & Fabrizio Salvador: Design Toolkits, Organizational Capabilities, and Firm Performance. In: Revolutionizing Innovation: Users, Communities, and Open Innovation, edited by Dietmar Harhoff and Karim Lakhani, Cambridge, MA: MIT Press 2016: 483-509.*
5. *Frank T. Piller, Christian Weller and Robin Kleer: Business Models with Additive Manufacturing – Opportunities and Challenges. In: Advances in Production Technology, edited by Christian Brecher. Published as Vol. 303 of the Springer Lecture Notes in Production Engineering. Heidelberg / New York: Springer 2014: 39-49 [ISBN 978-3-319-12303-5, DOI 10.1007/978-3-319-12304-2\_4].*
6. *Frank Piller and Joel West: Firms, Users, and Innovation: An Interactive Model of Coupled Open Innovation. In: New Frontiers in Open Innovation, edited by Henry Chesbrough, Wim Vanhaverbeke & J. West, Oxford University Press, Oxford, 2014: 29-49.*
7. *Paul Blazek and Frank Piller: Core Capabilities of Sustainable Mass Customization. In: Knowledge-Based Configuration: From Research to Business Cases, edited by Alexander Felfering et al., Boston, MA: Morgan Kaufmann, 2014: 107-120. [ISBN 978-0-12-4158177]*
8. *Piller, Frank, Frank Steiner, and Evalotte Lindgens. Strategic Capabilities to Implement Mass Customization for Athletic Footwear In: The Science of Footwear, edited by Ravi Goonetilleke. Boca Raton, FL: CSR Press/Taylor & Francis 2013: 643-663.*
9. *Frank Piller & Christoph Ihl: Co-Creation with Customers. In: Leading Open Innovation, edited by Anne Huff, Kathrin Möslin & Ralf Reichwald, Cambridge, MA: MIT Press 2013: 139-155.*
10. *Frank Piller et al. Global solutions, local failure - Overcoming barriers in implementing open innovation. Invited contribution for the Harvard Business Review / McKinsey M-Prize 2013: Innovating Innovation Challenge. Boston, MA: HBR December 2012.*
11. *Frank T. Piller & Evalotte Lindgens: How to Reduce New Product Development Risk: Customer Integration in the e-Fashion Market. On Collective Intelligence: Advances in Intelligent and Soft Computing Volume 76, 2011; 147-158.*
12. *Frank Piller: Kundenintegration im Innovationsprozess als Schlüssel zur Kundenzufriedenheit, in: Christian Homburg (Hg.): Kundenzufriedenheit, 8. Aufl., Wiesbaden: Gabler 2011: 395-426.*

13. *Frank Piller*: Open Innovation with Customers: Co-Creation at Threadless. In: A Guide to Open Innovation and Crowdsourcing, edited by Paul Sloane. London: Kogan-Page 2010: 106-112.
14. *Ashok Kumar & Frank Piller*: A Prioritization Algorithm for Configuration Scheduling in a Mass Customization Environment. In: Handbook of Research in Mass Customization and Personalization, Part 1: Strategies and Concepts, New York & Singapore: World Scientific Publishing 2010: 482-507.
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43. *Frank Piller*: Democratizing Innovation: An interview with Eric von Hippel, Newsletter of the European Academy of Management (EURAM), April 2005.
44. *Frank Piller*: User Innovation, in: Olga Drossou, Stefan Krempl und Andreas Poltermann (Hg.): Die wunderbare Wissensvermehrung: Wie Open Innovation unsere Welt revolutioniert, Hannover: Heise dpunkt (Reihe Telepolis) 2006: 85-97.
45. *Ralf Reichwald und Frank Piller*: Innovation und Kundenintegration, in: Walter Habenicht, Stefan Foschiani und Gerhard Wäscher (Hg.): Strategisches Wertschöpfungsmanagement in dynamischer Umwelt, Berlin: Peter Lang Verlag 2005: 34-56.
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47. *Frank Piller, Christof Stotko and Christoph Ihl*: Leveraging mass customization as a means to improve customer relationship management efficiency, Data Management & Storage Technology, edited by Ana Barco et al., July 2003, London: Business Birefings 2003.
48. *Ralf Reichwald, Frank Piller und Christof Stotko*: Prozessoptimierung durch Mass Customization im Electronic Business, in: Wolfgang Kersten (Hg.): E-Collaboration: Prozessoptimierung in der Wertschöpfungskette, HAB-Forschungsbericht Nr. 14, Wiesbaden: Gabler DUV 2003: 85-109.
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51. *Frank Piller*: Mass Customization, in: Sönke Albers und Andreas Herrmann (Hg.): Handbuch Produktmanagement, 2. Auflage, Wiesbaden: Gabler 2002: 929-957.
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58. *B. Joseph Pine und Frank Piller*: Mass Customization – im Mittelpunkt steht nur der Kundennutzen, in: Handbuch „Ganz direkt 2000/2001 – Direktmarketing, Kundenbindung und Neue Medien“, hrsg. von W&V, werben & verkaufen, Landsberg/Lech 2000: 22-26.
59. *Frank Piller*: Das Varietätsparadoxon der Mass Customization, in: Stefan Kollmann (Hg.): E-Business für alle: So funktionieren elektronische Märkte, Stuttgart/München: DVA 2000: 156-163.
60. *Frank Piller*: Mass Customization, in: Sönke Albers / Andreas Herrmann (Hg.): Handbuch Produktmanagement, Wiesbaden: Gabler 2000: 883-907.
61. *Frank Piller*: Quantitative Beschäftigungswirkungen der Informationsrevolution, in: Oliver Coenen und Anke Phillip (Hg.): Der technologische Wandel am Ende des 20. Jahrhunderts – sozioökonomische und strukturelle Auswirkungen, Aachen 1998: 21-34.

### Conference Proceedings (Editor)

1. *Stephan Hankammer, Frank Piller, Günther Schuh (Eds.)*: Customization 4.0. Proceedings of the 9th International Conference on Mass Customization & Personalization MCPC 2017 (Aachen, Nov. 2017).
2. *Dominik Walcher, Frank Piller & Paul Blazek*: Profitieren von Kundenintegration. Ergebnisse der MC2012-Netzwerkkonferenz. Verlag der Hochschule Salzburg, Salzburg, Jan. 2013 (ISBN 978-1-291-350564-7). (140 pages)
3. *Jarmo Suominen, Frank Piller, Mikko Ruohonen, Mitchell Tseng, Susanne Jacobson (Eds.)*: Mass Matching - Customization, Configuration & Creativity. Proceedings of the 5th International Conference on Mass Customization & Personalization MCPC 2009 (Helsinki, Oct 4-8, 2009). Helsinki: Aalto University School of Art and Design Publication Series B 102. Nov. 2010 (ISBN 978-952-60-0033-6).
4. *William J. Mitchell, Frank Piller & Mitchell Tseng (Eds.)*: Extreme Customization. Proceedings of the 2007 World Conference on Mass Customization and Personalization, MIT Media Lab, Massachusetts Institute of Technology, October 2007
5. *Frank Piller & Mitchell Tseng (Eds.)*: Proceedings of the 2005 World Conference on Mass Customization and Personalization, Hong Kong University of Science & Technology, September 2005.
6. *Michael Schenk, Ralf Reichwald, Frank Piller und Ralph Seelmann-Eggebert (Hg.)*: Mass Customization: Methoden, Wissen, Anwendungen, Dokumentation der Tagung „Mass Customization 2004 – die sechste deutsche Mass Customization Tagung“, ISBN 3 8167 6052 x, Frankfurt / München: Fraunhofer Verlag 2004.
7. *Frank Piller, Ralf Reichwald & Mitchell Tseng (Eds.)*: Proceedings of the 2003 World Conference on Mass Customization and Personalization, Technische Universität München, 6-8 October 2003.
8. *Michael Schenk, Ralph Seelmann-Eggebert und Frank Piller (Hg.)*: Mass Customization – vom Businessmodell zur erfolgreichen Anwendung, Dokumentation der Tagung „Mass Customization 2001 – die dritte deutsche Mass Customization Tagung“, ISBN 3 8167 6052 x, Frankfurt / München: Fraunhofer Verlag 2001.
9. *Mitchell M. Tseng and Frank Piller (Eds.)*: Proceedings of the 2001 World Conference on Mass Customization and Personalization, Hong Kong University of Science and Technology, 1-2 October 2001.

10. *Frank Piller und Ralph Seelmann-Eggebert (Hg.):* Neue Potentiale im e-Business durch kundenindividuelle Massenproduktion und CRM, Dokumentation der zweiten deutschen Tagung zu Mass Customization (5. Oktober 2000 in Frankfurt/Main), veranstaltet vom Lehrstuhl für Allg. und Industrielle BWL an der TU München in Zusammenarbeit mit dem Fraunhofer IFF Magdeburg, veröffentlicht als Arbeitsbericht Nr. 27 des Lehrstuhls für Allgemeine und Industrielle Betriebswirtschaftslehre der Technischen Universität München, ISSN 0942-5098, Dezember 2001.
11. *Frank Piller (Hg.):* Kundenindividuelle Massenproduktion: Produkte, Fertigung, Marketing, Tagungsband einer Veranstaltung vom Lehrstuhl für Industriebetriebslehre an der Universität Würzburg in Zusammenarbeit mit dem Fraunhofer IPT Aachen, dem Fraunhofer IFF Magdeburg und der inTouch GmbH Bad Homburg, Würzburg 14. April 1999.

### Videos, MOOCs, and Exhibition

1. Managing the Innovation Process: Full video lecture (5 ECTS) for a RWTH M.Sc. course, also part of the **RWTHx edx MicroMasters** in Managing Disruptive Innovation, 2017 (<https://www.edx.org/micromasters/managing-technology-innovation-how-deal>)
2. The Three Capabilities of Mass Customization, Brief MOOC (11 videos, approx. 105 min.), used for M.Sc. and Executive Audiences, 2015.
3. Winning with Open Innovation, Brief MOOC (15 videos, approx. 180 min.), used for M.Sc. and Executive Audiences, 2015.
4. The TIM Bootcamp: An introduction into technology and innovation management. Brief MOOC (11 videos, approx. 120 min.), used for M.Sc. and Executive Audiences, 2014 (<http://frankpiller.com/inno-class-videos/>)
5. Einführung in die BWL. MOOC / Teaching Videos / Business Simulation Game, 7 Modules of 3-6 videos (450 mins), RWTH Aachen, since 2012 (Also hosted at iversity, edx.edu, and part of **KIRON University**).
6. Zukunft 3D Druck: Wissenschaftsdokumentation (45 min) für das 3sat Wissenschaftsmagazin. Wissenschaftliche Beratung und Moderation. 2013.
7. Strategies for Long-Tail-markets. Recorded Webinar, Executive Teaching Video, 70 min., Pure Insight, London 2008.
8. Mass Customization: Winning with customer centric strategy. Recorded Webinar, Executive Teaching Video, 65 min., Pure Insight, London 2007.
9. Success factors of Mass Customization, Executive Teaching Video, DVD with supporting material, 25 min., TUM / ThinkConsult, München 2004.
10. Mass Customization, Planning and editorship of TV program, 8 mins., Production: AZ-Media Munich, January 2003 (first viewing on RTL "Future Trends" in Jan. 2003).
11. "Individualization and Personalization", Conception of one room of the exhibition „smaak“ (taste), Bonnetfonten Museum, Maastricht, NL 2000.

## Presentations

In the following, I only list **selected high-level invited talks** in the academic system. In addition, I am giving **about 10-15 invited talks per year on industry conferences** (list on request), and about **2-3 talks per year on peer-reviewed academic conferences** (list on request).

### Invitations to Faculty Research Seminars (selection)

1. Managing platform-based business models for data ecosystems. Opening Keynote at Dagstuhl Seminar 19391 "Data Ecosystems: Sovereign Data Exchange among Organizations", September 22 – 27, 2019. **Leipzig Center for Computer Science, Schloss Dagstuhl.**
2. Utilizing platform ecosystems for innovation. Invited talk in the "MIT Innovation Lab", **MIT**, 22 July 2019.
3. Engineering in Times of Industry 4.0. Curation and chair of a Plenary Panel at the 2019 R&D Management Conference at **Ecole Polytechnique** Paris, France, 20 June 2019.
4. Digitalization and customer co-creation: Creating a research agenda. Invited Talk for the Open and User Innovation Seminar, **York University**, UK, 13 June 2019.
5. Managing Industry 4.0. Invited Presentation for the Faculty Research Seminar **Paris Tech/ Ecole des Mines**, Dept. for Management Science (on invitation by A. Hatuchel), Paris, 2 February 2019.
6. Innovation in the Age of Smart Products. Opening Keynote of the 2018 R&D Management Conference at **Politecnico di Milano**, Milan, 2 July 2018.
7. Sensemaking of Breakthrough Technologies in Established Organizations: The Case of 3D Printing. Opening Keynote at Research Workshop by **Ecole Polytechnique** Paris, France, 1 June 2018.
8. Open and Collaborative Innovation: A critical review. Invited seminar talk at the **Fraunhofer Institute ISI**, Karlsruhe, 12 April 2018.
9. Innovation in Ecosystems: Why Industry 4.0 demand a new innovation system. Invited seminar talk within the "Roundtable for radical innovation", **RSM Erasmus University**, Business School, 23 Nov 2017.
10. Economics of user manufacturing: Additive manufacturing and beyond. Invited seminar talk in the "Innovation Lab", **Harvard Business School**, 27 Nov 2017.
11. Using Social Media for New Product Development. Invited Talk in the John Molson Business School Seminar Series, **Concordia University**, Montreal, 3 October 2016.
12. The presence and future of mass customization. Invited seminar talk within the "Creative Innovation across Disciplines Seminar Series": **Nottingham Trent University**, UK, 26 May 2016.
13. Social Media: Reshaping the Way We Innovate. Invited Talk in the Innovation Seminar, School of Business, **Tsinghua University**, Beijing, 28 March 2016.
14. Management of Industrie 4.0. Invited Talk in the Executive MBA Seminar Series, **Renimin University**, Beijing, 26 March 2016.
15. Open Innovation in Ecosystems, Invited Seminar Talk to the **Nijmegen School of Management** Research Days (on invitation by Bas Hillebrand), Nijmegen, NL, 18 June 2014.
16. The Maker Economy: Ein neues Paradigma im Innovationsmanagement? University-wide Keynote on Invitation by the Rektor of **TU Graz**, Graz, 2 June 2014.
17. Accelerating Open Innovation: A study of open innovation intermediaries. Presentation at the **European Innovation Forum**, organized by **ESADE Business School** and UC Berkeley (on invitation by Henry Chesbrough), 16 January 2014.
18. Impact of 3D Printing on Market Structure. Invited Presentation for the Faculty Research Seminar **Paris Tech/ Ecole des Mines**, Dept. for Management Science (on invitation by A. Hatuchel), Paris, 21 November 2013.
19. Co-Creation and Democratization of Innovation Management. EURAM 2013 Showcase Symposium on Co-Creation, on invitation by Prof. Robert Filippini, Suffolk Univ. **13th Annual Conference of the European Academy of Management (EURAM)**, Istanbul, 27 June 2013.
20. Interaktive Wertschöpfung. Invited Keynote at the Jahresempfang der Fakultät für Wirtschaftswissenschaften, -information & -recht der **Universität Siegen**, Siegen, 24 Mai 2012.



21. The Personal Economy. Invited Talk at the M.I.T. Media Lab Seminar Series, MIT, Cambridge, MA, 10 Apr 2012.
22. Open Data, Personalization and User Co-Creation of Services. Invited Talk at the CIRANO Research Center, McGill University, Montreal, Canada, 28 Apr 2011.
23. Strategic Capabilities for Mass Customization. Invited Lecture for the IBA Business Club Faculty Seminar at the University of Twente, Netherlands, 3 Mar 2011.
24. Open Innovation Readiness. Invited Talk at the Open Innovation Lecture Series, University of California (UC) at Berkeley, Haas School of Business (on invitation by Henry Chesbrough), 9 Feb 2011.
25. Open Innovation and Services: Services for Open Innovation and Open Innovation of Services. Bentley College, Distinguished Speakers Series in Service Management (on invitation by Mark Davis), Waltham/Boston, MA, 14 Feb 2011.
26. The Present and Future of Open Innovation. 1st Vlerick Innovation Day, Faculty Club, Vlerick Management School, Gent, Belgium 1 Dec 2010.
27. Open Innovation: A review and reconceptualization. Invited Opening Talk of the Faculty Workshop "New forms of collaborative production and innovation: Economic, social, legal and technical characteristics and conditions," Lichtenberg Kolleg at University of Göttingen (on invitation by H. Hanekop and V. Wittke), 5-7 May 2010.
28. Recent research on the role of customers and users in the innovation process. Invited Talk at the Faculty Research Seminar, University of California (UC) at Berkeley, Haas School of Business, Center for Open Innovation (on invitation by Henry Chesbrough), 13 April 2009.
29. Open innovation, Invited Faculty Research Seminar, Fraunhofer Institut Informationstechnik (FIT), Schloss Birlinghoven, Bonn/St. Augustin, 10 Feb 2009.
30. Recent research on the role of external sources for innovation. Invited Faculty Research Seminar, Technische Universität Darmstadt, Dept. for Marketing and Innovation Management, 29 January 2009.
31. Facets of Open Innovation. Invited Presentation for the Research Seminar on Collaborative Innovation and Design Theory. Paris Tech/ Ecole des Mines, Dept. for Management Science (on invitation by A. Hatuchel), Paris, 30 October 2008.
32. Firm-Customer Relationships for Innovation. Invited Faculty Research Seminar, University Maastricht, Dept. for Marketing, 16 February 2008.
33. Principles of Mass Customization and Customer Driven Value Creation, University of Tampere, Tampere, 29. and 30. Nov. 2007.
34. Co-Creating Value Between Organizations & Users: Recent research and practice, Humanwissenschaftliches Zentrum an der Ludwig-Maximilians-Universität (LMU) München, 12. Nov. 2007.
35. Innovation in the firm's periphery, Séminaire de recherché Innovation (Innovation Management Seminar Series), Ecole Polytechnique Paris, 23. Mai 2007.
36. The Paradox of Strong and Weak Ties: Value Co-Creation between Firms and Users. Invited Faculty Research Seminar, Ecole des Mines, Dept. for Management Science (on invitation by A. Hatuchel), Paris, 28 March 2007.
37. A User Perspective on Interactive Value Creation: Characteristics of Problem Solving by Users & Customers; Forschungsseminar am Institut für Marktorientierte Unternehmensführung, Universität Mannheim (auf Einladung von C. Homburg), 9 Oktober 2006.
38. Can Lead-User Innovations Enhance Brand Value? Research roundtable chaired for doctoral students and faculty of the Department of Marketing, School of Business, The George Washington University, Washington DC, 26. Sept. 2006
39. Mass Customization Research, Seminar for graduate students and faculty of Grand Valley State University, School of Business, Grand Rapids, MI, 27 Sept 2006.
40. Customer Co-Design: A research agenda, Faculty research seminar, Operations Technology & Innovation Management Group, Kenan-Flagler Business School, The University of North Carolina at Chapel Hill, 21 Sept 2006.

41. Mass Customization: Professional Faculty Development Workshop, selected for the 2006 Academy of Management (AOM) Meeting, Pre-Program, Atlanta, 12 August 2006 *(with Rebecca Duray, Cipriano Forza, Johnny Rungtusanatham and Fabrizio Salvador)*.
42. Bridging Mass customization with Open innovation, Research & Industry Seminar taught at the National Cheng Kung University in cooperation with the Taiwan Industrial Technology Research Institute, TCSI/ITRI, Tainan, Taiwan, 5 July 2006 *(with Mitchell Tseng)*.
43. Interactive value creation and open innovation, Research Seminar within the LISBOA-SPRING series, Universidade Católica Portuguesa (UCP), 23 Jan 2006.
44. Collective Customer Commitment: A new method to reduce the NPD risk, Faculty Seminar, Handelshochschule Leipzig (HHL). Leipzig, 5 Dec 2005.
45. The antecedents and consequences of mass customization, Faculty Research Seminar, Duke University, The Fuqua School of Business, Durham, 27 Oct 2005.
46. Mass Customization: Propositions on the state of the art of research and application, Faculty Research Seminar conducted at Boston University, School of Management, Boston, 26 Oct 2005.
47. An Introduction into User Innovation. Universität Stuttgart-Hohenheim, Lehrstuhl für Wirtschaftsinformatik, Research Seminar in Information Systems, Stuttgart, 19 Oct 2005.
48. The Future of Mass Production, Mass Customization, and Customer Driven Value Creation, Seminar on the occasion of the 10th Anniversary of the Erdman Center for Technology Management, University of Wisconsin at Madison, School of Business, Madison, 14 Oct 2005.
49. The state of mass customization research and practice, William Mawell Reed Mechanical Engineering Seminar, University of Kentucky, Lexington, Kentucky, 13 Oct 2005.
50. Open Innovation: A research agenda for the TIM discipline, Faculty research seminar, Instituto de Empresa, Madrid, 8 November 2004.
51. Collaborative Customer Relationship Marketing, American Marketing Association (AMA) Faculty Consortium on CRM, Dallas, TX, 24-27 June 2004.
52. The Reverse Economy: Customers as Co-Designers and Value Co-Creators, Seminar taught at the Hong Kong University of Science and Technology, Dept. IEEM, April 2004.
53. Research Issues in Customer Interaction, Faculty seminar, Department for Production and Engineering Management, Nanyang Technical University Singapore, 17 July 2002.