

HOW FIRMS USE EXTERNAL KNOWLEDGE TO IMPROVE INNOVATION PERFORMANCE. EVIDENCE FROM POLISH MANUFACTURING INDUSTRY

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Abstract:

This paper explores the relationship between firms' external knowledge sourcing decisions and innovation performance. In our analysis, we consider the use of different knowledge sources by an individual firm and try to find their effects on the introduction of both product and process innovations. The analysis is based on a large sample of 2960 manufacturing firms. The micro data have been derived from the Polish Community Innovation Survey, which explore the innovation activities inside firms. The methods used in the research are the Probit and Tobit models. In order to test the possible nonlinearity in the analysed relationships, the squared term of external sources variable is incorporated into the models.

Keywords: innovation, external knowledge, performance, manufacturing industry