



## Concepts and Definitions for Business Innovation Survey Data

*The Oslo Manual* of the Organisation for Economic Co-operation and Development (OECD) and Eurostat (2005) provides a definition for firm-level innovation activity that countries and economies have widely used to enhance comparability of international data. Survey data are guided by this framework including, notably, the Community Innovation Surveys (CIS) from the European Union (EU) Statistical Office and the Business R&D and Innovation Survey (BRDIS) from NSF's National Center for Science and Engineering Statistics. Following *The Oslo Manual*, innovation is defined in these surveys as "implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organizational method" (OECD/Eurostat 2005:46–47).

The CIS is a coordinated effort at comparable innovation data across EU countries, conducted in 28 EU states, and used as the basis for other countries' data collection. For the EU states, data collection is coordinated and integrated by the European Commission. The OECD also uses these data in its international comparisons for the Science, Technology, and Industry Scoreboard (<http://www.oecd.org/innovation/inno/inno-stats.htm#indicators>).

BRDIS, described in Chapter 4 as the source of U.S. business R&D expenditures, includes innovation questions derived from *The Oslo Manual* and the CIS. However, the U.S. survey data identify only new or significantly improved products and processes. Examination has shown that organizational innovation, marketing innovation, and other process innovations are often not distinct enough to be divisible for respondent reporting, a finding supported empirically by cognitive interview data (Tuttle et al. 2013). Innovation data on this survey have been collected for nonfarm U.S. private industries with five employees or more since 2008.