



Does research pay?

By Axel Jörn

Anchor Academic Publishing Mai 2016, 2016. Taschenbuch. Book Condition: Neu. 220x155x4 mm. Neuware - In order to develop or protect competitive advantages, companies, besides other initiatives, increasingly invest more and more in research and development (R&D) to foster innovation and dynamic capabilities. Consequently, discussions about the effectiveness and benefit of R&D expenditure have become popular in the recent years. In the first part of this book the theoretical basis for innovation management, calculation of benefit, and evaluation methods of R&D initiatives in companies are given. The second part presents a quantitative analysis of the efficacy of R&D expenditure and economic performance of SME based on a data set produced from the Statistisches Bundesamt Germany and by using MS Excel the programming language 'R'. Finally, this research provides a summary, an outlook, and a recommendation for further research. 56 pp. Englisch.



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