

IS COLLOCATION AN ADVANTAGE IN SCIENCE AND TECHNOLOGY PARKS? The MNEs Perception Between Developed and Developing Country

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Agradecimento à orgão de fomento:

I thank CAPES - Coordination for the Improvement of Higher Education for the opportunity to participate in the Sandwich Doctorate Program in Italy, that enabled to wide knowledge and open new avenues of research

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Introdução

Science and Technology Parks (STPs) are embedded in National and Regional Innovation Systems and present location advantages that are relevant complementary local resources outside the boundaries of the firms. Narula and Santangelo (2012) and Mudambi, Narula, and Santangelo (2018). So, highly research-intensive MNEs seek the benefits of STP collocation, in the same way that policy makers aim to attract them to knowledge intensive

Problema de Pesquisa e Objetivo

How the MNEs perceive location advantages in a STP and how RIS and governance contribute for externalities? how the multinational enterprise perceive the location advantages in an area of innovation located in a developing and a developed country and how the RIS and Governance contribute for externalities.

Fundamentação Teórica

National Innovation System is defined as a complex of innovation actors and institutions that is directly related to the generation, diffusion, and appropriation of technological innovation, which are found together within the limits or boundaries of the state (Cooke, 2005). STPs are inducers of knowledge spillovers and act to attract research intensive industries that will corroborate for externalities.

Metodologia

This is a deductive descriptive research, adopting a qualitative approach using an incorporated cross-country multiple case study as a research between a STP located in Brazil and another one located in Italy with opposite governance models. A total of 17 interviews were coded with the use of software QSR Nvivo version 16®.

Análise dos Resultados

Overall data revealed that fundamental L advantages (infrastructure), followed by knowledge L advantages (university) associated with structural L advantages (skilled employees) are the main reason of attraction of MNEs in both unit of analysis, leaving collocation as latest criteria.

Conclusão

MNEs from this study revealed that the proximity with the university and the presence of IT graduates or highly skilled labors was the main reason to establish in a STP. Results show that firm-associated L advantages (collocation) seem to depend on two situations. Firstly, what type of relations or cooperation the company wants to develop within the environment. Secondly, the length of time that MNE is located in the STP

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