
GLORAD Profile



Purpose	GLORAD's mission is to advance science and practice of international R&D management, global technology, and transnational innovation.
Organization	GLORAD was founded in 2003 at Tsinghua University in Beijing and is now a network of research centers hosted by Tongji University in Shanghai, HSG University in St. Gallen, and Skoltech in Moscow, with affiliated researchers at Cologne University, Grenoble School of Management, and Tsinghua University.
Management	GLORAD has three directors: Dr. Max von Zedtwitz, founder and professor at Skoltech, Moscow; Dr. Oliver Gassmann, co-founder and professor at the University of St. Gallen; Dr. Zheng Han, professor at Tongji University. Each director is responsible for supporting research projects at a partner location. The advisory board consists of Dr. Julian Birkinshaw, LBS; Dr. John Medcof, McMaster; and Dr. John Chiang, Peking University.
Output	GLORAD produces scientific publications targeting journals in the international management and research / technology policy area; practice-oriented publications targeting managerial journals and books; and reports on the state-of-global-innovation for consumption by the general public. Since 2003, GLORAD has produced more than 100 journal publications and 10 books. GLORAD <i>per se</i> is not a consulting firm and it is not a teaching institution, even though its output is being used for consulting and training by third parties.
Operating Model	Research is funded locally by grants, stipends or industry endowment. Research associates and doctoral researchers pursue projects under the supervision of a postdoc or professor, often as part of a larger project-specific team. Contract management benchmarking and innovation assessments contribute both to operational cost coverage and research relevance. Research collaborators include visiting professors on sabbaticals, researchers on extended project assignments, and subject matter experts working on specific projects.
Focus Themes	Key themes for the 2011-2015 time frame are: <ul style="list-style-type: none">• High performing innovation centers in emerging markets• Open innovation, reverse innovation, R&D and technology flows• Management of global innovation processes
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