

## Faculty Information

### BEISE-ZEE, Rian

#### ■ Specialization:

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

#### ■ Research Area:

Innovation Management, Product and Service Operations Management

#### ■ Keywords:

Innovation management, Adoption of innovation, diffusion of innovation, innovations in services, health care management

#### ■ Seminar Topic:

Advances in Innovation Studies

#### ■ Seminar Teaching Method:

Individual Development of Student Research

#### ■ Possible Research Topics for Students:

- Possible research topics are application of various management or innovation problems to particular new service industries, e.g. trust building, development and adoption of innovation, productivity, customer satisfaction in services.
- Possible service industries are: hospitals, airlines, telecommunications, new technical services such as cloud storage or other internet based services.
- Related studies in innovation and services management

#### ■ Research Method:

Qualitative or Quantitative Methods

#### ■ Comments:

#### ■ APU Researcher Database:

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