

# R&D in Emerging Markets: Literature Review and Future Directions

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**Abstract**—Research and development (R&D) in emerging markets has become very popular in terms of multinational companies (MNCs). So, many researches on R&D in the field of International Business have attracted attention recently. This paper presents a literature review consisting of 22 articles from 2014-2019 on R&D in emerging markets. By conducting content analysis, it has been analyzed their prominent terms and results. Accordingly, this review has divided selected articles into three main groups - R&D internationalization, activities and investment - by extracting articles that cannot be grouped. All headlines successively have contended results regarding advantages of internationalization, long-term investment choices, and diversification of R&D activities. To put it another way, this paper provides to understand in which position R&D has in emerging markets countries, and under which circumstances it is successful. The systematic evaluation of the findings contributes to the formation of a general view for future research.

**Keywords**—Emerging markets, Research and development, Multinational companies, Internationalization.