Hi-tech clusters, knowledge flows and employee turnover

Dr Yu Zheng,
(University of London)

Date: Wednesday 21st November 2012
Time: 1.30 – 3.00 pm (light buffet available from 1.00pm)
Venue: Arts Building Lecture Theatre 3, (ABLT3), Arts Building, Royal Holloway, University of London, Egham, Surrey, TW20 0EX, UK
Map: http://www.rhul.ac.uk/Shared/Maps/ (#16 on campus plan)

BIOGRAPHY

Dr Zheng is a Lecturer in Asian Business and International HRM at the School of Management, Royal Holloway, University of London. She received her PhD from Royal Holloway, University of London. Her book Managing Human Resources in China: the View from Inside Multinationals will be published by the Cambridge University Press in late 2012. Dr Zheng’s research interests lie in international business and particularly transfer of management systems through internationalisation.

ABSTRACT

As China is gradually viewed as a potential consumer market rather than merely a low cost production base, more multinational corporations (MNCs) are starting to set up local R&D centres. In spite of a rich body of literature on the management of MNCs in China, we have relatively limited knowledge of how MNCs manage their R&D centres. This study aims to address this research gap. The findings reported in this paper are based on a pilot study of 3 foreign invested R&D centres in telecommunication, software and pharmaceutical industries.

ORGANISERS

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