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## Editorial

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### Deli Yang

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**Biographical notes:** Deli Yang is currently Reader in International Business at Bradford University School of Management. Her research focuses on strategic and managerial intellectual property (IP) of international enterprises. She has published two monographs [IP and Doing Business in China, and Understanding and Profiting from IP, see the review of World IP Organisation (WIPO) at [http://www.wipo.int/wipo\\_magazine/en/2008/04/article\\_0013.html](http://www.wipo.int/wipo_magazine/en/2008/04/article_0013.html)], two edited books, and many refereed papers. She is a founding and editorial board member of *International Journal of IP Management*, a regular invited speaker to the United Nations to give talks on IP issues and a lead consultant for WIPO on benchmarking IP systems globally.

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This special issue is devoted to corporate contexts of generating, protecting and disseminating IP. Corporate context, in a broad sense, is about the internal context of firms generating, protecting and disseminating IP products and services through the management of IP people and IP information. With the increasing globalisation, unsurprisingly, IP has preoccupied many practitioners and policy makers. However, only sporadic studies have been conducted to examine the managerial issues of IP, such as the motivations of IP generation, IP information analysis, protecting IP resources from within and decision-making process of IP commercialisation. This shows that the academic interest has lagged behind the broad realisation of MIP. A systematic examination of these managerial issues is hence, long overdue and warrants greater attention. This special issue is thus, to respond to the compelling need and gather wits on this research orientation. It serves as a forum to investigate this homogenous field centred on IP.

This special issue has included five papers that pertain to the MIP themes. Liz Mason and Adam Cross compare and contrast institutional enforcement behaviour between India and China as experienced and perceived by British firms and how this influences their IP management strategies. Their findings suggest that institutional enforcement behaviour greatly impact on IP management strategies than do enacted IP protection and enforcement laws and regulations. This study provides us with a good understanding about the relationship between enforcement and firm behaviour when IP is involved.

Ludmila Striukova has investigated what and why different types of value have been created through different patent governance structures (co-ownership, in-licensing, out-licensing, cross-licensing, patent pools). The result suggests that these five structures contribute to value creation embedded in individuals, systems and structure, market and non-market. This primary research therefore, confirms the type of value companies seek relates to the government structures they choose. The findings thus, imply that successful use of governance structures can create IP value effectively for companies.

Fanny Koleva examines the variety of financial potential for IP based on the case study of Bulgaria. The paper categorises the forms of money extraction for IP into

traditional and new forms and examines how Bulgarian firms have used these forms. The findings show that the under-utilisation of the financial potential in Bulgaria is due to the lack of IP knowledge and experience that imply the need for corporate change in the future.

Richard Stead and Adam Cross explore the management and security of corporate trade secrets. The study seeks to provide a foundation for a critical understanding of the nature and governance of this special IP right and their role in influencing management practice. It draws the UK corporate experience and captures the perspective of small- and medium-sized firms and large multinationals together to confirm empirically the characteristics of trade secrets, the identities of those who might know them and the mechanisms, which promote corporate security. It is a piece of research that is pioneering and opens up perspectives for new research in regard to incentive mechanisms that promote the maintenance of trade secrets.

Christina Raasch investigates strategies that incumbents can adopt to alleviate the adverse effects of patent expiration. Based on the analysis of four pharmaceutical companies in terms of strategy choice, implementation and success, this research suggests a three-dimensional strategy space. It provides a systematic classification framework of available patent expiration strategies. The findings provide companies with insights and strategic options to prolong patent value.

To sum up, this special issue has addressed some complex corporate matters that pertain to IP. We hope that the results drawn from these five pieces of original research can provide corporate managers with some insights in their IP practice. We also hope that the findings can throw up some discussions for further research.