

IMPROVING FIRM-LEVEL MEASUREMENT OF INNOVATION IN EMERGING AND DEVELOPING COUNTRIES

NAMIBIA INNOVATION FOLLOW-UP SURVEY (TO THE NAMIBIA 2014 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 18 countries already included in the standard Enterprise Survey will be surveyed using the Innovation Follow-up Survey. These include 14 countries in Africa and 4 countries in South Asia. Namely, Congo DRC, Ethiopia, Ghana, Kenya, Malawi, Namibia, Nigeria, Rwanda, Namibia, 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 Namibia Innovation Follow-up Survey

The survey was administered to a subset of ES respondents randomly selected in order to have a final sample of 75% of the original ES. A total of 379 successful interviews were performed. Business owners and top managers were interviewed from June 2014 through December 2014. Table 1 below presents the distribution of the realized sample for the ES innovation follow-up survey based on the screener information.

The innovation dataset can be merged to the Namibia 2014 Enterprise Surveys dataset using the common id variable “idstd”.

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 Namibia 2014 Enterprise Survey dataset for more information regarding the ES weight variables.

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

Achieved Innovation			
	Manufacturing	Other Services	Retail
Oshakati/Ondangwa/Ongwediva	4	49	36
Walvis Bay/Swakopmund	40	58	34
Windhoek/Okahandja	63	53	42