Workshop:

Open innovation and the internationalization of R&D activities

November 5, 2010
Hasselt University (Room C104) In collaboration with the Zhejiang university, P.R. China

12.30 – 13.00: Registration + coffee

13.00 – 13.15: Welcome and introduction by Prof. dr. Geert Duysters (the Netherlands)

13.15 – 14.00: Linking R&D globalization to Open innovation: towards a research agenda
Most studies examine open innovation in large multinationals, but the geographical dimension is largely neglected. The R&D globalization theory focuses on the geographical dimension of the R&D activities of MNEs, but it only focuses on the front end activities in the innovation funnel. In this presentation, I analyze why it is vital to combine insights from both theories. In particular, we show that introducing the geographical or multi-national perspective in open innovation turns the open innovation paradigm into a more pragmatic framework for management. Similarly, bringing the open innovation funnel in the R&D globalization literature generates a broad range of research questions which deserve the attention of the R&D globalization literature.

Prof. dr. Wim Vanhaverbeke, Hasselt University (Belgium), Vlerick Management School (Belgium), ESADE Business School (Spain)

14.00 – 14.45: R&D globalization: a Chinese perspective
Prof. dr. Chen Jin, Zhejiang University, Hangzhou, PR China

14.45 – 15.15: Academic Research, Firm Heterogeneity and Foreign R&D Location Choices of Multinational Firms (Prof. dr. Rene Belderbos, Dr. Bart Leten, Shinya Suzuki)
In this presentation I examine the role of host countries’ academic research strengths in global R&D location choices by multinational firms. While we expect that the probability of firms to locate R&D activities in host countries increases with the strength of local academic research, firms are expected to be heterogeneous in the value attached to countries’ academic research due to differences in their capacities to absorb and utilize scientific academic knowledge. We find support for these conjectures. The number of relevant ISI publications by universities in the host country has a substantial positive impact on firms’ R&D locations decisions. The effect of academic research is significantly larger for firms with a stronger science orientation in prior R&D activities.

Shinya Suzuki, Catholic University Leuven

15.15 – 15.45: Coffee break

15.45 – 16.15: Learning-by-licensing: How firms in emerging countries benefit from licensing-in technologies
In this presentation I will show that in-licensing of external technological knowledge by Chinese firms significantly improves a firm’s innovative performance. Specifically, firms that license-in more foreign technologies tend to outperform those that predominantly license-in technologies from Chinese sources. A diverse portfolio of licensors from which technologies are licensed also has a positive impact on a firm’s subsequent technological diversity.

Yuandi Wang, Hasselt University (Belgium)

16.15 – 16.45: Open innovation in the Chinese wind energy industry.
Prof. dr. Yan LIU and Prof. dr. Xiaohua DUAN, Chinese Academy of Science and Technology for Development

16.45 – 17.30: A policy perspective on R&D internationalization followed by a discussion on OI compatible public policies
Moarten Sileghem, IWT (Belgium)

17.30 – 18.30: Reception

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Practical Info

When? Friday 5 November, 0.30 pm – 6.30 pm
Where? Hasselt University, Room C104, Agoralaan Bldg D, 3590 Diepenbeek (Belgium). Download the route description (http://www.uhasselt.be/contact_and_map).
Parking is available
Please register before 3 November. Contact nadine.roijakkers@uhasselt.be (+32 11 26 86 24)
FREE entrance fee!