

Research seminar by

*China's Next Strategic Advantage: From Imitation to
Innovation*

Research questions

Prior research

- Comparisons of innovative capability across countries
- Theories of the expansion of MNCs from emerging markets
- Resource-based theory and source of firm-specific advantages
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- Strategy & organisation of MNC R&D

Research findings

- **Customer** market size, fast growth, micro-niches, rapid income growth, diverse tastes
- **Culture & ambition** entrepreneurialism, government ambition & funding of innovative ecosystem
- **Capabilities** of firms, honed in tough competition & responsiveness to customers in China
- **Cash** due to local success, market size & growth, govt. support

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