

Contents

List of Figures	<i>page</i> viii
List of Tables	xi
List of Boxes	xiv
List of Contributors	xv
Foreword	xviii
RAVI RAMAMURTI	
Acknowledgments	xxi
Introduction	1
FERNANDA CAHEN, LOURDES CASANOVA, AND ANNE MIROUX	
1 A Framework for Innovation in Emerging Markets	11
LOURDES CASANOVA, ANNE MIROUX, AND FERNANDA CAHEN	
PART I DRIVERS OF INNOVATION IN EMERGING MARKETS	37
2 The Breadth and Extent of Chinese Innovation as Documented in the 2017 Corporate Innovation Survey	39
ZHAOHUI XUAN AND YU CHEN	
3 The Rise of an Innovation Tiger: The Catch-Up of the Indian National System of Innovation	63
KRISTIN BRANDL AND RAM MUDAMBI	

vi CONTENTS

- 4 Exploring the Role of Government Involvement in
 Innovation: The Case of State Grid Corporation of
 China (SGCC) and INVAP 95
 LOURDES CASANOVA, ANNE MIROUX,
 AND DIEGO FINCHELSTEIN
- 5 Digital Companies Driving Business Model Innovation
 in Emerging Markets: The Cases of Alibaba, Flipkart,
 Jumia, and Mercado Libre 122
 LOURDES CASANOVA, ANNE MIROUX,
 AND DIEGO FINCHELSTEIN
- 6 Entrepreneurial Ecosystems and Innovation in
 the Balkans 150
 VENETA ANDONOVA
- PART II TYPES OF INNOVATION IN
 EMERGING MARKETS 183
- 7 The Political Economy of China's R&D
 Internationalization: Policy-Led Innovation and
 Changes in China's Growth Model 185
 PETER GAMMELTOFT AND MAX VON ZEDTWITZ
- 8 Emerging Pharmaceutical Companies from China,
 India, and Brazil: From Generic Drugs to
 Innovation Strategies 222
 FERNANDA CAHEN
- 9 Reverse Innovation and the Role of Local Partners in
 Emerging Markets: The Experience of Foreign
 Subsidiaries in Brazil 256
 VICTOR RAGAZZI ISAAC, FELIPE BORINI,
 AND MOACIR DE MIRANDA OLIVEIRA JR.

10 Innovation Based on Value Co-creation through Employees at HCL Technologies ANABELLA DAVILA	278
11 Frugal Innovation in Brazilian Multinationals ITIEL MORAES, FELIPE BORINI, AND MOACIR DE MIRANDA OLIVEIRA JR.	300
12 Innovation in War and Peace: How Colombian Conflict and Postconflict Triggered Military and Business Model Innovation JUANA GARCÍA DUQUE, VENETA ANDONOVA, AND MARÍA EMILIA CORREA	325
PART III INNOVATION OUTCOMES IN EMERGING MARKETS	349
13 Evaluating Outcomes of Innovation in Emerging Markets ANNE MIROUX, LOURDES CASANOVA, AND FERNANDA CAHEN	351
Conclusions: Emerging Markets Becoming Innovation Leaders LOURDES CASANOVA, ANNE MIROUX, AND FERNANDA CAHEN	382
Index	386