

Knowledge Transfer in Multinational Companies Sharing Multiple Perspectives

Multinational Companies (MNCs) increasingly play an important role in transferring knowledge worldwide. For MNCs, the topic of knowledge transfer has been studied in different ways, and from different disciplinary perspectives. While economists have mainly studied the effects of knowledge transfer on firms' performance, management scholars have rather shed light on the processes of transferring knowledge as well as more strategic aspects for MNCs.

The objective of this book is to create bridges between economic sciences and management sciences, by highlighting the contributions and methodologies related to each of these disciplines. It analyzes the determinants and the effects of knowledge transfer and stimulates debates around organizational, cultural, management and economic perspectives. It further addresses a number of recommendations for managers and policy makers.

This book has been mostly based on a selection of contributions and several exchanges during an international conference titled "Knowledge transfer and cultural diversity in MNCs" that was organized in Neuchâtel in July 2014 together by HEG Arc (Neuchâtel, Switzerland) and ESTA School of Business and Technology (Belfort and Lyon, France).

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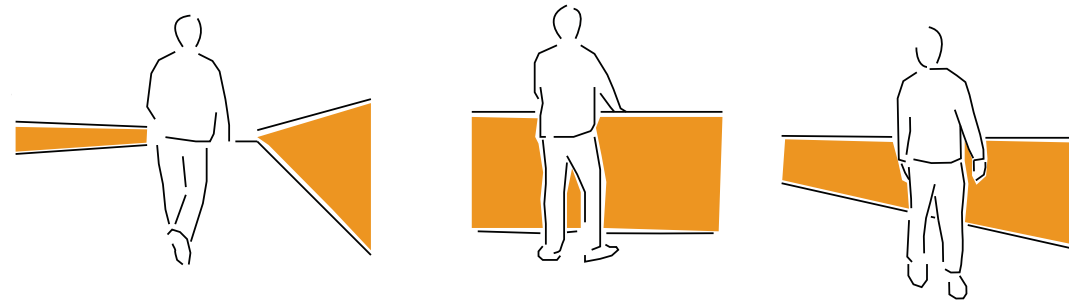
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