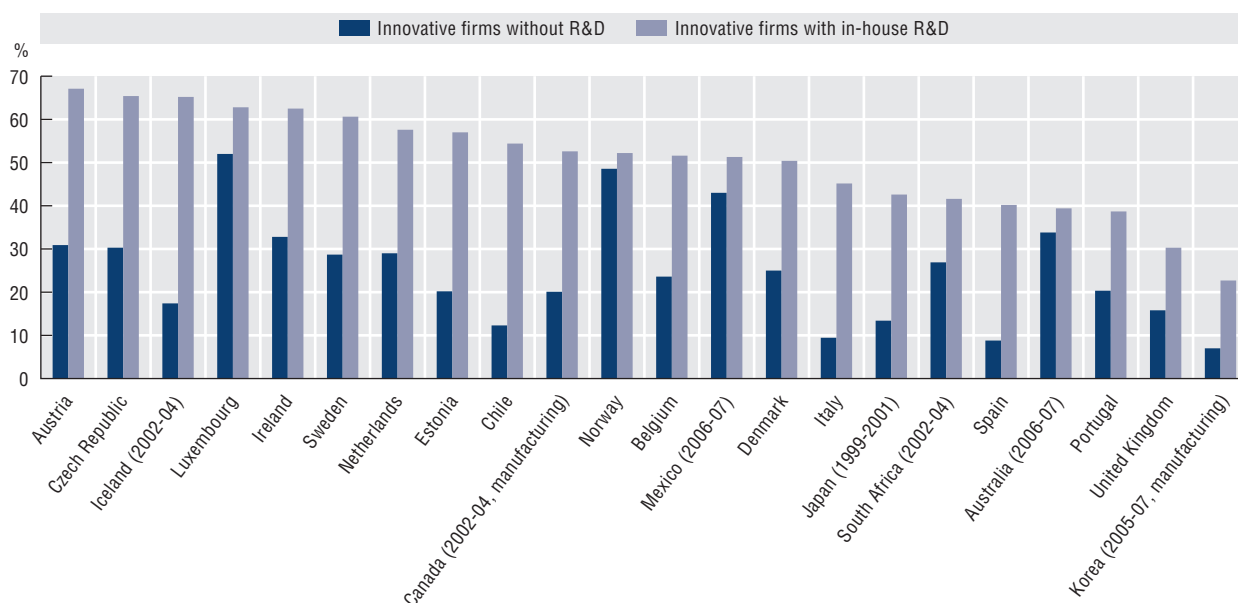


BROADER INNOVATION (BEYOND R&D)

Firms may introduce new products on the market without engaging in R&D. New indicators reveal that in Australia and Norway the propensity to introduce a new-to-market product innovation is similar whether or not the firm performs R&D.

New-to-market product innovators, 2004-06

As a percentage of innovative firms by R&D status



How to read this figure

A large share of firms develop their process, product, organisational or marketing innovations without carrying out any R&D. This holds true even for new-to-market innovators who successfully introduce innovations regarded as “technological”. In Luxembourg 52% of non-R&D performers introduced new-to-market innovations as compared to 63% of in-house R&D performers.

How comparable are innovation surveys?

Innovation surveys are increasingly used to better understand the role of innovation in firms’ performance, its determinants and the characteristics of innovative firms. Since 1992, the *Oslo Manual* (OECD and Eurostat, 2005) has provided a harmonised framework – with coherent concepts and tools – for undertaking comparable large-scale surveys of this type. Although cross-country comparability of innovation surveys based on the *Oslo Manual* is generally good and improving, certain differences may affect comparisons between CIS (Community Innovation Survey) and non-CIS countries, such as sectoral coverage (e.g. Canada and Korea conduct separate surveys for manufacturing and services), size thresholds, sampling methods and the unit of analysis. Another difference is the length of the reference period (i.e. firms are asked about their innovation activities over a defined period in the past) which varies between two (e.g. Australia, New Zealand) and three years (e.g. CIS countries, China, Japan). For the OECD Innovation microdata project, countries prepared these indicators using common definitions and statistical routines to ensure a high degree of comparability. As a result, there may in some cases be small discrepancies between the figures given here and the published national data. Not all countries run an innovation survey or participated in the OECD Innovation microdata project. For instance the United States does not have an innovation survey, hence it does not appear in the figure above or in other figures which make use of innovation survey data.

Source: OECD, Innovation microdata project based on CIS-2006, June 2009 and national data sources. See chapter notes.

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