



# Global Innovation in Emerging Economies (Routledge Studies in Innovation, Organizations and Technology)

*Prasada Reddy*

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In recent decades, there have been significant changes in the way corporate innovation activities are performed. They include changes in the innovation process, flexibility to outsource certain innovation activities, and by far, the most important one, wider choice in the location of innovation. What caught the most attention of is the trend towards globalization of research and development (R&D) and thereby performance of innovation activities away from the home countries.

The main concerns relate to the two new trends: First, the multinational corporations (MNCs) locating strategic innovation activities in some countries outside the industrialized world, which can be referred to as ‘emerging economies’; and Second, since 2000, some companies from the emerging economies have started entering the global markets with innovative products and services, developed through their own R&D. Both these new developments have managerial implications for companies and policy implications for the host countries (where such R&D is performed), as well as for the home countries of the companies. Further, innovative products and services resulting from R&D activities in emerging economies seem to better address the needs of consumers at the bottom-of-the-pyramid in other developing countries. This book explores and analyzes these issues.

This research presented in *Global Innovation in Emerging Economies* is applicable to both the industrialized and developing worlds, although from different perspectives – the former would like to prevent relocation of R&D from their countries, and the latter want more of R&D-related investments.

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