

Success Indicators of International Corporate Research Cooperation: Case Study of Collaboration between BMW Group and Toyota Motor Corporation 2011

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ABSTRACT

Air pollution is an environmental threat that significantly impacts human health as it can cause premature death to 7 million people every year. In 2010, human activities added at least 35 billion tons of carbon dioxide emissions to the atmosphere. One opportunity to minimize this impact is environmentally friendly automotive technology. One example of such a solution is Toyota Motor Corporation's (TMC) research collaboration with BMW Group (since 2011), focusing on improving the performance and capacity of lithium-ion battery cells. Research collaboration between companies and countries is interesting because collaboration significantly impacts in several fields (economics, environment, knowledge, and automotive). The research question of this research is "What are the indicators of the success of the research cooperation between BMW Group and TMC since 2011 so that it can be said to be successful according to the theory of international economic cooperation?"

Keywords: Research Cooperation, BMW Group, TMC, Success Indicators, Collaboration Impact