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## Stefan H. Thomke

WILLIAM BARCLAY HARDING PROFESSOR OF BUSINESS ADMINISTRATION

UNIT	TECHNOLOGY AND OPERATIONS MANAGEMENT
CONTACT	<a href="#">(617) 495-6569</a> <a href="#">Send E-Mail</a>
INTERESTS	experimentation, innovation, operations management, product development, technology management, more >

- RELATED LINKS:**
- Christensen Center for Teaching and Learning
  - Faculty Recruiting
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    - Asia-Pacific Research Center
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    - Latin America Research Center
    - India Research Center
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    - Business History
    - Christensen Center for Teaching and Learning
    - Global Initiative
    - Healthcare Initiative
    - Institute for Strategy and Competitiveness
    - Leadership Initiative
    - Social Enterprise Initiative
    - Research Associate Positions

<b>Overview</b>	Biography	Publications & Course Materials	Current Research	Areas of Interest
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Stefan Thomke, an authority on the management of innovation, is the William Barclay Harding Professor of Business Administration at Harvard Business School. He has worked with US, European and Asian firms on product, process, and technology development, organizational design and change, and strategy.

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**FEATURED WORK**

[EXPERIMENTATION MATTERS: UNLOCKING THE POTENTIAL OF NEW TECHNOLOGIES FOR INNOVATION](#)  
 BY STEFAN THOMKE, HARVARD BUSINESS SCHOOL PRESS

Every company's ability to innovate depends on a process of experimentation whereby new products and services are created and existing ones improved. But the cost of experimentation is limiting. New technologies--including computer modeling and simulation--promise to lift that constraint by changing the economics of experimentation. They amplify the impact of learning, creating the potential for higher R&D performance and innovation and new ways of creating value for customers. In this book, Stefan Thomke argues that to unlock such potential, companies must not only understand the power of new technologies for experimentation, but also fundamentally change their processes, organization, and management of innovation. He shows why experimentation is so critical to innovation, explains the impact of new technologies, and outlines what managers must do to integrate them successfully.

**ADDITIONAL INFORMATION**

[Technology and Operations Management Unit](#)

- RESOURCES :**
- Baker Library | Bloomberg Center
  - Business History Review
  - Harvard Business Publishing
  - Harvard Business Review
  - HBS Alumni Bulletin
  - HBS Working Knowledge