

The European Commission's science and knowledge service

Joint Research Centre



Intangible Investment: Industrial Perspective

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The growing importance of intangible investment: Our contribution

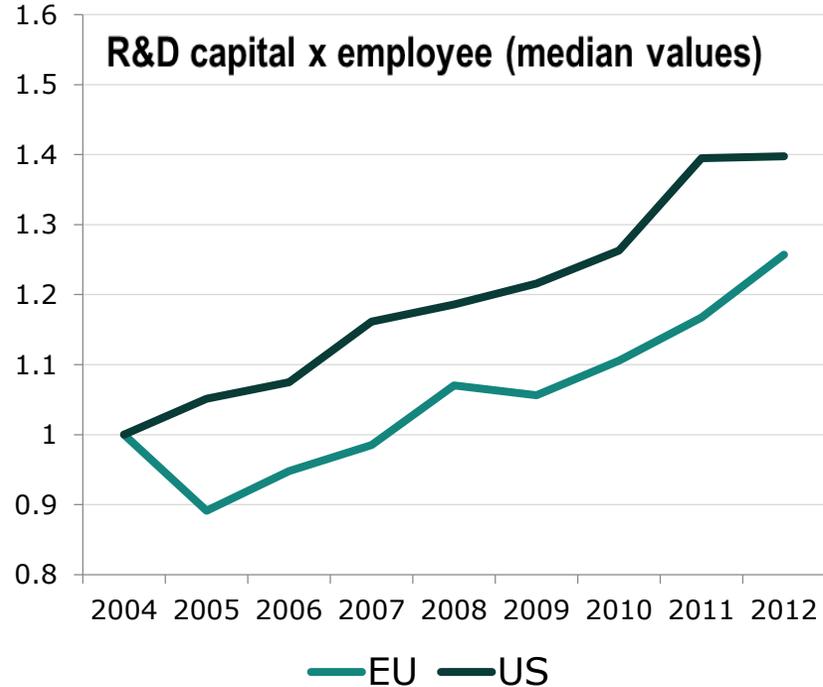
- Corporate R&D and firm efficiency: Evidence from Europe's top R&D investors (Kumbhakar et al. 2010)
- The relevance of marketing in the success of innovations (Garcia-Torres, 2011)
- Design and European firms' innovative performance: A less costly innovation activity for European SMEs? (Ciriaci, 2011)
- Intangible resources: the relevance of training for European firms' innovative performance (Ciriaci, 2011)
- Intangible investments and innovation propensity. Evidence from the Innobarometer 2013 (Montresor&Vezzani, 2014)
- Design, innovation and performance in European firms (Montresor&Vezzani, 2016)

Our contribution: some stylized facts

- R&D matters for firm efficiency and labour productivity (only high-tech companies)
- Marketing > R&D expenditures for innovation success
- R&D > Design for innovative sales
- Design increase firm performance if central role
- Returns to training and R&D personnel higher in large firms
- Innovativeness depends mainly on choice between external vs internal resources

Our recent contribution: a snapshot

"Productivity and the role of intangibles: Focus on the world largest R&D investors"
(Amoroso, Grassano, Tübke, *forthcoming 2018 SRIP report*)



- Fast productivity growth only high-tech firms (health and ICT)
- Strong R&D (patents) – productivity link only in high/medium sectors
- EU < US and lost ground in key sectors (i.e., health and industrials)
- R&D investment may be one of the contributing factors that sets apart the productivity of US firms from that of EU firms
- Rapid growth in R&D capital accumulation of US firms

Intangible Investment: The industrial Perspective

- **Sandro Montresor**

Full Professor of Economic Policy Kore University of Enna (Enna, Italy)

"Intangibles and innovation across the EC Innobarometers: methodological issues and empirical evidence"

- **Luca Marcolin**

Economist at the OECD (Paris, France)

"Investment in knowledge-based capital and backward linkages in global value chains"

- **Thomas Niebel**

Economist at ZEW – Department "Digital Economy" (Mannheim, Germany)

"The Contribution of Intangible Assets to Sectoral Productivity Growth in the EU"