

DEREE COLLEGE SYLLABUS FOR: IB 4167 Innovation and Technology Management in International Business		3/0/3
(Previously: IB 4267 Innovation and Technology Management in International Business) (Updated: Fall 2026)		UK LEVEL:6 UK CREDITS: 15
PREREQUISITES:	IB 2006 International Business	
CATALOG DESCRIPTION:	Origins and sources of creativity and innovation and the role of technology as a contemporary strategic imperative for multinational corporations. Innovation strategy, the R&D process and the management of knowledge. Innovation for value creation and sustainability.	
RATIONALE:	This module enables students to critically evaluate the role of technology as a core strategic imperative for MNEs and its impact on innovation, competitiveness, and value creation. It explores how digitalization transforms managerial decision-making, organizational design, and global strategy, reshaping industries and competitive landscapes. Students examine the interrelationships among technology, innovation, and sustainability in global value chains, with attention to technological sovereignty and cross-border knowledge transfer. Through innovation and business model frameworks, students learn how firms manage creativity, technological change, and innovation ecosystems in diverse international contexts.	
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: 1. Discuss critically key concepts and theories pertaining to the strategic role of innovation and technology management in international economy and MNEs. 2. Analyse and assess how MNEs leverage technological capabilities, business models, and cross-border collaboration to manage innovation and technological change. 3. Explain and evaluate the interrelationships among technology sources, R&D activities, sustainability, and knowledge-based competitiveness in international contexts.	
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: • Lectures and class discussions. • Homework assignments. • Office hours held by the instructor to provide further assistance to students. • Use of library facilities for further study and preparation for the exam. • Use of the Blackboard course management platform to further support communication, by posting lecture notes, assignment instruction, timely announcements, formative quizzes and online submission of assignments.	
ASSESSMENT:	Summative:	

	<table border="1" data-bbox="584 147 1382 293"> <tr> <td>First Assessment: Term project (individual, 2,300-2,700 words)</td><td>40%</td></tr> <tr> <td>Final Assessment: Written Examination (essay-type questions)</td><td>60%</td></tr> </table> Formative: <table border="1" data-bbox="584 365 1382 405"> <tr> <td>Case study analysis and in-class discussion</td><td>0</td></tr> </table> The formative assessment aims to prepare students for the examination. The term project tests the Learning Outcome 1 and 2 The final examination tests Learning Outcomes 1, 2 and 3. Students are required to resit failed assessments in this module.	First Assessment: Term project (individual, 2,300-2,700 words)	40%	Final Assessment: Written Examination (essay-type questions)	60%	Case study analysis and in-class discussion	0
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Final Assessment: Written Examination (essay-type questions)	60%						
Case study analysis and in-class discussion	0						
INDICATIVE READING:	REQUIRED READING: Tidd, J., & Bessant, J. (2020). <i>Managing Innovation</i> (7th ed.). Wiley. https://www.perlego.com/book/2583045 RECOMMENDED READING: A. Books Fornes, G., & Altamira, M. (2023). <i>Digitalization, technology and global business: How technology is shaping value creation across borders</i>. Springer Nature. https://doi.org/10.1007/978-3-031-33111-4 Khare, A., Ojala, A., Baber, W., Khare, A., Ojala, A., & Baber, W. (2022). <i>Sustainable International Business Models in a Digitally Transforming World</i> (1st ed.). Routledge. https://www.perlego.com/book/3227848 B. Articles Ahi, A. A., Sinkovics, N., Shildibekov, Y., Sinkovics, R. R., & Mehendjiev, N. (2022). Advanced technologies and international business: A multidisciplinary analysis of the literature. <i>International Business Review</i>, 31(4), 101967. https://doi.org/10.1016/j.ibusrev.2021.101967 Beugelsdijk, S., & Jindra, B. (2018). Product innovation and decision-making autonomy in subsidiaries of multinational companies. <i>Journal of World Business</i>, 53(4), 529-539. https://doi.org/10.1016/j.jwb.2018.02.007 Bhandari, K. R., Zámorský, P., Ranta, M., & Salo, J. (2023). Digitalization, internationalization, and firm performance: A resource-orchestration perspective on new OLI advantages. <i>International Business Review</i>, 32(4), 102135. https://doi.org/10.1016/j.ibusrev.2023.102135 Bracht, E. M., Monzani, L., Boer, D., Haslam, S. A., Kerschreiter, R., Lemoine, J. E., ... & van Dick, R. (2023). Innovation across cultures: Connecting leadership, identification, and creative behavior in organizations. <i>Applied Psychology</i>, 72(1), 348-388. https://doi.org/10.1111/apps.12381 Brouthers, K. D., Ascencio, C., Benmamoun, M., & Alhorr, H. (2025). Digital standardization vs. adaptation: Mitigating the liability of outsidership—A literature review. <i>International Business Review</i>, 102487. https://doi.org/10.1016/j.ibusrev.2025.102487 Crespo, N. F., Crespo, C. F., & Silva, G. M. (2024). Every cloud has a silver lining: The role of business digitalization and early internationalization strategies to overcome cloudy times. <i>Technological Forecasting and Social Change</i>, 200, 123084. https://doi.org/10.1016/j.techfore.2023.123084 Dachs, B., Amoroso, S., Castellani, D., Papanastassiou, M., & Von Zedtwitz, M. (2024). The internationalisation of R&D: Past, present and						

	future. <i>International Business Review</i>, 33(1), 102191. https://doi.org/10.1016/j.ibusrev.2023.102191 Du, J., Zhu, S., & Li, W. H. (2023). Innovation through internationalization: A systematic review and research agenda. <i>Asia Pacific Journal of Management</i>, 40(3), 1217-1251. https://doi.org/10.1007/s10490-022-09814-z Gao, H., Ren, M., & Shih, T. Y. (2023). Co-evolutions in global decoupling: Learning from the global semiconductor industry. <i>International Business Review</i>, 32(6), 102118. https://doi.org/10.1016/j.ibusrev.2023.102118 Gillmore, E., Andersson, U., & Dellestrand, H. (2023). Between a rock and a hard place: The consequences of complex headquarters configurations for subsidiary R&D activities. <i>Global Strategy Journal</i>, 13(1), 217-247. https://doi.org/10.1002/gsj.1431 Kang, Z., Kou, H., Zhou, D., Shi, X., Parente, R., & Rong, K. (2025). Platform-based multinational corporations (PMNCs): A research agenda in the field of international business. <i>International Business Review</i>, 102386. https://doi.org/10.1016/j.ibusrev.2024.102386 Get rights and content Kilpatrick, C., & Conroy, K. M. (2024). Driving digital sustainability in global value chains: Multinational enterprises as chief orchestrators. <i>Academy of Management Perspectives</i>, (ja), amp-2023. https://doi.org/10.5465/amp.2023.0160 Yang, B., Bai, W., Chen, Y., & Rong, K. (2025). Internationalization of digital firms: A systematic review and research agenda. <i>Journal of Business Research</i>, 189, 115124. https://doi.org/10.1016/j.jbusres.2024.115124 Knight, G., Khan, Z., & Nummela, N. (2025). Born globals, international new ventures, and international entrepreneurship: Reflections and a research agenda. <i>International Business Review</i>, 102421. https://doi.org/10.1016/j.ibusrev.2025.102421 Luo, Y. (2021). A general framework of digitization risks in international business. <i>Journal of International Business Studies</i>, 53(2), 344. https://doi.org/10.1057/s41267-021-00448-9 Meyer, K. E., Li, J., & Brouthers, K. D. (2023). International business in the digital age: Global strategies in a world of national institutions. <i>Journal of International Business Studies</i>, 54(4), 577. 10.1057/s41267-023-00618-x Monaghan, S., Tippmann, E. & Coviello, N. (2020). Born digitals: Thoughts on their internationalization and a research agenda. <i>Journal of International Business Studies</i>, 51(1), 11–22. Nakata, C. (2020). Design thinking for innovation: considering distinctions, fit, and use in firms. <i>Business Horizons</i>, 63(6), 763–772. https://doi.org/10.1016/j.bushor.2020.07. Shaheer, N., Kim, K., & Li, S. (2022). Internationalization of digital innovations: A rapidly evolving research stream. <i>Journal of International Management</i>, 28(4), 100970. https://doi.org/10.1016/j.intman.2022.100970 Tung, R. L., Zander, I., & Fang, T. (2023). The Tech Cold War, the multipolarization of the world economy, and IB research. <i>International Business Review</i>, 32(6), 102195. https://doi.org/10.1016/j.ibusrev.2023.102195
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	Ulman, M., Musteen, M., & Kanska, E. (2021). Big data and decision-making in international business. <i>Thunderbird International Business Review</i>, 63(5), 597-606. https://doi.org/10.1002/tie.22225 Zahra, S. A., Petricevic, O., & Luo, Y. (2022). Toward an action-based view of dynamic capabilities for international business. <i>Journal of International Business Studies</i>, 53(4), 583–600. https://doi.org/10.1057/s41267-021-00487-2 Zhao, N., Hong, J., & Lau, K. H. (2023). Impact of supply chain digitalization on supply chain resilience and performance: A multi-mediation model. <i>International Journal of Production Economics</i>, 259, 108817. https://doi.org/10.1016/j.ijpe.2023.108817 Other sources, incl. journal and newspapers' articles, research papers etc. recommended by the instructor throughout the semester.
INDICATIVE MATERIAL: (e.g. audiovisual, digital material, etc.)	REQUIRED MATERIAL: N/A RECOMMENDED MATERIAL: N/A
COMMUNICATION REQUIREMENTS:	Term project submitted in Word. Effective writing skills using appropriate terminology.
SOFTWARE REQUIREMENTS:	MS Office and Blackboard CMS
WWW RESOURCES:	www.economist.com www.bbc.co.uk/news/business/ www.wsj.com www.bloomberg.com www.businessinsider.com www.techcrunch.com Other internet sources suggested by the instructor throughout the semester.
INDICATIVE CONTENT:	1. Core concepts and theories of innovation and technology 2. Strategic management of the innovation process 3. Digital transformation and its impact on global strategy and firm decision-making 4. International R&D organization and coordination 5. Global sourcing of technology and knowledge transfer mechanisms 6. Eco-innovation strategies and sustainable value creation 7. Knowledge creation, absorption, and diffusion in international firms 8. Knowledge-based competitiveness and intellectual capital management 9. Geopolitics and technological sovereignty