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## Multinational Enterprises and Innovation

### Regional Learning in Networks

By **Martin Heidenreich, Christoph Barmeyer, Knut Koschatzky, Jannika Mattes, Katharina Krüth, Elisabeth Baier**

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The crucial actors of a global knowledge-based economy are multinational enterprises (MNEs). MNEs depend on the embeddedness in an institutional framework; their competitive advantage depends on the cross-border utilisation of regional and national capabilities. The innovativeness of a company is therefore based also on regional innovation systems. *Multinational Enterprises and Innovation* contributes to a better understanding of the interconnectedness between organisational and regional learning.

On the basis of case studies in Germany and France, this volume investigates how MNEs cope with technical, economic and institutional uncertainties by drawing upon the complementary strengths of organisational and regional networks in national and European contexts. The book links two theoretical debates which are currently still largely disconnected -- the debate on learning processes in MNEs and the debate on the regional bases of innovativeness and competitiveness -- answering the question of how the internationalisation of R&D is reconciled with regional competences.

#### Author Biography

**Christoph Barmeyer** is Professor of Intercultural Communication, director of the Centre of Core Competences at the University of Passau, Germany and affiliated professor at the research centre HuManiS (Humans and Management in Society, EA1347) of EM Strasbourg/University Strasbourg (France).

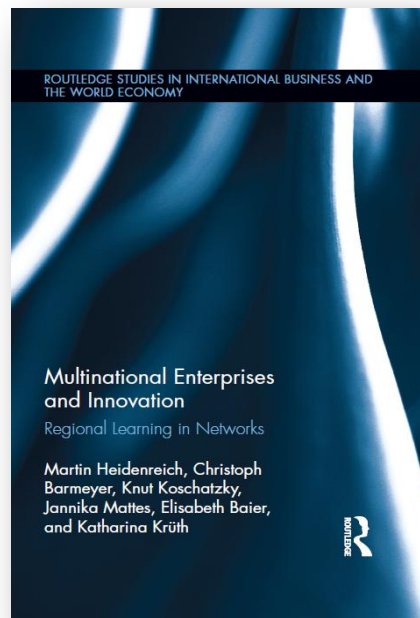
**Elisabeth Baier** has studied economics in Gießen, Stirling and Mannheim and works as scientific researcher in the Competence Center "Policy and Regions" at the Fraunhofer Institute for Systems and Innovation Research (ISI) in Karlsruhe, Germany.

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