



EAST-WEST CENTER

RESEARCH PROGRAM
Seminar on Economics

**Innovation via Global Route:
Chances and Challenges of Innovation Offshoring
to India from the Perspective of SMEs in Germany**

by

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12:00-1:00 pm

John A. Burns Hall

Room 3012, 3rd floor

Innovations are playing a key-role in the growth and competition strategies of firms today. They are regarded as an essential tool to stimulate growth and enable firms to master the competition brought about by the forces of globalization. In developed countries they provide a vital buffer against challenges from low-cost producers in emerging countries. At the same time, innovations in today's "globalized" world are hardly feasible in isolation. World-wide economic reforms and far-reaching technological advancements have brought to fore new economic powerhouses, such as China and India, which possess strong scientific capabilities. Products are marketed internationally which often necessitates adaptation to specific needs of targeted markets. All these developments are leading to the "globalization of innovation". Based on recent empirical studies conducted by the authors in Germany, we present results from research-in-progress and discuss a reference model for chances and challenges of global innovation activities. Our focus is on India.

DR. HERSTATT is an East-West Center Visiting Fellow. His research interests are the "Front End of Innovation", Sources of Innovation and Innovation Offshoring. Outside of Germany and Europe he has done research in Japan, the USA, India and China. His education includes Templeton College, Oxford, Japanese Society for Promoting Science and was a visiting Scholar with MIT Sloan School. Dr. Herstatt is on the Editorial board of a number of International Journals and has published over 130 articles including Research Policy, R+D Management, and Journal of Product Innovation Management. His recent book, "Managing Technology and Innovation in Japan" was published by Springer 2006. He acquired his Ph.D. from the University of Zurich.

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