

2006 APS March Meeting

Baltimore, MD

<http://www.aps.org/meet/MAR06>

Thursday, March 16, 2006 11:15AM - 2:15PM –

Session V19 APS AIP: The Changing Dynamics of Industrial Research as a Consequence of Global Trends Baltimore Convention Center 316

11:15AM V19.00001 General Motors' R&D: Managing Innovation Globally ALAN TAUB, Executive Director of R&D, General Motors Corporation — The rapid pace of technology development and the globalization of the automobile industry are major forces driving General Motors to devise new ways to innovate faster and more efficiently. In response, GM has developed a global R&D network that has transformed GM's research and development organization from a U.S.-based enterprise to one that is over 30 percent leveraged with collaboration in 16 countries. This talk will focus on the challenges faced as well as the lessons learned and best practices developed in building this network.

11:51AM V19.00002 Not only Texas is flat... , HANS STORK, Chief Technology Officer, Texas Instruments — The internet communication infrastructure has been one of the main factors creating a "flat" world, a level playing field for innovation and the value of intellectual contributions. Furthermore, it has enabled a 24x7 frame of mind for development as well as manufacturing. Today it is therefore no longer optional but in fact a necessity to leverage skills and resources around the world, from research through production.

12:27PM V19.00003 Micron R&D: Global Scope and Nano-Scale in N-Dimensions , MARK DURCAN, CTO & VP Research and Development, Micron Technology — The Globalization of world markets and the globally dispersed manufacturing that supports them, drives complexity in managing today's leading edge R&D organizations beyond that historically experienced. The dimensions involve not only location, but time, economics, government relations, complex supply and customer chains, and Intellectual Property strategy. Each must be contemplated and optimized in light of the nature of worldwide 24 hour a day competition.

1:03PM V19.00004 Leap Ahead: Global R&D at Intel , ABEL WEINRIB, VP and Director Corporate Technology Group — Intel does research, development, and manufacturing for our products across the globe for a worldwide market. Get a glimpse into Intel's latest global R&D efforts driving future processor and platform architecture innovations; how these innovations could address existing user needs and enable new possibilities for emerging markets; and the challenges to managing an international research organization.

1:39PM V19.00005 Sustaining Breakthrough Research in a Changing Global Environment , THOMAS FEIST, Manager, Thin Films Lab, GE Global Research — As companies face ever-increasing economic and competitive pressures, the imperative to deliver real, sustained growth through innovation is clear. Corporations need to develop and maintain a research and development portfolio that recognizes this reality. This talk examines how General Electric's Global Research Center is implementing a technology portfolio that balances long- and shorter-term RD across four global facilities. Examples from medical imaging and energy business segments will be used to illustrate strategies for delivering growth through sustained investment in technology.