



A critical appraisal of global innovation management literature: Is there really a "trend towards a global innovation network"?

By Marcus Matthias Keupp

GRIN Verlag Sep 2007, 2007. sonst. Bücher. Book Condition: Neu. 216x6x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2005 in the subject Business economics - Business Management, Corporate Governance, grade: sehr gut, University of St. Gallen, course: Doktoranden- (PhD) Seminar, 84 entries in the bibliography, language: English, comment: This study presents a broad and in-depth review of relevant literature on the topics of international management and globalisation of innovatory activities. I show that contrary to common allegations in theory, small and medium enterprises are able to engage in international activities by a high degree of technological specialisation and patent strategies. In addition, I present a critical review of the literature in the light of these findings, taking the international research and development function as unit of analysis. , abstract: Most literature on international R&D has employed a static and MNC-centered view, assuming some kind of evolutionary process by which R&D activities are internationalized, typically with some labs adapting products to local markets first, and whole research facilities being implemented on a world-wide basis last to finally profit from a 'global innovation network'. This article challenges such a view, asking...



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