The influence of culture and transparency on global research and development intensity: An overview across Europe

La influencia de la cultura y transparencia en la intensidad global de investigación y desarrollo: una visión general en Europa

Ilídio Tomás Lopes *, Rogério Marques Serrasqueiro

Instituto Universitário de Lisboa, Business Research Unit, Portugal

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Abstract

Culture and transparency can be described as a set of beliefs, norms, and actions, which drive the human action into innovativeness. Over the centuries, those pillars have driven individuals, groups, organizations, and nations, into the most complex networking schemes. It seems now unquestionable that those beliefs and policies, affect both private and public organizations, driving them across innovation wages in a more incremental or radical way. The dependent variable in this research (R&D) embodies the disbursements in research and development, carried out by business enterprise and public sector, and by education institutions. Thus, this research aims to mainly explore the effect of culture and transparency, as drivers of business attractiveness, on global R&D intensity. Using information from 31 European countries over the period 2010–2014, total R&D expenditures were regressed against several variables such as the Hofstede’s cultural dimensions, the public sector transparency index, and other aggregated variables. Most of the theoretical assumptions are now supported by our empirical outcomes. Culture and transparency can act as attractiveness drivers,

* Corresponding author.
E-mail address: Ilidio.Tomas.Lopes@iscte.pt (I.T. Lopes).

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for business sector organizations and for other private and public institutions, toward the implementation of knowledge transformation mechanisms and intellectual capital achievements.

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Resumen

La cultura y la transparencia se pueden describir como un conjunto de creencias, normas y acciones que impulsan la acción humana en su capacidad de innovación. En los últimos siglos, cultura y transparencia han impulsado los individuos, grupos, organizaciones y naciones en la implementación de redes más complejas. Parece actualmente incuestionable que las creencias y políticas afectan a las organizaciones privadas y públicas, llevando a implementar mecanismos de innovación de forma radical. La variable dependiente (I&D) agrupa los desembolsos en investigación y desarrollo llevados a cabo por las empresas, por el sector público y por las instituciones educativas. Por lo tanto, la presente investigación tiene como objetivo primario estudiar el efecto de la cultura y de la transparencia en la intensidad global de I&D. Utilizando la información de 31 países europeos durante el período 2010-2014, el total de gastos en I&D se ha correlacionado con diversas variables, como por ejemplo las dimensiones culturales de Hofstede, el índice de transparencia del sector público y otras variables agregadas. La mayor parte de las evidencias teóricas son, en esta investigación, soportadas por los resultados empíricos de manera significativa. Por lo tanto, solo las economías que están orientadas a la transformación del conocimiento y están comprometidas con la producción de capital intelectual incluyen en su estrategia una fuerte inversión en investigación y desarrollo.

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Palabras clave: Conocimiento; Innovación; Investigación y desarrollo; Cultura; Transparencia; Europa

Introduction and research objective

Innovation derives from the Latin innovatio and embodies an action or process of innovating. It is associated to changes, with a certain level of novelty, by introducing new methods, ideas, or products. It translates the ability to produce knowledge, it contributes to potential inflows, and it is widely recognized as one of the primary driving forces of growth and profitability. Over the last decades, researchers tried to identify the sources that drive individuals and organizations to innovate and contribute to value creation and sustainable development across firms and nations (Chen, Hu, & Yang, 2011; Deschryvere, 2014; Fontana, Nuvolary, Shimizy, & Vezzulli, 2012; Jewkes, Sawers, & Stillerman, 1958; Malerba & Orsenigo, 1995, Malerba & Orsenigo, 1996; Pavitt, 1984; VanderPal, 2015). In these different approaches toward the identification of innovation drivers, Schumpeterian patterns have been stated as the most robust findings across the literature. Thus, innovative activities differ across industries along several dimensions, in particular the knowledge intensity embedded in those activities, the type of actors and institutions involved in innovative activities and innovation policies, and the economic effects of innovations (Fernández-Jardón, Costa, & Dorrego, 2014; Malerba, 2005). Those patterns are structured around four dimensions: 1, concentration and asymmetries among innovating firms in each particular sector; 2, size of the innovating firms; 3, changes over time in the hierarchy of innovators; 4, relevance of the entry

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