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Challenges of Knowledge Transfer in Global Drug Development:

Difference in Context and Effect of Diverse Network from Asian Development Perspective

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<Abstract>

This paper sheds light on the Daiichi Sankyo global R&D case study, which focuses on the knowledge transfer process based on differences in context across area, country, division level, and diverse networking effects from an Asia development division perspective. In general, it was observed that multiple differences in context were a factor causing conflict, and consequently interrupting the transfer of knowledge in the global R&D activities of MNE. This study, however, revealed that the following four managerial challenges: (1) integrated project teams, (2) lessons learned, (3) HR exchanges in Asia Development, and (4) R&D leadership summits, enhanced human networks in terms of diversity level and strength to activate the transfer of knowledge among colleagues who are embedded in different contexts.

<Keyword>

Knowledge transfer, Differences in contexts, Social network, Asia Development, Pharmaceutical industry