

Innovation SIG Track 34

34.2. Learning from Innovation in Emerging Economies

Sub-track chairs

Prof. Mathew Manimala, Indian Institute of Management, Bangalore, India, manimala@iimb.ernet.in

Prof. Jay Mitra, Head-Centre for Entrepreneurship Research, University of Essex, UK, jmitra@essex.ac.uk

Prof. Corrado Cerruti, University of Rome Tor Vergata, Italy, corrado.cerruti@uniroma2.it

Prof. Ernesto Tavoletti, Assistant Professor of International Marketing and Economic and Management of Enterprises, University of Macerata, Italy, ernesto.tavoletti@unimc.it

Prof. Dr. Bahar Sennaroglu, Assistant Professor, Marmara University, Turkey, bsennar@marmara.edu.tr

Prof. Lingling Luo, Center of Science Technology and Social, Northeastern University, P.R.China
ll_19500619@126.com

Prof. Renato Garcia, Departamento de Engenharia de Producao Escola Politecnica da Universidade de Sao Paulo, Universitaria Sao Paulo, Brasil, renato.garcia@poli.usp.br

Prof. Shahida Cassim, Associate Professor of Entrepreneurship, Graduate School of Business & Leadership, University of KwaZulu Natal, Durban, South Africa, cassim@ukzn.ac.za

Prof. Dr. Gunnar Prause, Tallin University of Technology, TSEBA / TU, Department of BA, Tallin, Estonia,
Gunnar.Prause@tseba.ttu.ee

Prof. Fabio Corno, Associate Professor, business Administration, Milano-Bicocca University, Milan, Italy,
fabio.corno@unimib.it

Introduction

Twenty five years ago the notion of doing sustained and advanced business activity in the 'Third World' appeared to be at worst preposterous or at best a one-way exploitative route. Some of those countries are now regarded as emerging economies ever since Antoine van Agtmael coined the term 'emerging markets', and they include the much vaunted BRICS and the rising new harbingers of Nigeria, Ghana, Indonesia, Malaysia and Columbia, to name a few. A mix of large and smaller firms in these economies, such as Ranbaxy in India, Alibaba.com and Baidu in China, Sasol in South Africa, Petrobras in Brazil, Grupo Modelo in Mexico, among many others have evolved from being 'third rate' to world class players not least because of new approaches to managing sustainable innovation such as 'frugal innovation' with local markets as the target, to strong interlinking with markets in the developed world through three waves of commercial relationships - foreign direct investment, outsourcing and offshoring and emergent (Agtmael, 2008). This combined with increased consumer purchasing power of a growing middle class offers a range of challenges or possibilities for innovative actions and management constructs for firms in both emerging and developed economies. They pave the way for the global democratizing of innovation and management.



One of the major prospects for firms and their management is the need to develop an integrative perspective and strategy which can help firms to address the need to develop internal competencies together with the ability to manage a dynamic external environment and its institutions. These prospects can be realized by harnessing management "stretch" competencies which can build and consolidate network centric, ecosystem and open business models of innovation, private-public partnership models, and new forms of human resource and talent management centred round innovative capabilities. Promoting and managing brain circulation across countries and networks, the challenges of corporate governance, migration, and knowledge exchange are other key areas where more needs to be understood critically at a time of rapid change. Given the scale of rapid developments and some of the missing dimensions for harnessing best innovative advantage, there are some critical issues for managers to consider.

This track focuses on the innovations undertaken in the different environmental, organizational and resource conditions prevalent in emerging economies. The track welcomes research papers on any one of the topics and issues referred to the above.