

IMPROVING FIRM-LEVEL MEASUREMENT OF INNOVATION IN EMERGING AND DEVELOPING COUNTRIES
BANGLADESH INNOVATION FOLLOW-UP SURVEY (TO THE BANGLADESH 2013 ENTERPRISE SURVEY)

The Innovation Follow-up Survey

In 2011 the Enterprise Analysis Unit, in collaboration with DFID, launched the survey “Improving the Measurement of Innovation in Emerging Economies and Developing Countries”.

The survey is a follow-up survey to the standard Enterprise Survey (ES) and re-visits firms already interviewed during the ES to collect firms-level data on innovation and innovation-related activities. The aim is:

- To provide evidence on nature, role and determinants of innovation in emerging and developing countries;
- To generate information that will be used to identify projects and develop policies to promote innovation;
- To stimulate systematic policy dialogue on the importance of innovation as a driver of private sector development and economic growth at the global level.

The Innovation Follow-up Survey applies the Enterprise Survey global methodology to collect data on product innovation, process innovation, organizational innovation, and marketing innovation in emerging and developing countries.

During 2011-2014 a total of 19 countries already included in the standard Enterprise Survey will be surveyed using the Innovation Follow-up Survey. These include 15 countries in Africa and 4 countries in South Asia. Namely, Congo DRC, Ethiopia, Ghana, Kenya, Malawi, Namibia, Nigeria, Rwanda, Sierra Leone, South Sudan, Sudan, Tanzania, Uganda, Zambia, and Zimbabwe in Africa and Bangladesh, India, Nepal, and Pakistan in South Asia. Please note the sampling strategy (for the innovation follow-up survey) for Ethiopia, Rwanda, and Zimbabwe were different from the sampling strategy employed in the other African/South Asian countries and for these 3 countries, the innovation datasets are not nationally representative.

The Bangladesh Innovation Follow-up Survey

The survey was administered to a (randomly selected) subset of respondents to the Enterprise Survey; the target number of follow-up interviews was n=990 (75% of 1320 where 1320 was the original target for the number of ES interviews). In order to merge this innovation dataset to the Bangladesh 2013 Enterprise Surveys dataset, simply merge the two files using the common id variable “idstd”. For this follow-up survey, business owners and top managers were interviewed from October-November 2013 and also during June 2014. Table 1 below presents the distribution of the realized sample for the Innovation Follow-up Survey based on the screener information.

Weights for the innovation survey are calculated from the original Enterprise survey weights through upwards adjustment by multiplying with a cell-specific factor which equals the proportion of

originally completed ES interviews to completed innovation interviews. Please refer to the Implementation Report which accompanies the Bangladesh 2013 Enterprise Survey dataset for more information regarding the ES weight variables.

Table 1: Bangladesh ES Innovation Follow-up Survey: distribution of the realized sample (based on screener information)

Region	Food	Apparel	Leather	Chemicals	Furniture	Transport	Other Manuf.	Retail	Other Services	Grand Total
Dhaka	35	97	86	39	36	15	228	46	41	623
Small (5-19)	11	9	17	2	15	8	85	21	16	184
Medium (20-99)	12	9	38	9	16	3	105	21	22	235
Large (100+)	12	79	31	28	5	4	38	4	3	204
Chittagong	55	29	8	41	17	6	52	18	13	239
Small (5-19)	6	4	3	14	4	1	5	12	2	51
Medium (20-99)	35	6	1	24	9	4	22	5	5	111
Large (100+)	14	19	4	3	4	1	25	1	6	77
Khulna	28			5		2	33	5	6	79
Small (5-19)	4					1	10	1	4	20
Medium (20-99)	4			1		1	17	4	2	29
Large (100+)	20			4			6			30
Rajshahi	7	3	4	4	2	1	20	3	5	49
Small (5-19)	3	1	4	1			10	3	2	24
Medium (20-99)	4	1		1	1		9		3	19
Large (100+)		1		2	1	1	1			6
Grand Total	125	129	98	89	55	24	333	72	65	990