

About the research project

- Funded by the German Ministry for Education and Research (BMBF).
- Joint research project between the Leibniz Centre for European Economic Research (ZEW) in Mannheim and the University of Hohenheim in Stuttgart.

Research aim of the overall project

- Provide the BMBF with new empirical insights to **support political decision making**.
- Study the **effect and efficiency of Chinese research and innovation policy** on the **competitive capacity** of Chinese companies.
- Analyze the **(strategic) reaction of German companies** to increasing **Chinese competition**.

Research objectives of the sub-project by the University of Hohenheim

- Investigate adaptation reactions in the form of changes in innovation strategies, R&D structures, R&D relocations to China, as well as R&D investments.
- Identify and understand if product market competition with producers from China and increasing Chinese offers in factor markets create an incentive or disincentive for innovation activities of German companies.

Methodological approach

- **Research design:** Case study research
- **Methodology:** Qualitative analysis of data collected in companies
- **Data sources:** Multiple interviews with strategic decision makers at different hierarchical levels, secondary data (i.e. scientific and newspaper articles), observations in companies, archival data (i.e. reports and protocols).
- Methodology shows a **high level of flexibility** to accommodate what is available (and possible) at the targeted case companies.

Company selection criteria

- ✓ Fundamental: **Affected by Chinese competition**
- ✓ **Industrial/manufacturing sector**
- ✓ Medium or large in size
- ✓ Global market activity i.e. by engaging in exporting or possessing a production facility abroad
- ✓ Preferable: Relationship to China by exporting to China and/or by producing in China

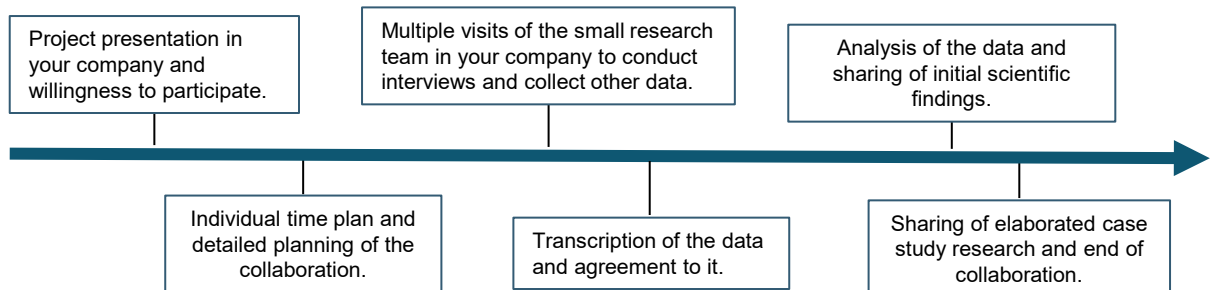
Intended output

- Academic Publication
- Teaching cases for management education
- Dissertation of Madeleine Möller

Your advantages

- ✓ Inter-divisional reflection of your China competence and respective strategic reactions.
- ✓ Access to academic publication of the overall case study.

How we collaborate



Are you interested in the research project?

Contact us.

University of Hohenheim

Chair for Innovation Management

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GEFÖRDERT VOM



Bundesministerium
für Bildung
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