

Management and Marketing Public Webinar

Intra-firm Redeployment of Inventors



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Date: 17 Jun 2022 (Fri)
Time: 9:00 – 10:30 a.m. (Public lecture)
10:30 – 11:00 a.m. (Q&A session)
Venue: Online via Zoom

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Abstract

Resource redeployment is the main source of creating competitive and corporate advantages in multibusiness firms. The literature to date is somewhat limited in not directly measuring resources and their actual movement within firms. This study overcomes this limitation by focusing on intra-firm movement of scientific and engineering human resources, i.e., inventors, over time. With patent application data of global semiconductor firms during 2001–2018, we examine which characteristics of inventors and firms prompt or constrain redeployment of inventors, and from where to where they are redeployed. We find evidence that inventor redeployment is driven by less favorable market conditions where technologies from the current invention activities can be potentially used. Further, inventors whose technologies are more fungible and who are less constrained by current intra-firm inventor network and thereby more decomposable and incur less adjustment and coordination costs are more likely to be redeployed.

Sea-Jin Chang is a Lim Kim San Chair Professor of Business Administration, National University of Singapore and also a Techno-SK Chair Professor at Korea Advanced Institute of Science and Technology (joint appointment). He received his BA and MA in economics from Seoul National University, and Ph.D. in strategic management from the Wharton School, University of Pennsylvania. He was previously a faculty member at the Stern School, New York University and Korea University, and also had visiting appointments at Stanford, INSEAD, London Business School, and Hitotsubashi University. Professor Chang is primarily interested in the management of diversified multinational firms. His current research focuses on understanding the process of creating operating synergies among diversified lines of business and building a strong local organization after foreign entry. His other research interests include organizational learning, corporate growth through joint ventures and acquisitions, foreign direct investment and comparative management studies of Japan, Korea, and China. His book, *Sony vs. Samsung: The Inside Story of the Electronics' Giants Battle for Global Supremacy* (Wiley, 2008) compares and contrasts these two firms' global strategy. His other books include *The Rise and Fall of Chaebols: Financial Crisis and Transformation of Korean Business Groups* (Cambridge, 2003) and *Business Groups in East Asia: Crisis, Restructuring and New Growth* (Oxford, 2006), and *Multinationals in China: Entry Strategies, Competition, and Performance* (Oxford, 2013). He previously served as an Area Editor of the *Journal of International Business Studies*, and an Associate Editor of the *Strategic Management Journal*. He is a Fellow of the Strategic Management Society and of the Academy of International Business.