

Export Activity of Greek Firms and Innovation

Firm level data

‘Nations do not produce, do not trade, do not compete; it is firms that produce trade and compete. This simple truth makes it clear that understanding the firm-level facts is essential to good policy making.’

Firm level data – Competitiveness

‘When referring to competitiveness, the emphasis is on macro and financial stability considerations. However, there is a risk that sustainable growth considerations may be neglected or actually contradicted.’

‘Larger firms are generally more efficient and more likely to compete successfully in global markets, through an expansion of their international operations. Firm-level characteristics are of paramount importance, relative to overall country conditions, in explaining competitiveness.’

Firm level data – Competitiveness

Firm level factors → Aggregate Industrial performance

Firm level indicators }
Macro indicators } 'Competitiveness'

Firm level Data

□ Firms level analysis problems:

➤ Data unavailability

➤ Not systematic

Firm level Survey

- Target population
- Statistical units and reporting units
- Data linkage
- Frequency of data collection
- Observation and reference periods

Questionnaires

- Question design*
- Questionnaire design*
- Short-form questionnaires*
- Combining innovation and other business surveys*

Sampling

□ *The survey frame*

➤ *Census versus sample*

➤ *Longitudinal panel data and cross-sectional surveys*

Survey

- Respondent identification
- Support for respondents
- Mandatory and voluntary surveys
- Non-response
- Conducting non-response surveys

❖ Key informant

Post-survey data processing

- Error checks
- Imputation of missing data
- Calculating weights

Firm level Surveys

Examples:

- ❖ Firm-level based dataset (CompNet) for EU countries
- ❖ For UK: Annual Business Survey, DIT National Survey of Registered Businesses' Exporting Behaviours, Attitudes and Needs

References

Altomonte, Carlo; Barba Navaretti, Giorgio; Di Mauro, Filippo; Ottaviano, Gianmarco (2011) : Assessing competitiveness: How firm-level data can help, Bruegel Policy Contribution, No. 2011/16, Bruegel, Brussels

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