

Publications Prof. dr. ir. J.G. Wissema

Books

The books below were published in English unless indicated otherwise. Most books were summarised in international articles (see lower). Translations and reprints are indicated. In case of co-authored or co-edited books, the author was the first author or editor.

- *Towards the Third Generation University – Navigating the university in transition*, 2009. A Macedonian translation was published in 2008 and Turkish and Polish editions in 2009. Earlier versions were published in Polish and Bulgarian in 2006 under the title *Technostarters – why and how?*
- *Insight in Innovation*, co-authored with J. Verloop as the main author, Elsevier and Shell Global Solutions, 2004, 2nd edition 2006.
- *The art of strategic entrepreneurship – A new look at strategy*, 2004, 6th modified edition, monograph, reprinted 16 times since 1986 (in Dutch).
- *Are managers driving through the red light?*, 1997, monograph (in Dutch).
- *Worker's participation made to measure, from control to interaction*, 1995, 2nd ed. 1996. Co-authored. (in Dutch)
- *The art of strategic entrepreneurship*, 1993, 4th edition, 1997, monograph (in Dutch), translation into Russian, 2000, translation into Bulgarian, 2001.
- *Unit management II: entrepreneurship and cohesion in the decentralised firm*, The Financial Times/Pitman Management Series, 1992. The US version was published by Irwin in 1994 with the title: *The flattened organisation; how to reorganise for maximum productivity and profitability*. Dutch 4th edition, 1997, monograph with translations into Spanish, Italian, Russian, Turkish and Bulgarian.
- *Purchasing Management: Three Strategies*, 1989. Co-authored (in Dutch).
- *Co-operation in Technological Innovation*, 1988, 1 reprint. Co-authored (in Dutch).
- *Unit Management, how to Decentralise Entrepreneurship in Companies*, 1987, 4 reprints. This book won the Book of the year Award 1988 from the Dutch Association of Chartered Management Consultants OOA. Monograph (in Dutch).
- *Fear of Change? A Myth!*, 1986, 7th edition 1996. Co-authored (in Dutch).
- *The art of strategic management*, 1986, 9 reprints. Video presentation, 1988. Monograph (in Dutch).
- *Electronic Mail and Message Handling*, Frances Pinter Publishers, 1985. Second edition and translation into Japanese in 1986. Co-authored with P.H.M. Vervest as the main author.
- *An Introduction to Investment Selection*, Frances Pinter Publishers, 1985. A shorter, Dutch edition was published in 1983. Monograph.
- *Which future for building and the building industry?*, 1984. Co-authored (in Dutch).
- *Activating innovation in the building sector*, 1983. Co-authored (in Dutch).
- *Tell me, what kind of thing is technology?*, 1982, 1 reprint. Monograph (in Dutch).
- *New roads to innovation*, 1980. Co-authored (in Dutch).
- *Futures analysis for managers, a basis for action*, 1980. Co-edited (in Dutch).
- *Technological and structural trends in the building sector*, 1980. Co-authored (in Dutch).

- *The future functioning of managers*, 1979. Co-authored (in Dutch).
- *The practice of strategic planning*, 1979. Edited and co-authored (in Dutch).
- *Technology assessment*, 1977. Monograph (in Dutch).
- *Modelling and control of multicomponent fractionating columns*, PhD thesis, University of Manchester Institute of Science and Technology, 1969.
- *Vibration prilling*, Drs. (MA) thesis, Department of Chemical Engineering, University of Groningen, 1967.
- *The relative efficiencies of methods of dynamic testing*, MSc dissertation, University of Manchester Institute of Science and Technology, 1966.

Articles

Only international papers have been listed

- *Creating Wealth from University Know-How: The Role of Technostarters*, in: J.G. Djarova and W. Molle (eds), *Enhancing The Effectiveness Of Innovation*, Edward Elgar Publishing, 2009.
- *Driving through red lights – How warning signals are missed or ignored*, Long Range Planning, 35 (2002), pp. 521-539.
- *Offensive change management with the step-by-step method*, Journal of Change Management, vol. 1, nr. 4, pp. 332-343 (2002).
- *Fear of Change? A myth!*, in: Journal of Change Management, vol. 1, nr. 1., July 2000, pp. 74-90
- *Recommendations*, in: J.G. Djarova (ed.), *Foreign Direct Investment in Central and Eastern Europe, the case of Bulgaria*, Erasmus University, 1996.
- *Turnaround of companies in transition*, in: J.G. Djarova en W. Jansen, *The Change - Dutch business experience in supporting Central and Eastern Europe*, Delwel, 1996. Co-authored.
- *Successful innovation through inter-company networks*, Long Range Planning, vol. 24, no. 6, December 1991. Co-authored.
- *Purchasing Management: Three strategies*, Transactions IFPMM 7th World Congress, June 1989.
- *Improving the diffusion of knowledge in the Dutch building Sector*, Proceedings CIB, International Council for Building Research Studies and documentation, 1986 Congress, Washington.
- *Technology, culture and public policy*, (with R. Rothwell), Technovation, 4, p. 91-115 (May 1986).
- *How to assess the strategic value of a capital investment proposal*, Long Range Planning, vol. 17, no. 6, p.25-33 (December 1984).
- *A strategy-scenario investigation of the Dutch construction sector*, paper presented at CIB-W65, 4th International Symposium on Organisation and Management of Construction, Waterloo, Canada, July 1984 and the 4th International Symposium on Forecasting, London, July 1984. Co-authored.
- *The process of innovation in the building industry*, paper presented at the Centre Scientifique et Technique du Batiment Conference Innovating Technologies in Building, Paris, November 8-10, 1983. Co-authored.
- *Study of the building future - L'avenir du batiment*, Batiment International, Journal du CIB, September-October 1982, p. 286-297. Co-authored.
- *The modern prophets, how can they help us?* Long Range Planning, 15, nr. 4, p. 126-134 (August 1982).
- *Trends in technology forecasting*, R&D Management, vol. 12, nr. 1, p.27-36 (January 1982).
- *The incorporation of Management Development in Strategic Management*, Strategic Management Journal, vol. 2, p. 361-377, December 1981. Co-authored.
- *Putting Technology Assessment to Work*, Research Management, vol. 24, nr. 5, p. 11-17, September 1981.

- *Management in the Eighties, how is the job changing?*, Long Range Planning, August 1981, p. 21-33. Co-authored.
- *Future technological and structural trends in the construction sector*, *Proceedings of the CIB-W65 third Symposium on organisation and management of construction*, p. D2/1-16, Dublin, 6-8 July 1981. Co-authored.
- *Futures research-is it useful?* Long Range Planning vol. 14, nr. 2, p.29-32, April 1981.
- *A cross-impact case study - the Dutch construction sector*, Futures, October 1980, p. 394-404. Co-authored.
- *Research and development in the 80's, what will be the main challenges in organisation?* Planned innovation, November-December 1979, p. 363-368.
- *Strategic Management Archetypes*, Strategic Management Journal, 1, p. 37-47, April 1980. Co-authored.
- *Industrial R&D prepares for the Eighties*, Research Management, 22, nr. 5, p. 22-26, September 1979.
- *R&D under management's microscope*, International Management, February 1979, p. 18-22.
- *An efficient non-linear dynamic mathematical model for multicomponent fractionating columns*, Proceedings First International Conference on Mathematical Modelling, August-September 1977, St. Louis, USA.
- *Morphological Analysis*, Futures 8, nr. 2, p. 146-153, April 1976.
- *A multinational corporate approach to TF-TA studies*, in : J.R. Bright, *Syllabus course Technology Forecasting*, Industrial Management Corporation, Texas, June 1973.
- *Five reports on mathematical models and experimental tests on interior ballistics and closed vessel testing of gun powder*, RVO-TNO, 1970-1971.
- *The formation of uniformly sized drops by vibration-atomization*, Canad. Jl. of Chem. Eng., 47, p. 530-535, Dec. 1969. Co-authored.

In addition, some 240 papers have been written on the subjects of corporate strategy and structure, management of technology and futures research in Dutch and some in French, German, Italian Russian and Bulgarian.