

Innovation and Institutional Embeddedness of Multinational Companies

Edited by **Martin Heidenreich**



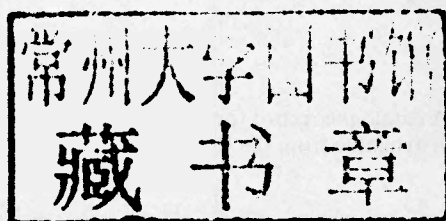
NEW HORIZONS IN INTERNATIONAL BUSINESS

Innovation and Institutional Embeddedness of Multinational Companies

Edited by

Martin Heidenreich

Carl von Ossietzky University of Oldenburg, Germany



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Innovation and Institutional Embeddedness of Multinational Companies

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Edited by Martin Heidenreich

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Abbreviations and variables

AA	advanced aggregator
ABB	Asea Brown Boveri
ABM	agent-based modelling
ANR	Agence Nationale de la Recherche; French National Research Agency
APP	sector-level appropriability conditions, measured as share of innovating companies in a sector indicating that competitors provide important information input to innovation
BIO	(Uppsala) Biotechnology Initiative
CEE	Central and Eastern European countries
CEO	chief executive officer
CIS4	Fourth Community Innovation Survey (Norway)
CMEs	coordinated market economies (cf. Hall and Soskice, 2001)
CNRS	Centre National de la Recherche Scientifique; French National Centre for Scientific Research
CRIT	Centre for Research, Innovation and Technology
CURE	corporate culture and regional embeddedness (a European joint project funded by the European Commission in the 6th framework programme)
D_SYN	dummy variable indicating synthetic (=1) or analytic (=0) knowledge bases
DGEO_EU	variable capturing the number of different collaboration partners used in other (non-Nordic) European countries
DGEO_ND	variable capturing the number of different collaboration partners used in other Nordic (Norway excluded) countries
DGEO_NO	variable capturing the number of different collaboration partners used in Norway
DGEO_SCI	variable capturing the geographical diversity (number of world regions) of science system collaboration

DGEO_US	variable capturing the number of different collaboration partners used in the USA
DGEO_VER	variable capturing the geographical diversity (number of world regions) of customer and supplier collaboration
EPO	European Patent Office
ERIS	entrepreneurial regional innovation system
EU	European Union
EXPSHR	export share
FDI	foreign direct investment
GDP	gross domestic product
GE	General Electric
GM	General Motors
GMO	genetically modified organism
GOVERD	governmental expenditures on R&D
GPN	global production networks
GVC	global value chains
HAMNO	dummy indicating that no factors hampering innovation activities are stated
HERD	higher education expenditures on R&D
HQ	headquarters
HR	human resources
ICC	international chamber of commerce
ICT	information and communications technology
IDA Ireland	Industrial Development Agency Ireland
INTMARKT	share of sales on foreign markets
IRIS	institutional regional innovation system
ISC	integrated supply chain
IT	information technology
KIBS	knowledge-intensive business services
LCCGs	local collective competition goods
LEMP	size control, log of number of employees
LMEs	liberal market economies (cf. Hall and Soskice, 2001)
M&A	mergers and acquisitions
MHC	multi-home-based corporation
MLP	multi-level perspective
MNC(s)	multinational corporation(s) company(ies)
MNE(s)	multinational enterprise(s)
NIH	'not-invented-here' syndrome
NIS	national innovation system(s)
NMS	new member states of the EU (acceded in 2004 and 2007)

NUTS	nomenclature des unités territoriales statistiques; the nomenclature of territorial units for statistics
ODIP	organizational decomposition of innovation processes
OEM	original equipment manufacturer
OL	organizational learning
OLS	ordinary least squares estimation
ORG_DM	dummy indicating affiliation with a domestic (Norwegian) multinational corporate group
ORG_FO	dummy indicating affiliation with a foreign corporate group
ORG_FO_EU	dummy indicating affiliation with a European (Nordic countries excluded) corporate group
ORG_FO_ND	dummy indicating affiliation with a Nordic (Norway excluded) corporate group
ORG_FO_OT	dummy indicating affiliation with a corporate group based in other countries
ORG_FO_US	dummy indicating affiliation with a US corporate group
PARC	Palo Alto Research Center
PHARE	Poland and Hungary: Aid for Restructuring of the Economies: a pre-accession instrument financed by the EU to assist the applicant countries of Central and Eastern Europe in their preparations for joining the EU
PROPAT	patenting propensity
R&D	research and development
REC	renewable energy corporation
RIS	regional innovation system(s)
RUV	relative unit values
S_EU	variable indicating the existence of a collaborative relationship with a parent group unit in another (non-Nordic) European country
S_ND	variable indicating the existence of a collaborative relationship with a parent group unit in another Nordic country
S_NO	variable indicating the existence of a collaborative relationship with a parent group unit in Norway
S_US	variable indicating the existence of a collaborative relationship with a parent group unit in the USA
SE	science excellence
SEE	South-Eastern Europe
SFI	Science Foundation Ireland
SFIN	Skåne Food Innovation Network

SKIN	Simulating Knowledge Dynamics in Innovation Networks
SPL	Système productif local; productive local system
SSP	social systems of production (approach)
SUV	sports utility vehicle
TNC	transnational corporation
TPA	The Packaging Arena
UK	United Kingdom
V4	Visegrád 4 countries (Czech Republic, Poland, Hungary and Slovakia)
VoC	varieties of capitalism (approach)

Acknowledgements

This book originated during a conference held at the University of Oldenburg in February 2010, with financial support from the Volkswagen Foundation, the German Research Foundation and the Jean Monnet programme of the European Union. From that conference, the editor selected the most promising papers and then recruited additional contributions from other authors in order to secure broad coverage of countries, issues and theoretical approaches. All of the chapters have been extensively revised in response to comments from the editor and the other contributors. The result, I believe, is much more than a conventional conference volume, although it is deliberately designed as a conversation among authors with distinct but intersecting perspectives rather than as the product of a unified research project based on a common theoretical framework.

As the editor, I am grateful to Edward Elgar for agreeing to publish this volume and to Jannika Mattes for providing me with valuable suggestions for improving its quality and coherence. I would also like to acknowledge the helpful contributions to the project made by the other participants in the Oldenburg conference. My final thanks go to Dorinda Valle del Campo, Isolde Heyen and Natalie Chandler for all their help with organizational matters.

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