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RESEARCH ON THE REVERSE ENGINEERING USAGE BY RUSSIAN INDUSTRIAL COMPANIES

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Abstract. Using imitation strategies industrial companies use the competitors' developments to create their own products. Accumulated knowledge base allows companies to carry out their own developments and stimulates innovation. Reverse engineering, being the main method of implementing a simulation strategy, is used by Russian industrial companies to solve, as a rule, certain production problems, without assessing the impact on innovation activities. This study is aimed at studying the complex reverse engineering impact on the Russian industrial companies' activities. Taking into account the results of research in foreign markets, the author puts forward hypotheses about the positive reverse engineering impact on the companies' research activities and on their activities effectiveness in general. The conducted survey and interviews with Russian industrial companies made it possible to confirm the hypotheses. The study also suggested key factors influencing companies' decision to undertake reverse engineering and the observed effects by companies when undertaking it. Additional research made it possible to identify significant factors in the reverse engineering strategies usage and confirm the presence of the expected effects among Russian industrial companies.

Keywords: reverse engineering; imitation strategy; innovation; reverse engineering application factors; reverse engineering effects.

JEL codes: O14; O31.

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