

Comments on 2nd IRIMA workshop, Brussels, December 2013

by

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The logo for the Fores Institute, featuring the word "FORES" in a bold, black, sans-serif font. A green, semi-transparent, triangular shape is positioned behind the letters "O" and "R", pointing upwards and to the right.

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Background

- Research on intangibles
- Similar development as for research on ICT and the Solow paradox
- From macro data to micro data



Non-R&D intangibles results

- The shares of non-R&D intangibles are much larger than R&D
- Non-R&D intangibles are more evenly distributed across sectors
- Intangibles and ICT are complementary
- The contribution from brand to labor productivity growth has increased in the US

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Questions

- Which categories of intangible capital are complementary to ICT-investments?
- How can the macro data be improved based on micro evidence?
- Which policy actions are needed to stimulate non-R&D intangibles?

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Future research

- More data needed for public sector and the industry level?
- The link between intangibles and ICT
- Spillover effects

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Innobarometer 2013: results

- Firms' intangible intensity gets higher scores for larger firms.
- The internal intangible intensity gets positive scores only for SME:s.
- Manufacturing gets larger scores than services in the intensity of software, R&D and design. (Swedish industry level results)
- The score of intangible intensity is the greatest for firms that focus on the rapid development of new products and services
- Firms that prioritize a rapid development of new products and services are those with higher scores for the expected useful life of their intangibles



Questions and comments (I)

- Some categories of intangibles in Corrado, Hulten and Sichel (2005) are not included (entertainment and artistic originals and mineral exploration). Why?
- Can firms separate themselves between R&D and design?
- Complexity of division into manufacturing and services (38 percent of the turnover of Ericsson consists of services)
- More detailed discussion on how macroeconomic estimates can be improved

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Questions and comments (II)

- What is the purpose of the paper?
 - To understand the firms' strategies in managing their intangible investment, by looking at the mix of different intangible activities
 - To provide policy actions to help firms benefit from intangibles
- How important are the largest firms?
- Internal intangibles – market paradox

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Future research

- More detailed industry level results
- The link between tangible (including ICT) and intangible investment
- More questions on productivity

