

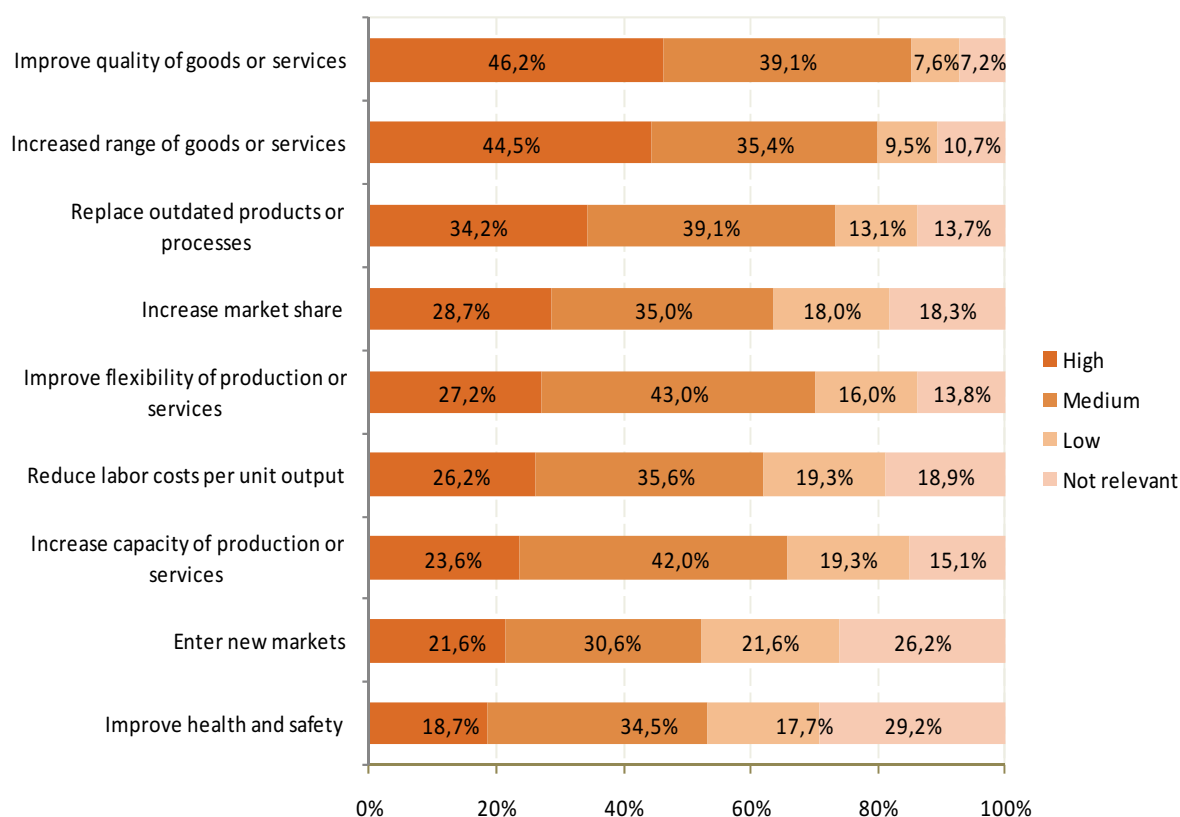
2.2.9 Innovation objectives

Between the years 2006 and 2008, 46.2 % of enterprises with technological innovation considered improving quality of goods or services as their key objective. Increasing range of goods or services was indicated as the next most important objective (44.5 %) and replacing outdated products or processes ranked third (34.2 %). At the other end of the scale, we can find the objectives of improving health and safety (18.7 %) and entering new markets (21.6 %).

Objectives that were given medium importance by enterprises were most frequently improving flexibility of production or services (43 %) and increasing capacity of production or services (42 %). The objective that was the least often given medium importance was entering new markets (30.6 %).

Among objectives with low or no importance, the following two objectives were most frequently found – improving health and safety (low importance for 17.7 % of enterprises, no importance for 29.2 %) and entering new markets (21.6 % with low importance, 26.2 % with no importance).

Figure 2.48: Breakdown of innovation objectives by the level of importance (as a percentage of enterprises with technological innovation); 2006–2008



The first place on the scale of innovation objectives according to their importance for the enterprises was the same in all three size-classes, when increasing range of goods or services ranked first (54.9 % of large enterprises, 46.8 % of medium-sized enterprises and 42.5 % of small enterprises). The next most important objective for large enterprises was improving quality of goods or services (52.4 %) and comparison of the situation in large enterprises to the situation in the whole Czech Republic shows a reverse order of the first two most important objectives for innovation activity.

Also the other end of the scale shows the same pattern with all size-classes, with improving health and safety being the least important objective (25.7 % of large enterprises, 17.7 % of medium-sized enterprises and 18.2 % of small enterprises).

However, comparison of enterprises by ownership reveals a different attitude to setting innovation objectives. Foreign affiliates focus on increasing the range of goods or services (49.3 %), whereas national enterprises consider rather the improvement of quality of goods and services (46 %) as their primary objective.

Figure 2.49: Innovation objectives considered as highly important for enterprises (as a percentage of enterprises with technological innovation); 2006–2008

