



**University
of Basel**

Faculty of
Business and Economics



Globalization of R&D

The World, the U.S. and China

Thursday | December 1, 2022 | 18:15 - 19:45
Aula Kollegienhaus, University of Basel

Speaker:
Prof. J. Bradford Jensen
Georgetown University

Lecture Series on Innovation in the Global Economy



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Programme

18.15 Welcome and Introduction
Prof. Rolf Weder

18.20 Speaker
Prof. Bradford Jensen

19.05 Discussion
Prof. Bradford Jensen
Prof. Rolf Weder
and Audience

19.45 Apéro

Over the past 20 years, U.S. multinationals have significantly increased their research and development (R&D) activities outside of the U.S., with most of the growth in offshore R&D occurring outside traditional European R&D locations. These trends are contemporaneous with an increasing importance of software and information technology hardware (and software and hardware engineers) in the R&D process. At the same time, multinationals expand in the “innovation systems” in developing economies like India and China. U.S. multinationals that pursue highly integrated global innovation networks appear to produce “better” innovations. The event will describe these developments and discuss the implications of growing geopolitical competition for global innovation, strategy and policy-making.

Lecture Series on Innovation in the Global Economy

The Lecture Series provides a platform for renowned researchers in Business and Economics to present their research results and thoughts on “Innovation in the Global Economy” to a broad audience. The events tackle the challenges of globalization and new technologies for society, policy makers and companies. They also focus on the determinants of innovation in open economies. The discussion plays an important role in the Lecture Series.



Prof. J. Bradford Jensen / Speaker

Professor at the McDonough School of Business, Georgetown University, Washington DC. Senior Fellow at the Peterson Institute for International Economics and Research Associate of the National Bureau of Economic Research (NBER).

Professor Jensen pioneered the use of plant-level micro data to investigate the impact of international trade and investment on the U.S. economy. He published a book on “Global Trade in Services” (2011) and has made important scientific contributions in areas such as “Offshoring”, “Intrafirm Trade” and “Multinational Companies”. Jensen’s work on trade in services played a role in the U.S. Administration’s negotiations for the Trade in Services Agreement (TiSA).

Professor Jensen teaches the Master Course “Global Strategy for Multinational Companies” in the Zaeslin+Maag Summer School of the Faculty of Business and Economics of the University of Basel.



Prof. Rolf Weder / Host

Professor of International Trade and European Integration at the Faculty of Business and Economics of the University of Basel and Dean of the faculty.



December 1st 2022

Globalization of R&D:
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Prof. J. Bradford Jensen / Georgetown University



May 16th 2023

Prof. Gene M. Grossmann / Princeton University



Late Autumn 2023

Speaker to be confirmed



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Faculty of Business and Economics
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