



Creating Dynamic Capabilities: Rd Network Management for Globally Distributed Research and Development in the Software Industry

By Markus Alsleben

Createspace, United States, 2012. Paperback. Book Condition: New. 234 x 156 mm. Language: English . Brand New Book ***** Print on Demand *****.The sustainable long-term growth and survival of a corporation can only be achieved through the ongoing creation of innovative products and services. This is especially true in today s global software industry, which is characterized by ever-shorter product cycles, intense global competition and knowledge-intense research and development (RD). The effective organization and management of a corporate RD function in a software enterprise has thus become a key success factor for sustainable competitive advantages. This doctoral dissertation submitted to the City University of Hong Kong, designs, implements and evaluates an organizational transformation and its supporting framework for a globally dispersed RD organization in the software industry as part of a two-year longitudinal case study at SAP, one of world s largest software companies. Based on the action design research methodology, this cross-disciplinary participatory case study, which draws from the areas of strategic management, global RD management, organizational theory and organizational change management, to take a systematic approach to investigate this phenomenon and obtain a normative model of global RD organizational enhancements. The book is therefore aimed at both academics...



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