
ECONOMICS AND MANAGEMENT OF INNOVATION 2021-2022 - SCQ1098279

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Questions on Chapter 10

- 1.Are there particular types of innovation activities for which large firms are likely to outperform small firms? Are there types for which small firms are likely to outperform large firms?
- 2.What are some of the advantages and disadvantages of having formalized procedures for improving the effectiveness or efficiency of innovation?
- 3.What factors should a firm take into account when deciding how centralized its R&D activities should be? Should firms employ both centralized and decentralized R&D activities?
- 4.Why is the tension between centralization and decentralization of R&D activities likely to be even greater for multinational firms than firms that compete in one national market?
- 5.What are some of the advantages and disadvantages of the transnational approach advocated by Bartlett and Ghoshal?

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Vai a...

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