

Invitation to Join Research on Chances & Challenges of Offshore R&D in India

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Press release from: [Research Project Global Innovation, TU Hamburg-Harburg](#)

Hamburg (19.06.2007): Currently, a strong trend of internationalization of innovation ("global innovation") can be observed over many countries participating in the global economy. This tendency is reflected in the increasing number of offshore research and development (R&D) centres located in emerging economies such as China and India. Whereas global innovation was until recently limited to multinational corporations (MNCs), an increasing number of small and medium-sized enterprises (SMEs) is following this trend.

Research Project Global Innovation (RPGI) is an initiative of the Institute of Technology & Innovation Management (TIM) at Hamburg University of Technology (TUHH), Germany. A primary objective of this project is to observe, analyze and forecast developments in the field of globalization of innovation. It further aims to provide decision-makers from selected industry sectors with useful insights while deciding on whether or not to internationalize their innovation / R&D activities and to which locations. Apart from this strategic perspective we intend to identify necessary organizational- and process-related changes that eventually need to be mastered.

For this purpose, we conduct a study of international firms engaged in innovation / R&D activities in India. The study will cover following aspects:

- 1) Which innovation / R&D activities are conducted in India today? (E.g. design, product development, prototype testing etc.)
- 2) What are the motives for conducting such activities in India?
- 3) How are these activities conducted in India? (E.g. via own R&D units, collaboration or delegation)
- 4) What are challenges of building up and maintaining R&D units in India?
 - 4.1) Local aspects in the host country
 - 4.2) Organizational and process-related aspects (e.g. coordination)
- 5) What role does the Indian unit play for the global innovation strategy of the firm?

To develop a deeper understanding of these issues and to derive useful implications for globally active firms, we conduct personal interviews with senior level managers responsible for corporate strategy and R&D of international companies.

Our interviews will take place

between June 26th and July 11th in Delhi (Gurgaon, NOIDA etc.),
between July 12th and July 15th in Ahmedabad,
between July 15th and July 23rd in Mumbai / Pune,
between July 24th and July 31st in Bangalore.

The interviews are planned to last 60 to 90 minutes. We kindly ask you to give us the opportunity for a personal interview. The results of this survey will be evaluated anonymously and all participants will be provided with the results.

Thank you kindly for your cooperation in advance.

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'Research Project Global Innovation' (RPGI) is a project of the Institute of Technology and Innovation Management (TIM) at Hamburg University of Technology, also known as Technical University Hamburg-Harburg (TUHH).

The TUHH is one of the youngest universities in Germany as well as one of the most successful. Between 1982 and today an attractive architectural ensemble was created on the TUHH campus in the south of Hamburg. The campus, with its modern buildings, fits most naturally into the surrounding parkland. With the combination of beauty and function the university has become a landmark in city-planning. For further information see:

www.tuhh.de/about/

The Institute for Technology and Innovation Management at the Hamburg University of Technology (TUHH) was founded in 1998 and is headed by Prof. Cornelius Herstatt PhD, MBA. Prof. Herstatt has worked for many years in managerial positions in both Industry and Consulting. Before joining TUHH, he was teaching at the University of Zurich and St. Gall (Switzerland). The department is still in the building-up phase, and we cooperate with a number of research institutes in and outside of Germany as well as with a number of companies and federal/private institutions. For further information see:

www.tu-harburg.de/tim/en/index.html

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