

## RESEARCH STUDENTS' SEMINAR SERIES

Tuesday 12 July 2016

13:00 – 14:00

SEERC Conference Room  
3<sup>rd</sup> Floor Strategakis Bldg

### “Impact of knowledge flows through formal and informal networks on innovation practice of multinational companies”

By

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#### ABSTRACT

The aim of this research is to investigate the impact of knowledge flows through formal and informal networks on innovation practices of multinational companies (MNC) and their subsidiaries. This research intent to investigate the combined role of embeddedness of subsidiaries by analyzing the effects of formal and informal ties among subsidiaries of different countries in accessing the diverse external knowledge. The overall research objective of this study is to examine what are the effects of bridging ties of subsidiaries on their innovation practice? The research questions are:

- Q1. What are the characteristics of different subsidiaries in the MNC context?
- What relationships do they have with HQ?
  - What relationships do they have with other subsidiaries?
  - How do they operate (range of products and services offered, host market specific adoptions, different products from HQ, etc.)?
  - Do they have the capacity to set strategic goals independently of HQ?
  - Which different innovation practices do they have?
- Q2. What formal and informal networks exist in the context of MNC?
- How are they created?
  - What role does the knowledge flow play in formal and informal networks?
  - How does that knowledge flow relate to different innovation practices of subsidiaries?
- Q3. What are the knowledge flows that exist in the context of MNC?
- What are the knowledge flows from HQ to subsidiaries and how does that knowledge relate to innovation practice of subsidiaries?
  - What are the reversed knowledge flows from subsidiaries to HQ and how does that knowledge relate to innovation practice of HQ?
- Q4. How does diverse knowledge, created through the subsidiaries bridging ties, contributes to their innovation practices?
- Under which conditions does subsidiary value the external knowledge of other subsidiaries?
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- This research will be guided by the principle of grounded theory research methodology.

The seminar series is open to all members of staff and students of CITY and to any externals that wish to attend.