IMPROVING FIRM-LEVEL MEASUREMENT OF INNOVATION IN EMERGING AND DEVELOPING COUNTRIES
PAKISTAN INNOVATION FOLLOW-UP SURVEY (TO THE PAKISTAN 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 Pakistan Innovation Follow-up Survey

In order to merge this innovation dataset to the Pakistan 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 November 2013 through August 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 Pakistan 2013 Enterprise Survey dataset for more information regarding the ES weight variables.

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

	Food	Textiles	Garments	Chemicals	Non-metalic Minerals	Motor Vehicles	Other Manufacturing	Retail	Other Services	Grand Total
Punjab	**77**	**61**	**41**	**26**	**36**	**1**	**102**	**6**	**35**	**385**
Micro (<5)	1	1			2		1	1		6
Small (5-19)	51	12	14	10	20		43	3	24	177
Medium (20-99)	22	30	18	8	12	1	40	2	7	140
Large (100+)	3	18	9	8	2		18		4	62
Sindh	**21**	**16**	**6**	**7**	**1**	**2**	**12**	**4**	**25**	**94**
Micro (<5)	6	1	1					1	1	10
Small (5-19)	9	2	1	3	1		5	1	1	23
Medium (20-99)	4	2	1	2		1	2	2	12	26
Large (100+)	2	11	3	2		1	5		11	35
Khyber-P	**10**	**7**	**2**	**27**	**33**		**36**	**4**	**22**	**141**
Micro (<5)				1	2		5		8	16
Small (5-19)	5	3	1	10	23		18	4	9	73
Medium (20-99)	2	3	1	11	6		12		5	40
Large (100+)	3	1		5	2		1			12
Islamaba	**22**	**2**	**2**	**3**	**7**		**18**	**16**	**6**	**76**
Micro (<5)								1		1
Small (5-19)	1		1		2		4	5	1	14
Medium (20-99)	8	1	1	1	3		5	2	2	23
Large (100+)	13	1		2	2		9	8	3	38
Grand Total	**130**	**86**	**51**	**63**	**77**	**3**	**168**	**30**	**88**	**696**