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Methodological aspects of compiling country's competitiveness through the aspect of Technology-Intensive Innovative Enterprises Index

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Abstract

The main purpose of this paper is to present a conceptual model explaining relationship between Country competitiveness and technology-intensive innovative enterprises.

Methodological aspects of compiling Country's competitiveness through the Technology-Intensive Innovative Enterprises Index are presented. Fundamental groups of factors country's competitiveness of the technology-intensive innovative enterprises aspect were identified. Analysis is based on a systematic approach characterized by identification separating factors of country competitiveness through the aspect of technology-intensive innovative enterprises and determining links between them and their groups. For evaluation of mentioned groups weigh coefficients, was applied a method of questionnaire. The coincidence of the opinions of experts participating in the poll was evaluated using Kendall's coefficient of concordance. Characterizing factors of Country's competitiveness through the technology-intensive innovative enterprises index were determined and their values were rated. Quantitative and qualitative methods were used to attain more precise evaluative results.

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Introduction

The complex measurement of country's competitiveness is becoming one of the most important stages in strategic planning as well as presumption of the improvement of national competitiveness. The problems of the complex measurement of competitiveness within the country are analyzed in this case.

In the globalized world, the concept of competitiveness has gained and continues to gain an unprecedented significance in recent years. It is one of the most sophisticated and hard summarized areas of the study. This is determined by discussions on the application of the concept of national competitiveness, the versatility of the concept, the absence of a universally accepted definition, the number of factors of competitiveness, and the complexity of the relations between them. The theories and views of the most famous authors - Porter (1990), Krugman (1994), Cho (1994), Reiljan *et al.* (2000), Cho and Moon (2005), Camagni (2002), Turok (2004), Gardiner *et al.* (2004), Garelli (2009), Bienkowski (2009), Dunning (2013) - are mostly-focused on the analysis of competitiveness at national level. The authors do not bring to the fore different ways of achieving competitiveness through the aspect of technology-intensive innovative enterprises.

Changes to the conditions of economic activity has affected globalization, business dynamics, the development of information technologies, and intangible resources. The competitiveness of country is highly dependent on innovation-based economy. Creating innovation was a random process in twentieth century; now it is a purposefully controlled activity. New technologies are a key factor influencing the development of the economy. Companies that use old technologies and do not introduce innovation in their activities cannot compete in the modern market. Innovation is becoming a necessity that determines the success of the company. According to J. A. Schumpeter (1939), innovation is more than a technological phenomenon. Whatever the technological discovery, it will not be regarded as an innovation unless it leads to an increase in net profit. According to McCraw (2006) analysis of Schumpeter's ideas about innovation – innovation is an obvious progress impulse of the national economy. The economic prosperity of a country depends mainly on the scale of its technical and technological innovation.

The authors of this paper follow the latter definition of technology-intensive innovative enterprise, defining it as an enterprise introducing new or considerably improved products, technologies, system organization, and/or marketing processes, manifesting itself through dynamic capabilities performance. An organisation's performance is strongly affected by dynamic capabilities. Even in the early proposals of Teece *et al.* (1997), it is clear that dynamic capabilities are employed to explain firm-level success and failure, competitive advantage, and private wealth creation. Despite controversy (Zott, 2003, Eisenhardt & Martin, 2000), the majority of research supports the direct impact of dynamic capabilities on establishing new enterprises, facilitating entry into new markets, and the internationalization process as well.

1. Basic concepts and principles, structural parts and their interaction of the evaluation model of country competitiveness through technology-intensive innovative enterprises

Research has made possible to determine base propositions to form a model.

- There is no universal measurement model of country competitiveness that fully involves the poly-aspects of determination of country competitiveness through the aspect of technology-intensive innovative enterprises;
- Country competitiveness through the aspect of technology-intensive innovative enterprises depends not only on the competitiveness of companies and the strategies they use but on the environment of the nation allowing them to become competitive on an international scale.

Country competitiveness through the aspect of technology-intensive innovative enterprises is analysed systematically, characterized as separating factors of country competitiveness through the aspect of technology-intensive innovative enterprises and determining links between them and their groups.

In order to substantiate methodologically and evaluate competitiveness of a country integrally the evaluation model of country competitiveness through the aspect of technology-intensive innovative enterprises will be developed.

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