

## **Research Interests and Summary of Publications – Dr. Gad J. Selig**

Research interests include business and marketing strategy formulation and execution; information technology strategy, governance and management; new venture creation and entrepreneurship; program and project management; strategic sourcing and outsourcing and new product development and commercialization. Author and co-author of five (5) books, over seventy (70) refereed articles, chapters in books, journal articles, and/or conference proceedings. Invited speaker to over 50 domestic and international industry and academic conferences.

1-25-12