Cornerstone 3 Reports : Interdisciplinary Informatics

The Thinkfinity Center for Innovative Teaching, Technology and Research

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Value Capture in Global Production Networks:Evidence from the Taiwanese Electronics Industry

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Mid-Project Report for
Thinkfinity Cornerstone III
Interdisciplinary Programs, including Informatics

Value Capture in Global Production Networks:
Evidence from the Taiwanese Electronics Industry

Namchul Shin, Professor of Information Systems, Seidenberg School of CSIS
Alan Eisner, Professor of Management, Lubin School of Business

June 1, 2011

Project Goals

- ➢ Research on the pattern of value capture in the Taiwanese electronics industry
  - Conduct the research with Kenneth Kraemer (University of California, Irvine) and Jason Dedrick (Syracuse University)

- ➢ To develop interdisciplinary teaching modules integrating the fields of Information Systems (IS) and Business Strategy, collaborating with Alan Eisner, Professor of Management, Pace University
  - Develop a teaching module of "global production networks and information technology" and implement it in MBA688, Business Strategy and Stakeholder Responsibility (by Namchul Shin)
  - Develop a teaching model of "management of innovation" and implement it in IS673, Managerial Issues in Information Systems (by Alan Eisner)

Project Progress

- ➢ I will present the research on the pattern of value capture in the Taiwanese electronics industry at *the Industry Studies Conference* held in Pittsburgh, PA (May 31-June 3, 2011). Refer to the following web site (look for the session of global value chains): http://www.industrystudies.pitt.edu/pittsburgh11/session5.html.
  - Will also chair a session, "knowledge location and mobility" at the conference (refer to the following web site: http://www.industrystudies.pitt.edu/pittsburgh11/session3.html)

- ➢ The teaching module of global production networks and information technology will be implemented in MBA688, Business Strategy and Stakeholder Responsibility, in Summer I, 2011. The teaching module is currently under development.

Impact on students

- ➢ Students will learn about globalization of innovation and production networks and the role of information technology. The MAB688 currently has 49 students enrolled.

Impact on faculty

> ➢ Our presentation of the research on the pattern of value capture in the Taiwanese electronics industry will disseminate knowledge on the subject matter to both academics and industry practitioners.

Next Steps

> ➢ Research on the pattern of value capture in the Taiwanese electronics industry
>   - To write up a paper and submit it to a journal
>   - Paper publication in *the Working Paper Series* of the Center for Research on Information Technology and Organization (CRITO) and the Personal Computing Industry Center (PCIC)
>   - Paper publication in *the Seidenberg School Technical Report*

> ➢ Develop a teaching model of "management of innovation" and implement it in IS673, Managerial Issues in Information Systems, in Spring 2012