

12-1-2011

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

Namchul Shin

Seidenberg School of CSIS, Pace University

Alan Eisner

Lubin School of Business, Pace University

Follow this and additional works at: <http://digitalcommons.pace.edu/cornerstone3>

 Part of the [Business Administration, Management, and Operations Commons](#), and the [Systems and Communications Commons](#)

Recommended Citation

Shin, Namchul and Eisner, Alan, "Value Capture in Global Production Networks: Evidence from the Taiwanese Electronics Industry" (2011). *Cornerstone 3 Reports : Interdisciplinary Informatics*. Paper 63.
<http://digitalcommons.pace.edu/cornerstone3/63>

This Report is brought to you for free and open access by the The Thinkfinity Center for Innovative Teaching, Technology and Research at DigitalCommons@Pace. It has been accepted for inclusion in Cornerstone 3 Reports : Interdisciplinary Informatics by an authorized administrator of DigitalCommons@Pace. For more information, please contact rracelis@pace.edu.

Final 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

December 15, 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 presented the research on the pattern of value capture in the Taiwanese electronics industry at *the 2011 Industry Studies Conference* held in Pittsburgh, PA (May 31-June 3, 2011). Refer to the following web site (the session of global value chains): <http://www.industrystudies.pitt.edu/pittsburgh11/session5.html>.
 - Also chaired a session, “knowledge location and mobility” at the conference. Refer to the following web site (the session of Knowledge Location and Mobility): <http://www.industrystudies.pitt.edu/pittsburgh11/session3.html>
- I implemented the teaching module of global production networks and information technology for MBA688, Business Strategy and Stakeholder Responsibility, in Summer I, 2011.
- The teaching module of management of innovation will be implemented by Professor Alan Eisner in IS673, Managerial Issues in Information Systems, in the spring 2012.

Activities Completed

- Paper presentation at *the 2011 Industry Studies Conference*

- Development and Implementation of the teaching model of global production networks and information technology for MBA 688, Business Strategy and Stakeholder Responsibility

Activities Not Completed

- Presentation at the Seidenberg School Research Day—the nature of the research day has been changed; it is more geared for student presentations, not for faculty presentations; I decided not to present.
- Paper submission to a journal—currently working on it.
- Paper submission to the Industry Studies Association Working Paper Series—the research methodology used for my research does not fit to the one used for research published in the series; I decided not to submit.
- Paper publication in the Seidenberg School Technical Report—will do this when I complete a paper for a journal submission, probably in the spring 2012.
- Paper publication in the Working Paper Series of the Center for Research on Information Technology and Organizations (CRITO) and the Personal Computing Industry Center (PCIC)—will do this when I complete a paper for a journal submission.

Outcomes

- Research: conference presentation
- Teaching: I did a lecture in class for MBA688 and provided students with a case study and two questions in the final exam. The student outcomes have been collected and assessed (see attached documents, including student grades and sample student work).

Impact on Students

- There were around 40 students in class for my lecture. They learned about globalization of innovation and production networks, as well as the role of information technology for global production networks. Thirty nine students did the case analysis, and forty eight students did the final exam.

Impact on Faculty

- There were around 15 attendants at the conference session for my presentation.

Unintended Outcomes

- One of the audiences at the conference session suggested me to organize a panel at the next year's conference, and we proposed a panel for the 2012 Industry Studies Conference. The title of the panel is "Innovation, Performance, and Resource Allocation".
- Professor Alan Eisner suggested me to teach one of the management courses at Lubin in the future.

Future Plans

- Journal publication of the paper entitled “Value Capture in Global Production Networks: Evidence from the Taiwanese Electronics Industry”.
- New research on “Vertical Disintegration, R&D, and Firm Performance in the Semiconductor Industry”, which I aim to present at the 2012 Industry Studies Conference.
- Develop a teaching model of management of innovation and implement it in IS673, Managerial Issues in Information Systems, in the spring 2012.
- Teach a course at Lubin.

In conclusion, my project has furthered the Thinkfinity Cornerstone of Interdisciplinary Programs through interdisciplinary research and teaching. My collaboration with Professor Alan Eisner at Lubin has advanced such interdisciplinary programs.