

Title: Gorillas can Dance: Strategies for Corporate-Startup Partnering

Speaker: Shameen Prashantham, China Europe International Business School (CEIBS) in Shanghai, China

Area: Entrepreneurship

Date: 08.04.2024, Venue: Q101 @ 2.30PM

Abstract:

The pandemic has heightened executives' fears about the future, emphasizing the need for constant agility and alertness to upcoming challenges. Simultaneously, many employees are considering pursuing personal aspirations, potentially leading to talent loss for established businesses and increased competition from startups. While corporations have explored strategies like corporate venturing to counter agile competitors, there's a growing recognition of the need for more concerted efforts to avoid missed opportunities and vulnerability. This research, including a close examination of Microsoft's successful collaborations, suggests that partnering with startups could be pivotal, fostering entrepreneurship within large corporations to navigate digital disruptions effectively. However, challenges abound, particularly regarding the sheer differences between large corporations and startups, necessitating extensive talks and effective processes to address asymmetries. Despite these hurdles, such collaborations offer a promising avenue for innovation, particularly in addressing environmental and social goals during post-pandemic recovery.

Speaker Profile:



Shameen Prashantham is a Professor of International Business and Strategy and Associate Dean (MBA) at China Europe International Business School (CEIBS) in Shanghai, China. Prof. Prashantham is best known for his work at the intersection of global strategy and entrepreneurship on partnering between large multinationals and startups – which he refers to as “dancing with gorillas.” He is currently focused on studying how these partnerships contribute to the UN Sustainable Development Goals (SDGs). His latest book is *Gorillas Can Dance: Lessons from Microsoft and Other Corporations on Partnering with Startups* (Wiley, 2022).

Webpage Link: <https://www.ceibs.edu/prashantham-shameen>