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

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### Notes

And a few "peculiar services", such as computer services and telecommunications.

This paper draws on the findings of a European Commission funded study on "Innovation in Services: Issues at Stake and Trends" (Howells and Tether 2004). I would like to thank EOS Gallup Europe for the provision of the data used in the paper, and Jeremy Howells, Ian Miles, Judy Matthews, Jan Vang and an anonymous referee for comments on previous versions. I am grateful to the Commission for permission to pursue the academic publication of this work. The views expressed are those of the author and do not necessarily reflect those of the European Commission, EOS Gallup Europe or any of the colleagues mentioned above.



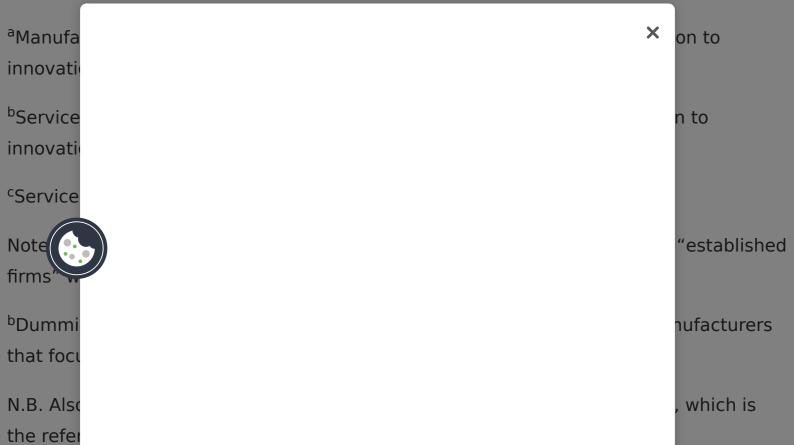
thereby change behaviours, to raise productivity and/or to improve the service offered, then it seems reasonable to consider such a change an innovation, particularly as the outcome cannot be fully known in advance (i.e. an element of uncertainty is involved). If this change is also not immediately reversible 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.



\*\*\* = significant at 1%; \*\* = significant at 5%; \* = significant at 10%.

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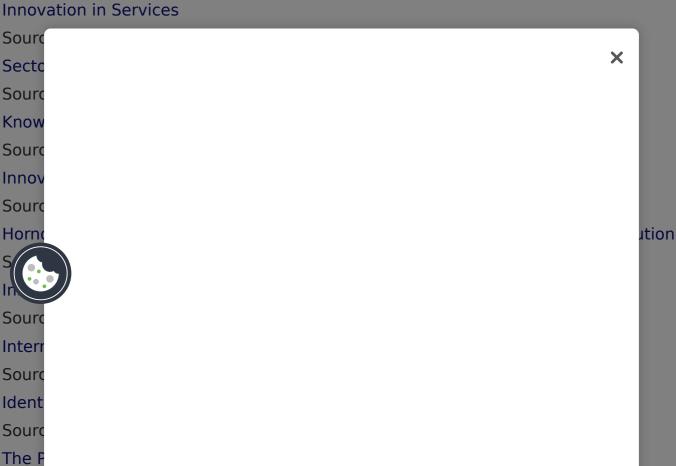
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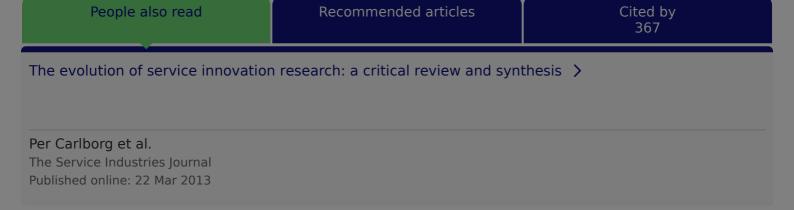
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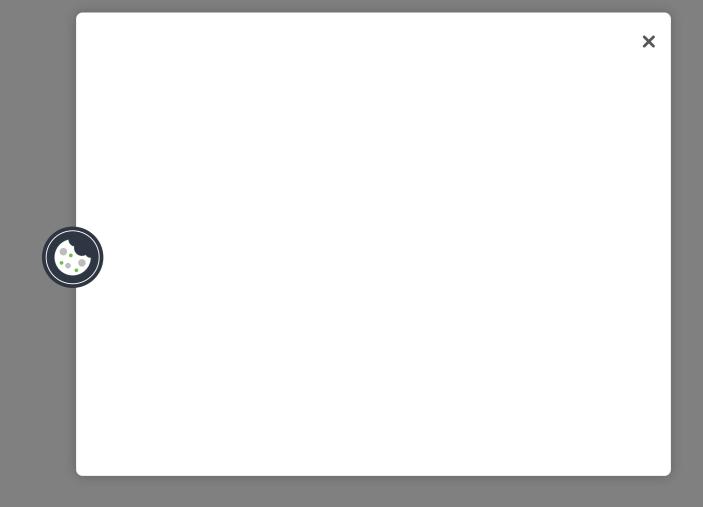
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