Duke Symposium

March 31, 2017
Changing Corporations (198X-Present)

Major Changes in Corporate Goals and Direction

• Stockholder Primacy replaces Stakeholder view
• Management realigned with Shareholders –massive stock options
• Management and Boards focus on Stock Price and Quarterly Profit
• Effective – Wages held down for thirty years
• Corporate Research has to prove itself to the Corporation
Research and Product- Linked in Many Ways

• Popular view. Products emerge from applying basic research
• The nature of product development, product early and late stages
• Competitiveness can come from in house product improvements
• Product needs can lead to basic research discoveries
There is an International Dimension

• It matters where benefits of Research occur
• In today’s world plants and services can be relocated abroad.
• Innovations can be bought by the highest bidder
• IP is fragile, it can be stolen, or given away, or move away with plants or people.
• There is a wide scope for mercantilism

Today the interests of our global companies and of the nation can easily diverge.
Research in Industry Matters

• Not only to the Corporation that does the Research
• To its nation or nations
• To the world

Research in Industry will thrive despite the emphasis on current profitability and stock price.
END

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