



THE UNIVERSITY *of York*
The York Management School

**Centre for Evolution of Global Business and Institutions (CEGBI)
Guest Lecture Series**

**The Centre for Evolution of Global
Business and Institutions invites you to**

**Historical changes in the
determinants of competence
creation in multinational
corporations' subunits**

**by Professor John Cantwell
(Rutgers University)**

3 February 2012, 3.15 pm - 4.45 pm

**Venue: LMB/002X, Management and Law, Heslington East,
University of York**



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Professor John Cantwell

Historical changes in the determinants of competence creation in multinational corporations' subunits

3 February 2012, 3.15 – 4.45 pm

Abstract:

The amount and the nature of the creative innovative activity of MNC subunits have changed over time. Historically, subunits were devoted mainly to adaptation or assembly of products developed in the home country of the MNC parent company. Thus, subunit creative activity was driven mainly by their own local system of innovation. However, they evolved over successive decades, increasingly gaining a more internationally integrated creative role. Hence, the availability of wider knowledge and resources, made accessible through the international connectedness of the local system in which the subunit is located, has increasingly gained importance. Within this context, while the role of the parent company in subunit creative activity has been marginal historically, it has recently gained greater importance as combining core company knowledge with new discoveries requires a closer integration of subunit creative activities with those of the MNC group.

John Cantwell is Professor of Management and Global Business at Rutgers University, Editor-in-Chief of the Journal of International Business Studies, and Fellow of the Royal Society of Arts in the UK. Previously he was Chair in International Economics at the University of Reading, Visiting Professor at the University of Rome "La Sapienza", the University of the Social Sciences, Toulouse, and the University of Economics and Business Administration, Vienna. He has also served as the President of the European International Business Academy (EIBA), a EIBA Founding Fellow, a Fellow of the Academy of International Business (AIB), Vice President of the AIB, and associate editor of the Journal of Economic Behaviour and Organization. John Cantwell has published eleven books, over 60 articles in refereed academic journals, and over 75 chapters in edited collections. Among these is the much cited book *Technological Innovation and Multinational Corporations* (1989).

