

Managing Attention in the MNC

This project investigates the role of headquarters' attention as a resource in MNCs. Scholars have recently argued that – even compared to information – attention is the most critical, scarce and sought-after resource in organizations, but our knowledge about the role and effect of attention for international subsidiaries is scarce. To fill this void, this research addresses the strategic and managerial challenges that subsidiaries face when trying to secure headquarters' attention. We also aim to understand what impact attention has on the development of organizational relationships.

Related Publications & Awards:

Ambos, T.C. & Birkinshaw, J. (forthcoming): Headquarters' Attention, Strategic Choice and Performance in MNC Subsidiaries, *Management International Review*.

Ambos, T.C., Andersson, U. & Birkinshaw, J. (2010): What are the Consequences Initiative-Taking in Multinational Subsidiaries, *Journal of International Business Studies*.

Palgrave Award for Best Competitive Paper at Academy of International Business UK & Ireland Chapter in Glasgow, UK. (2009)

Birkinshaw, J., Bouquet, C., Ambos, T.C. (2007): Managing Attention in the Global Company, *MIT Sloan Management Review*, Summer, pp. 39-45.

Birkinshaw, J., Bouquet, C., Ambos, T.C. (2006): Attention Headquarters!, *Business Strategy Review*, 17 (3), pp.1-2. (coverstory)

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Canadian Research Council

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