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# Do Services Innovate (Differently)? Insights from the European Innobarometer Survey

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then it seems reasonable to consider such a change an innovation, particularly as the outcome cannot be fully known in advance (i.e. an element of uncertainty is involved). If this change is also not immediately reversible and involved significant sunk costs (in money and/or time), then that also suggests that the change should qualify as an innovation.

Services include the wholesale and retail trades, finance, transport and communications, business services and services to consumers.

Based on chi-square tests.

This analysis treats each firm equally (i.e. large firms are not given greater weight than small firms).

By invoking Schumpeter I do not wish to argue for a “strictly Schumpeterian” definition of innovation (Drejer, [2004](#)). In the first place Schumpeter's definitions were not precise, but beyond that much has changed in the world in the 50 years since Schumpeter's death. He cannot have anticipated many changes to the way in which firms approach innovation (e.g. the increasing in importance of platform technologies, rather than products or processes). Rather than taking a strictly Schumpeterian approach, I would argue for an approach inspired by Schumpeter.

<sup>a</sup>Manufacturers with new products and/or new production processes contribute to innovation

<sup>b</sup>Service firms contribute to innovation

<sup>c</sup>Service

Notes: a) “established firms”



<sup>b</sup>Dummi manufacturers that focu

N.B. Also, which is the refer

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