

June 2007

### Invitation to join our research

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:

- Which innovation / R&D activities are conducted in India today? (E.g. design, product development, prototype testing etc.)
- What are the motives for conducting such activities in India?
- How are these activities conducted in India? (E.g. via own R&D units, collaboration or delegation)
- What are challenges of building up and maintaining R&D units in India?
  - Local aspects in the host country
  - Organizational and process-related aspects (e.g. coordination)
- What role plays the Indian unit 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 26<sup>th</sup> and July 11<sup>th</sup> in Delhi, between July 12<sup>th</sup> and July 15<sup>th</sup> in Ahmedabad, between July 15<sup>th</sup> and July 23<sup>rd</sup> in Mumbai/Pune, between July 24<sup>th</sup> and July 31<sup>st</sup> in Bangalore**. They 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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