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DETERMINANTS OF ECO-INNOVATION: COMPARATIVE ANALYSIS OF THE INDUSTRIAL AND SERVICES SECTORS

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Abstract

This study analyzed the determinants of eco-innovation in a sample of companies drawn from several sectors of economic activity in Spain and studied similarities and differences in their activity. The analysis used information obtained from the Technological Innovation Panel (PITEC) database created by the Spanish Institute of Statistics. The methodology used showed that although all the variables used in the model were significant for all sectors of activity, their effects were specific to each sector. The attitude of companies towards eco-innovation was always more significant in the industrial sector than in the service sector. Belonging to a business group, spending on R&D per employee, the introduction of product innovations, and size of the business according to the number of workers have significantly greater effects in the industrial sector than in the service sector. The effect of public economic support and subsidies is much more important in the industrial sector than in the services sector. The main conclusion of this study is to emphasize the special importance of institutional factors in eco-innovation and, in particular, economic aid programs for the implementation of eco-innovation measures.

Key words: Eco-innovation, Industry, PITE, C Services

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