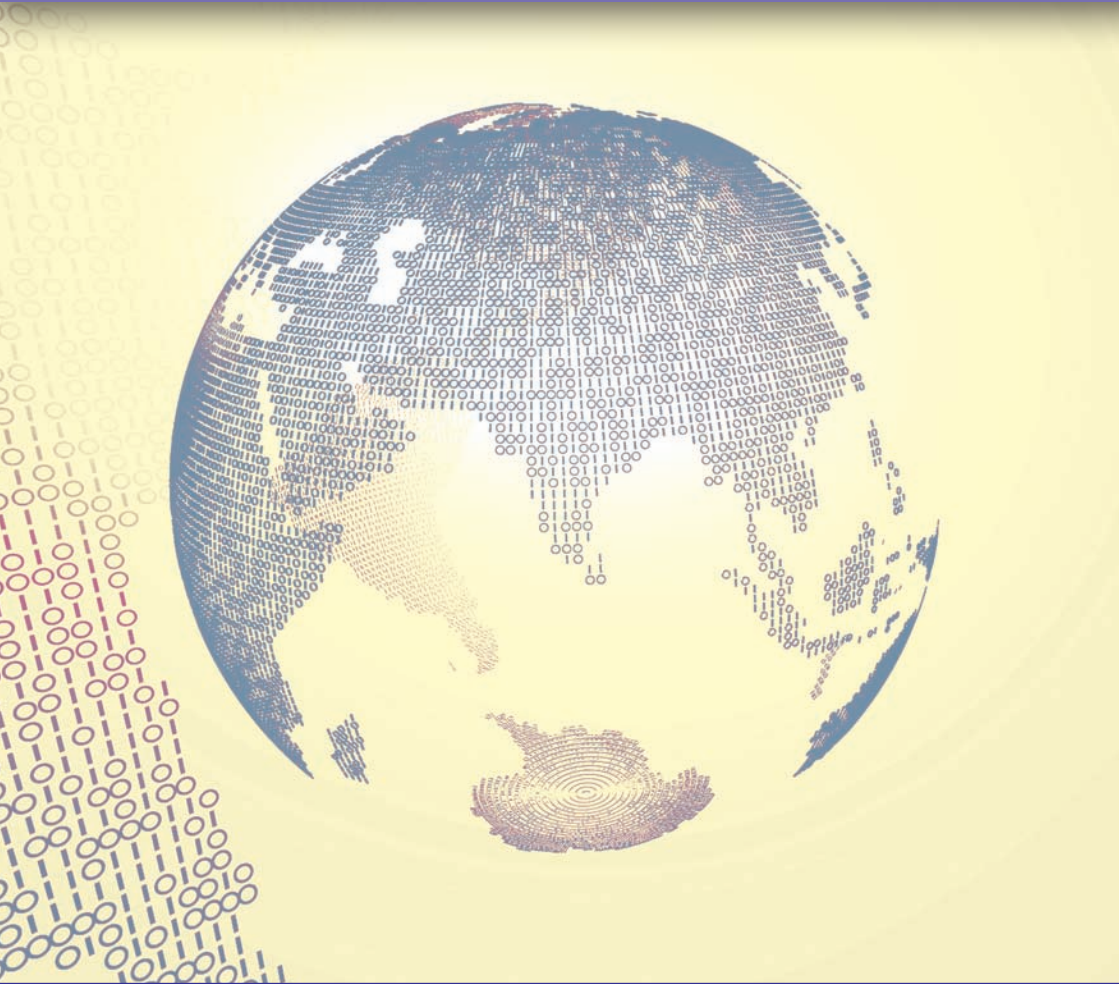


# INTERNATIONALISATION OF INNOVATION INTO EMERGING MARKETS

12-13 July, 2010

CALL FOR PAPERS



# Internationalisation of Innovation into Emerging Markets

**This international conference will take a broad view of the internationalisation of innovation acknowledging that this has taken a number of different forms and gained in strength since the mid 1990s.**

International R&D activities of multinationals have attracted the most attention as not only have they increased in volume, but have also spread to newer regions of the world, such as developing countries of Asia and former East European countries such as Poland, Hungary and the Czech Republic. Another form of international sourcing of knowledge that has also gained in importance is via international collaborations, alliances and being embedded in international networks of scientists. The emergence of new sectors of technology trade (e.g. media, software and biotechnology) with substantial inputs into the activities of other downstream sectors has also shown the possibilities and potentialities of 'arms-length' technology trade as a source of external knowledge. Such transactions now involve a significant part of business R&D in the OECD countries and this proportion has continued to grow in the 1990s, often much faster than the growth of R&D investments.

We hope to probe this phenomenon further in a two day conference. To this end, we call for proposals for papers that address issues relating to the internationalisation of innovation into emerging markets. Please send us an extended abstract of maximum 2000 words that outlines the main argument of the paper, its significance for firm management or technology policy and the methods used to demonstrate the arguments.

**Please send your abstracts to  
[cibsem@brunel.ac.uk](mailto:cibsem@brunel.ac.uk) by 30 April 2010  
with 'abstract' in the subject line.**

**We aim to select 15 papers in all for  
presentation over two days.**

**Final versions of selected papers will  
be due by 15 June 2010.**



**Topics addressed in the abstract can include questions on the internationalisation of innovative activity such as:**

- Does the successful use of international sources of knowledge from emerging markets and regions require a fundamentally different organisation of the R&D and innovation process?
- What are the sources of cross-industry differences? Are vertically integrated industries more prone to one form of international sourcing from emerging markets than another?
- How do OECD firms manage their international R&D projects in emerging regions given the large differences in institutional set-up?
- Is the technology development undertaken in R&D labs in India and China very different from that undertaken in European and US R&D labs? Is there rivalry amongst the different locations for international R&D?
- What are the benefits of one mode of international sourcing over another in the emerging market context?
- What is the value of international sourcing when compared to internal R&D efforts?
- IPR concerns and subsidies for R&D have long dominated the policy agenda for fostering innovation – does internationalisation of innovation to emerging regions force a re-think of these instruments?
- Have national variations in intellectual property rights and their monitoring affected the form of internationalisation of R&D?
- Does the internationalisation of technology hold potential for the global development of low-carbon technologies at low costs and prices?

Uxbridge tube station (Metropolitan and Piccadilly lines) is approximately one mile from the campus and you should allow around an hour for travel between central London (Baker Street) and Uxbridge station. The Piccadilly Line also serves Uxbridge, but is a longer journey from central London. Please allow an extra half hour if using this line. During off-peak times it may be necessary to change trains at Harrow-on-the-Hill (Metropolitan) or Rayners Lane (Piccadilly Line).

Uxbridge bus station is on the right as you come through the underground turnstiles and the bus journey time is about five minutes off-peak and 10 minutes at peak times. Buses U1 and U3 will drop you within walking distance of the conference venue.

Taxis to the University are also available from the cab ranks at the bus station.

