

CHINA CROSSROADS

Sunday, October 10th, 2021, 15:30 – 17:30

Gorillas Can Dance: Lessons from Microsoft and Other Corporations on Partnering with Startups

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Author of [Gorillas Can Dance](#)

Author of [Born Globals](#)

Wooden Box | 9 Qinghai Lu close to Nanjing Xi Lu
150rmb including drink ticket | FREE for members
RSVP to Frank Tsai at editor@shanghai-review.org



In [Gorillas Can Dance](#), distinguished international business strategy expert Dr. Shameen Prashantham delivers a proven roadmap for large corporations collaborating with startups. Drawing on over a decade of international research, he explains the “why,” “how,” and “where” of corporate-startup partnering. In his talk, he will discuss (1) How to focus on the three pillars of synergy, interface, and exemplar to achieve outstanding results in your partnership, (2) Why the very thing that attracts large corporations to startups — their significant differences — also makes it difficult for them to work together, and (3) Where in the world to find your ideal startup partnerships and how to use them as a force for good.

[Shameen Prashantham](#) is Professor of International Business and Strategy at CEIBS. Prior to that, worked at Nottingham University Business School China from 2011 and 2015 as Associate Professor in International Business and Strategy. His research and teaching interests relate to international entrepreneurship and strategy. His research focuses on new venture internationalization, in particular how start-ups “dance with gorillas” i.e. partner with large MNCs to improve their prospects of innovation and international expansion. He is author of [Gorillas Can Dance: Lessons from Microsoft and Other Corporations on Partnering with Startups](#) (2021), as well as [Born Globals, Networks and the Large Multinational Enterprise: Insights from Bangalore and Beyond](#) (2015). Shameen holds a PhD in International Business from The University of Strathclyde.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a “crossroads” of the world and itself at a “crossroads” in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.