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# A Anhang 1



Indikator	PCA/Varimax					MSA
	1	2	3	4	5	
Informationssuche	0,182	<b>0,789</b>	0,044	0,190	-0,134	0,802
Informationsbewertung	0,000	<b>0,838</b>	0,195	0,101	0,122	0,782
zielkonforme Auswahl	-0,139	<b>0,629</b>	0,282	0,034	0,258	0,786
<i>Betrachtung aller möglichen Alternativen</i>	0,154	<b>0,552</b>	-0,011	0,035	<b>0,491</b>	0,770
<i>gründliche Prüfung</i>	0,201	<b>0,628</b>	-0,042	-0,039	<b>0,312</b>	0,819
prozedurale Richtlinien	<b>0,837</b>	0,151	0,162	0,102	-0,121	0,795
Methodeneinsatz	<b>0,833</b>	0,029	0,158	0,149	0,192	0,801
dokumentierte Vorgaben	<b>0,795</b>	-0,019	0,109	0,138	0,138	0,855
strukturiertes Prozess	<b>0,621</b>	0,249	0,164	0,142	<b>0,486</b>	0,877
Richtlinieneinhaltung	<b>0,582</b>	0,094	0,068	0,130	<b>0,529</b>	0,879
<i>Prozess- und Ergebnisdokumentation</i>	0,171	0,185	0,137	0,135	<b>0,755</b>	0,870
regelmäßige Kontrolle	0,131	0,180	<b>0,595</b>	0,076	<b>0,480</b>	0,754
Planungsanpassungen	0,205	0,017	<b>0,843</b>	0,163	0,052	0,854
Planungsverständnis	0,299	0,107	<b>0,764</b>	0,118	-0,081	0,825
Kommunikation	-0,039	0,225	<b>0,614</b>	0,174	<b>0,386</b>	0,887
Beteiligung leitender Angestellter	-0,041	0,294	0,129	<b>0,743</b>	-0,116	0,844
Beteiligung operativer Mitarbeiter	0,246	0,091	0,059	<b>0,740</b>	0,075	0,761
allgemeine Beteiligung	0,217	-0,148	0,030	<b>0,604</b>	<b>0,348</b>	0,757
Beteiligung der Fachabteilungen	0,134	0,019	0,222	<b>0,731</b>	0,168	0,863
Beteiligung des Projektteams	0,027	0,299	0,219	<b>0,336</b>	<b>0,412</b>	0,545
Eigenwert	6,347	2,340	1,716	1,427	1,237	
Erklärte Varianz	31,7%	11,7%	8,6%	7,1%	6,2%	

KMO: 0,826; Barlett-Test:  $\chi^2 = 1219,730$ ;  $df = 190$ ;  $p = 0,000$

**Tabelle A.1:** Exploratorische Faktorenanalyse zur Projektplanung

Indikator	PCA/Varimax		MSA
	1	2	
geringe Planänderungen	<b>0,835</b>	0,129	0,672
geringe Ressourcenänderungen	<b>0,854</b>	0,039	0,657
geringe Managementinterventionen	<b>0,454</b>	<b>0,416</b>	0,821
Änderungshäufigkeit	0,208	<b>0,854</b>	0,646
Änderungsumfang	0,076	<b>0,871</b>	0,630
generelle Zielkonstanz	<b>0,369</b>	0,167	0,879
Eigenwert	2,401	1,125	
Erklärte Varianz	40,0%	18,7%	

KMO: 0,68; Barlett-Test:  $\chi^2 = 156,35$ ;  $df = 15$ ;  $p = 0,00$

**Tabelle A.2:** *Explorative Faktoranalyse zur Projektdurchführung*

Indikator	PCA/Varimax				MSA
	1	2	3	4	
neue Technologie	-0,015	<b>0,766</b>	0,223	-0,044	0,648
Leistungssteigerung	0,185	<b>0,828</b>	-0,033	-0,054	0,666
Technologieverdrängung	0,071	<b>0,717</b>	0,213	0,147	0,809
strategische Neuorientierung	<b>0,774</b>	0,203	0,060	0,029	0,766
neue Organisationsstruktur	<b>0,883</b>	0,053	0,027	0,108	0,722
geänderte Unternehmensprozesse	<b>0,807</b>	0,068	0,091	0,200	0,796
veränderte Unternehmenskultur	<b>0,764</b>	-0,027	0,146	0,125	0,875
Verhaltensänderungen	0,090	0,159	<b>0,915</b>	0,161	0,615
hoher Lernaufwand	0,176	0,216	<b>0,905</b>	0,069	0,627
neue Infrastruktur	<b>0,322</b>	0,086	0,041	<b>0,673</b>	0,642
regulatorische Anpassungen	0,082	0,146	0,074	<b>0,860</b>	0,579
gesellschaftliche Kritik	0,041	-0,158	0,107	<b>0,665</b>	0,562
Eigenwert	3,761	1,962	1,496	1,112	
Erklärte Varianz	31,3%	16,3%	12,5%	9,3%	

KMO: 0,698; Barlett-Test:  $\chi^2 = 624,016$ ;  $df = 66$ ;  $p = 0,000$

**Tabelle A.3:** Explorative Faktoranalyse zum Innovationsgrad

<b>Indikator</b>	<b>PCA/Varimax</b>	
	<b>1</b>	<b>MSA</b>
Änderung der Marketingaktivitäten	<b>0,723</b>	0,685
Dauer des Produktlebenszyklus	<b>0,730</b>	0,671
Konkurrenzaktivitäten	<b>0,540</b>	0,755
Nachfrageänderungen	<b>0,682</b>	0,771
Prozessänderungen	<b>0,722</b>	0,720
Eigenwert	2,334	
Erklärte Varianz	46,7%	

KMO: 0,712; Barlett-Test:  $\chi^2 = 122,873$ ;  $df = 10$ ;  $p = 0,000$

**Tabelle A.4:** *Explorative Faktoranalyse zur Umweltdynamik*

Indikator	PCA/Varimax			MSA
	1	2	3	
Modulinterdependenzen	0,210	<b>0,655</b>	0,033	0,754
Prozessschrittinterdependenzen	0,125	<b>0,842</b>	-0,070	0,687
Produkt-Prozess-Interdependenzen	0,110	<b>0,768</b>	0,150	0,671
Erfahrung mit Qualitätsziel	0,011	-0,105	<b>0,775</b>	0,609
Erfahrung mit Kostenziel	-0,159	0,095	<b>0,748</b>	0,578
Erfahrung mit Zeitziel	-0,069	0,111	<b>0,748</b>	0,611
Qualitätszielanspruch	<b>0,625</b>	0,177	-0,206	0,680
Kostenzielanspruch	<b>0,765</b>	-0,094	0,250	0,611
Zeitzielanspruch	<b>0,679</b>	<b>0,317</b>	-0,236	0,703
Anspruch des Gesamtprojektes	<b>0,796</b>	<b>0,341</b>	-0,149	0,666
Eigenwert	3,009	1,919	1,193	
Erklärte Varianz	30,1%	19,2%	11,9%	

KMO: 0,664; Barlett-Test:  $\chi^2 = 370,348$ ;  $df = 45$ ;  $p = 0,000$

**Tabelle A.5:** *Explorative Faktoranalyse zur Projektkomplexität*

Indikator	PCA/Varimax			MSA
	1	2	3	
Technische Leistung	<b>0,408</b>	0,143	<b>0,558</b>	0,824
Qualität	0,243	0,048	<b>0,848</b>	0,728
Produktionsfreundlichkeit	0,015	0,195	<b>0,808</b>	0,771
Umsatz	0,278	<b>0,854</b>	0,059	0,721
Marktanteil	0,167	<b>0,922</b>	0,112	0,670
Wettbewerbsvorteil	0,017	<b>0,822</b>	0,215	0,768
Budgeteinhaltung	<b>0,812</b>	0,041	0,149	0,905
Time-to-Market	<b>0,856</b>	0,259	0,158	0,745
Zeitplaneinhaltung	<b>0,890</b>	0,163	0,169	0,719
Eigenwert	3,936	1,610	1,205	
Erklärte Varianz	43,7%	17,8%	13,4%	

KMO: 0,747; Barlett-Test:  $\chi^2 = 636,838$ ;  $df = 36$ ;  $p = 0,000$

**Tabelle A.6:** *Explorative Faktoranalyse zum Projekterfolg*

# Lebenslauf Christoph Stockstrom

## Persönliche Daten

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Name	Christoph Stephan Stockstrom
Geburtsdatum	25.11.1975
Geburtsort	Hamburg
Staatsbürgerschaft	deutsch
Familienstand	verheiratet

## Ausbildung

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08/1986 - 06/1995	Gymnasium Oberalster in Hamburg
07/1995 - 04/1996	Grundwehrdienst
08/1996 - 06/1998	Ausbildung zum Bankkaufmann bei der Commerzbank AG in Hamburg
10/1998 - 07/2003	Studium der Betriebswirtschaftslehre an der Universität Hamburg
09/2004	Visiting special research student bei Prof. Akio Nagahira an der Tohoku Universität, Sendai, Japan
10/2003 - 09/2008	Doktorand am Institut für Technologie- und Innovationsmanagement der TU Hamburg-Harburg

## Beruflicher Werdegang

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06/1998 - 10/1998	Commerzbank AG Personalzentrum Nord, Fachbereich Auszubildendenbetreuung
11/1998 - 05/1999	Commerzbank AG Abteilung für Privatkunden / Personalkredite (Teilzeit)
08/1999 - 09/1999	Praktikum bei der Holsten Brauerei AG, Hamburg
08/2000 - 10/2000	Praktikum bei der Otto GmbH & Co. KG, Hamburg
11/1999 - 09/2003	studentischer Mitarbeiter am Arbeitsbereich Internationales Management der Universität Hamburg
06/2001 - 08/2004	freier Mitarbeiter bei Buse Krieger Business Development
04/2002 - 07/2002	Tutor für die Grundstudiumsvorlesung VWL I von Prof. Dr. W. Pfähler, Arbeitsbereich Wirtschaftspolitik und Industrieökonomik
01/2002 - 09/2004	freier Mitarbeiter beim Brand Science Institute
10/2002 - 04/2003	Tutor für die Grundstudiumsvorlesung BWL II von Dr. Haas, Arbeitsbereich Industrielles Management
10/2004 - 08/2008	Wissenschaftlicher Mitarbeiter am Institut für Technologie- und Innovationsmanagement der TU Hamburg-Harburg
09/2008 - 01/2009	Selbständiger Berater und Dozent