

Examining the antecedents and outcome of product innovation: insights from Canadian manufacturing industries

Presented by:

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Research questions

- 1. What are the potential antecedents of product innovation?
- 2. How product innovation contribute to firm performance, together with other innovation activities?

Data

- Survey of Innovation and Business Strategies (SIBS)
 - A business survey that collects data and information regarding Canadian enterprises' innovation and business strategies;
 - Follows the Oslo Manual and is comparable to the Community Innovation Survey (CIS) used by European member countries;
 - The CIS has been used by European member countries and adapted by other countries (e.g., South Korea) for a long time, having attained wide acknowledgment and recognition from marketing and innovation scholars
 - Respondents of this survey usually include CEOs and department heads from the surveyed enterprises
 - The target population for the SIBS is enterprises in Canada with at least \$250,000 revenue and at least 20 employees.
 - Large sample size: approximately 7000 enterprises
- Business Registry (BR)
 - enterprises' demographic information
- General Index of Financial Information (GIFI),
 - Firms' financial performance, including revenue, profit, sales, employee number

How to acquire the data

- 1. submitting a proposal to StatsCan
 - Need to specify framework, model, methods and variables
- 2. getting the cost estimate
- 3. figuring out the funding

Findings

- Antecedents: competition, absorptive capacity, adoption of technologies
- Outcome: positive and significant new product – performance relationship; other innovation activities (e.g., process innovation) have intermediary roles
- Managerial implications: strategic, firm-level decisions and activities that motivate innovation and contribute to firm performance