

ARIAS BURGOS, Carolina and COLINO SUEIRAS, José

Spain's position in innovation in the context of the EU-27

Abstract: Innovation in Spain falls far short of what would be expected on the grounds of its relative per capita income. Using the European Innovation Scoreboard, the article describes recent variations and the present state of R&D+i in Spain against a European backdrop. The analysis was based on the main indicator categories, dimensions and indicators comprising the scoreboard. The results were used to establish both the areas where the country's deficit is greatest and its possible strengths, compared to the EU-27 as a whole and to the performance groups defined by Pro-InnoEurope, a European Commission initiative.

Key words: European Innovation Scoreboard (EIS), Summary Innovation Index (SII), innovative effort, innovative output.

JEL classification: L1, M2.

BAENA GRACIÁ, Verónica; MORENO SÁNCHEZ, María de Fátima and REIS GRAEML, Felipe

Trade fairs as a communication tool and generator of company value. Analysis of Spanish franchises

Abstract: This study aims to identify the factors that determine participation in trade fairs by Spanish franchise chains as a tool for commercial communication and for generating value. The variables analysed to that end were: i) type of business (product versus service); ii) nationality; iii) amount of entry fee; iv) management experience; v) franchising experience; and finally, vi) brand renown. The findings showed that franchising and management experience as well as the entry fee, nationality and type of business play an important role in the decision.

Key words: trade fairs, communication strategy, value generation, promotion, franchise system.

JEL classification: L2, M2, M3.

BARGE-GIL, Andrés; VÁSQUEZ URRIAGO, Ángela and MODREGO RICO, Aurelia

The impact of Spanish scientific and technological parks on business innovation by company type

Abstract: The central aim of the study was to analyse the impact of Spanish scientific and technological parks on company product innovation. The source used was the National

Statistics Institute's 2007 Survey on Technological Innovation in Companies. The effect of location in an park was studied for a series of companies, along with the variations in that effect depending on company characteristics (size, innovative effort, group membership, industry). The results showed that the impact of scientific and technological parks is significantly beneficial, although greater in less developed companies.

Key words: scientific and technological parks, product innovation, average treatment effect, non-uniform treatment effects, regional development policies.

JEL classification: L1, M2.

FENOLLAR QUEREDA, Pedro and CUESTAS DÍAZ, Pedro J.

Understanding the innovative consumer: analysis of traits and characteristics

Abstract: Today's society is characterised by products with increasingly shorter service lives and speedy technological change. This requires companies to identify their customers in general and the most innovative in particular, for every year companies invest huge sums of money in researching, developing and launching new products, many of which fail. The present study addresses innovation from the perspective of the consumer, the target of innovation, to explain customer attitudes toward innovation and consequently their decision to purchase new products. Consuming is not usually an individual matter, for it involves a complex series of social relationships that motivate individuals to seek a balance with their peers, either because they identify with them or they believe that their opinions are worth taking into account. Social image is important in this regard and particularly significant for the promotion of new products because it represents the driving force behind the propagation of novelties. Moreover, materialism or the enjoyment of ownership and all it entails in terms of social portrayal play an important role in understanding innovation, as does the reason for consuming, which may be utilitarian or hedonist. Finally, the social and demographic variables (such as age and income) traditionally used to characterise innovative consumers were also analysed.

The study aimed to improve the understanding of the relationship between individuals' traits and their attitude toward innovation. The findings, which confirmed that consumer characteristics impact that attitude heavily, are of particular interest for their implications for companies when launching new products.

The study was based on a probabilistic sample of 512 actual consumers representative of the Spanish population.

Key words: innovation, consumer traits, social influence

JEL classification: M30.

MORENO MOYA, María; MUNUERA ALEMÁN, José Luis
and GARCÍA PÉREZ DE LEMA, Domingo

Innovation in Spanish SMEs: an exploratory study

Abstract: Most of today's economies are sustained by small and medium-sized enterprises (SMEs) that contribute significantly to business activity and employment. Moreover, the ongoing development of new products and processes drives SME survival, growth and profitability. This study introduces indicators for Spanish and European SMEs and the results of a review of the literature, which showed that no truly conclusive findings have been forthcoming about innovation in SMEs. In light of that outcome, some of the main factors that fuel innovation in SMEs were studied in a sample of 346 such companies. That survey revealed that the strategy adopted by an SME, its technological capacity and employee motivation favour innovation.

Key words: SMEs, innovation, strategy, technological capacity, employee motivation.

JEL classification: L1, M31.

MUNUERA ALEMÁN, José Luis; MORENO MOYA, María and RODRÍGUEZ
ESCUADERO, Ana Isabel

R&D investment overview based on an analysis of the most innovative companies

Abstract: The objective of the present study is to offer an overview of the current state of R&D on the international scale, in the European Union and in Spain. The analysis was based on statistical and documentary sources such as the European Commission's 2010 EU Industrial R&D Investment Scoreboard, the Boston Consulting Group survey on the most innovative companies and the National Statistics Institute's Business Strategy Survey. The article contains a general, geographic and industry-wise analysis of the 1,400 most innovative companies the world over and the 1,000 most innovative in the European Union, as well as a listing of the 50 top companies on both scales. It also devotes a specific section to an analysis of the situation in Spain. Surprising, barely 21 of this country's companies are on the list of the top 1,000 European firms by volume of R&D investment. The paper concludes with a summary of the general trends identified in prior analyses.

Key words: R&D, innovation, international companies, innovative companies, company listings.

JEL classification: L1, M31.

NIETO ANTOLÍN, Mariano and GONZÁLEZ ÁLVAREZ, Nuria

Industry structure, institutional environment and innovative activity in Spanish manufacturing companies

Abstract: The present article analyses the effect of factors representative of the industry in which a company engages (concentration, technological opportunity), the institutional framework in the area where it conducts business (share capital, spillovers) and its own efforts (in-house and outsourced R&D) on its performance in innovation. A survey of a sampling of Spanish manufacturers revealed that these variables are directly related to performance in innovation (product development). In addition, the analysis of all the variables in a joint model showed that in institutional environments with significant levels of share capital and spillovers, companies modify their innovation strategy by eliminating in-house R&D and focusing their effort exclusively on outsourced research and development.

Key words: innovation, outsourced R&D, in-house R&D, technological opportunity, concentration, share capital, spillovers.

JEL classification: L10, M10, O32.

RODRÍGUEZ PINTO, Javier and RODRÍGUEZ ESCUDERO, Ana I.

Choice of differentiation as a commercial stance in new product launches

Abstract: This study analysed the role of differentiation-based commercial stance in the relationship between R&D and marketing resources and new product results: satisfaction, competitive position, cost and profitability. The model run to compare 136 new product launches revealed that companies with a greater capacity for innovation and a more efficient commercial policy tend to choose differentiation as a competitive strategy. The outcome of that strategy is higher customer satisfaction, although since the cost is likewise higher, the net effect on profitability is nil. Beyond or in addition to commercial stance, the availability of R&D resources has a beneficial effect on consumer satisfaction and competitive position but a negative effect on costs. Marketing resources, in turn, have a direct effect on competitive position.

Key words: R&D resources, marketing resources, commercial stance, new product results.

JEL classification: O32.

SANTAMARÍA, Lluís and NIETO, María Jesús

Competitiveness in low and medium technology intensity industries: too mature to ignore innovation?

Abstract: This study contains an empirical analysis of the competitive importance of product innovation in industries with low and medium technology intensity. The analysis

was based on information from a broad spectrum of Spanish manufacturers for the period 1998-2007. It explored the impact of product innovation on the improvement of company competitiveness in both the national and the international market, based on increased market share and rise in market position, respectively. Adjusting for company characteristics and factors relating to the business environment, the empirical results indicated that product innovation and these two measures of competitiveness are directly related.

Key words: product innovation, competitiveness, mature industries.

JEL classification: O33, L25, L69.

