Research Seminar: Kristin Brandl  
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The Impact of Offshored Service Task Types on Capability Development in Emerging Market Service Firms

Friday, October 21, 2016 from 12:00-1:30 PM in David Strong Building, room C112

ABSTRACT
We analyze how offshore outsourcing of advanced service activities contribute to the development of organizational capabilities in service provider firms from emerging markets. We draw on literature from offshore outsourcing and emerging market firm strategy, and use service production and organizational theory to establish an analytical model. Advanced services are distinguished into reciprocal and sequential interdependent task types in order to investigate the influence of these production processes on three dimensions of capability development. Through a multiple case study, we find that the offshored service task types differently influence the development of human capital capabilities, organizational capital capabilities and management capabilities in emerging market firms and that these capabilities are interdependent. We contribute to the literature on organizational resources and capabilities, emerging market firm strategy and on global value chains.

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