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

Bruce S. Tether

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Industry and Innovation 30th Anniversary Collection

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.

In all European countries, the share of the population aged 65 and over is increasing rapidly. In 2010, the average age of the population in the EU was 42.5 years, and by 2050 it is projected to rise to 47.5 years. This demographic shift has significant implications for the labor market, particularly in terms of the availability of skilled labor and the need for lifelong learning and training programs to ensure that the workforce remains competitive and adaptable to changing economic conditions.

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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 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.

^aManufacturing innovation is defined as a change in the way in which goods are produced, on to

^bService innovation is defined as a change in the way in which services are provided, on to

^cService innovation is defined as a change in the way in which services are provided, on to

Note: “established firms” were

^bDummi is a dummy variable equal to 1 if the firm is a manufacturer, 0 otherwise

that focus on

N.B. Also see the reference to the “established firms” in the text, which is

the refer



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

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