

中南大学学报

JOURNAL OF CENTRAL SOUTH UNIVERSITY

社会科学版 SOCIAL SCIENCE EDITION

中国人文社科学报核心期刊 全国百强社科学报

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中南大学学报(社会科学版)
ZHONGNAN DAXUE XUEBAO(SHEHUI KEXUE BAN)
2008年06月第14卷第三期

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文章编号: 1672-3104(2008)03-0301-06

企业R&D国际化的组织模式及竞争优势分析

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摘要: R&D国际化为企业提高技术水平, 保持市场竞争优势提供了新的通道。尽管R&D国际化活动在国外开展已经有20多年的时间, 但如何更好地组织R&D国际化活动仍然是一个需要进一步探讨的问题。本文在分析企业R&D国际化各类组织模式及其特点的基础上, 分析了R&D国际化对企业提高竞争优势的重要作用。

关键字: R&D国际化; 组织模式; 竞争优势

An Analysis of Organization Patterns and Competitive Advantage of Globalization of Corporation R&D

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Abstract: R&D globalization provides a new way to generate and heighten technology level and sustain market competitiveness. Although it has been twenty years since abroad companies experimented with R&D globalization, effective organization and management of global R&D still remains an area in which corporations are struggling to explore successfully. This paper analyses different patterns corporation used to organize their R&D globalization activities, describes characters of each pattern and indicates its great effect to enhance core competitive for corporation.

KeyWords: R&D globalization; organization pattern; competitive advantage