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Education

2013 Ph.d
1995 Msc in Economics and Business Administration - International marketing
1992 BSc in economics and Business Administration

Publications

Leadership in innovation projects - what we can(not) learn from the literature

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Customer involvement, strategic orientation and knowledge breadth

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The influence of innovation objectives on searching for external partners

Tranekjer, T. L. & Pedrosa, A., 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

Two for tango: Are both partners able to turn failure into success?

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