After earning a Bachelor's degree in Industrial Engineering from Georgia Institute of Technology and Master's degree in Industrial Engineering from Virginia Tech, Dr. Kahn expected to pursue his doctorate in the same field. But one professor changed that: Dr. William Souder, Professor of Industrial Engineering at the University of Pittsburgh.

"Dr. Souder was passionate in what he did. He brought in executives from leading companies to show theory as it applies to actual problems. Seeing engineering's commercial side made me see the confluence of technological and commercial opportunities." said Dr. Kahn.

These insights inspired him to pursue his Ph.D. in Business with a concentration in Marketing. Now an internationally recognized marketing scholar in the field of product development and innovation, Dr. Kahn is the author of two books, “Product Planning: Essentials” and “New Product Forecasting: An Applied Approach.”

More recently, he was named one of the World's Top Ten Innovation Management Scholars by the Journal of Product Innovation Management.

In his current research, Dr. Kahn is investigating concept generation in a virtual team environment. He found that people as a whole, even with virtual technology available, still prefer meeting their colleagues face-to-face. That finding also applies to his own view on the interaction between the research and business communities. "We need to
continue engaging the research community and companies to bridge theory and application. There is more to do and the da Vinci Center can play a role in making that happen.”

Marketing students are invited to learn more about the VCU da Vinci Center for Innovation at

http://www.davincicenter.vcu.edu/