

# **Export Activity of Greek Firms and Innovation**

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# 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

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*‘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

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Firm level factors → Aggregate Industrial performance

Firm level indicators }  
Macro indicators } 'Competitiveness'

# Firm level Data

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□ Firms level analysis problems:

➤ Data unavailability

➤ Not systematic

# Firm level Survey

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

# Questionnaires

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

# Sampling

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□ *The survey frame*

➤ *Census versus sample*

➤ *Longitudinal panel data and cross-sectional surveys*

# Survey

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

❖ Key informant

# Post-survey data processing

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- Error checks
- Imputation of missing data
- Calculating weights

# Firm level Surveys

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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

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