Connecting strategy and execution in global R&D

The paper investigates the relationship between global product development strategic decisions, which include outsourcing, offshoring practices as well as strategic alliances, and their impact on the day-to-day business in a global and open innovation context. By adopting an exploratory inductive research, founded on core literature in the area and using empirical data from four companies in different industries, the study intends to understand the interconnection between the shift toward a global R&D strategy, and the dependent changes at the operational and managerial level. The series of changes in the innovation network are strictly connected with the company’s source of competitive advantage, their internationalisation drivers, the internationalisation practices adopted, and the series of organisational capabilities needed to support the internationalization as well as externalization of innovation sources. Topics: Design organisation and management, Design to advance resource-limited societies, Design research applications and case studies, Design to embrace resource limitations

General information
State: Published
Organisations: Department of Management Engineering, Management Science, Operations Management
Contributors: Sbernini, F., Granini, N., Herbert-Hansen, Z. N. L.
Pages: 169-178
Publication date: 2017

Host publication information
Title of host publication: Proceedings of the 21st International Conference on Engineering Design (ICED 17) : Design Processes, Design Organisation and Management
Volume: 2
Publisher: Design Society
Editors: Maier, A., Škec, S., Kim, H., Kokkolaras, M., Oehmen, J., Fadel, G., Salustri, F., Van der Loos, M.
Research output: Research - peer-review › Article in proceedings – Annual report year: 2017