

Innovation and Creativity

Pillars of the Future Global Economy

Edited by

Filip De Beule and Ysabel Nauwelaerts

KU Leuven, Belgium

Edward Elgar

Cheltenham, UK • Northampton, MA, USA

Contents

<i>List of contributors</i>	vii
1 Innovation and creativity: statement of the issues <i>Filip De Beule and Ysabel Nauwelaerts</i>	1
2 International trade in disembodied technology: trends, patterns and comparisons for European and OECD countries <i>Nathalie Avallone, Séverine Chédor and Jean-Louis Mucchielli</i>	15
3 A snapshot on STI policies and indicators for Belgium <i>Peter Teirlinck</i>	43
4 A longitudinal perspective on research and innovation in Belgium <i>Filip De Beule, Dieter Somers and Ilke Van Beveren</i>	85
5 Which Portuguese firms are more innovative? The importance of multinationals and exporters <i>Armando Silva, Oscar Afonso and Ana Paula Africano</i>	103
6 The effect of export promotion programs on export satisfaction: a study in the Flemish design sector <i>Ysabel Nauwelaerts and Elena Vijfeyken</i>	126
7 Do firms benefit from investing in basic scientific research? An empirical investigation for pharmaceutical firms <i>Stijn Kelchtermans, Bart Leten and René Belderbos</i>	155
8 FDI motives and host country productivity effects of US MNEs <i>John Cantwell and Roger Smeets</i>	173
9 Reverse technology diffusion: on the diffusion of technological capabilities from competence-creating subsidiaries to headquarters of the MNE <i>Katarina Blomkvist</i>	196

10	Innovation initiative within foreign subsidiaries in South Korea: determinants and outcomes <i>Axèle Giroud, Yoo Jung Ha and Mo Yamin</i>	223
11	Management control in creative firms <i>Nathalie Beckers, Martine Cools and Alexandra Van den Abbeele</i>	242
12	The TELE case: linking innovation process and culture in a large service company <i>Jens O. Meissner and Martin Sprenger</i>	264
	<i>Index</i>	281