

Research uncovers different views on innovation

In 2005 Dow Corning commissioned Harris Interactive to research the perceptions on innovation amongst corporate leaders in six countries. The results show



Summary of findings

- Innovation is seen as the responsibility of all employees, rather than the exclusive domain of people in science and technology
- What distinguishes suppliers that are innovative is their ability to have a close understanding of what their customers want and need
- Lower competitors and new market development are seen as more of a challenge globally than innovation
- There are critical variations in perceptions of business challenges regionally. Innovation is seen as more of a challenge by companies in Europe than in any other region; Asia sees lower cost competition as their most critical issue.

Methodology

Telephone interviews were conducted between October and December 2005 in Germany, Italy; Korea; China; United States and Brazil; in local languages and the results aggregated to show a regional (Europe; Asia, Americas) and global perspective. Participants were drawn from a cross-section of companies ranging from less than 50 employees to more than 5000 and with annual sales ranging between less than \$10million and more than \$50million.

The number of participants by country was as follows:

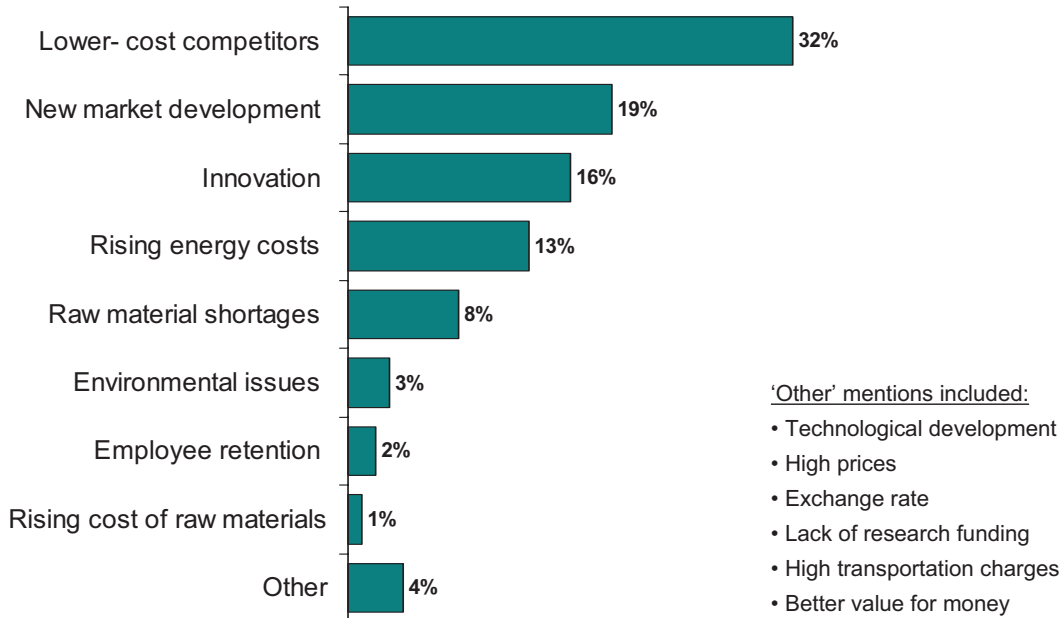
Germany 119	Italy 121	USA 199
Brazil 119	China 144	Korea 108

The respondents were responsible within their company for purchasing and/or specifying the use of silicone materials although their actual position titles varied between Technical manager, Raw materials Purchasing Manager, Director of Operations, Director of Finance, R&D Manager, Production/Plant Manager, Product line Manager and Business Unit Director. Figures were weighted where necessary to remove the effects of any cultural bias.

Results of Survey

Challenges facing business: All respondents

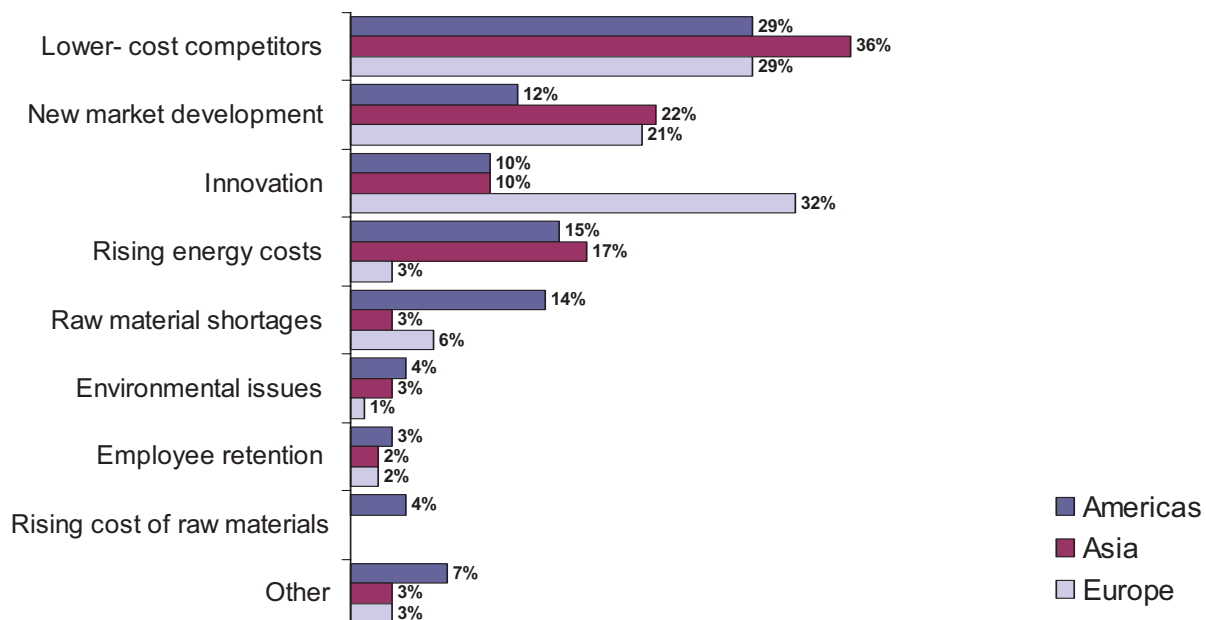
Q: What would you say is the single biggest challenge facing your business today?
(PROMPTED LIST)



Base: All respondents (1003)

Challenges facing business: By region

Q: What would you say is the single biggest challenge facing your business today?
(PROMPTED LIST)



Characteristics of innovative companies

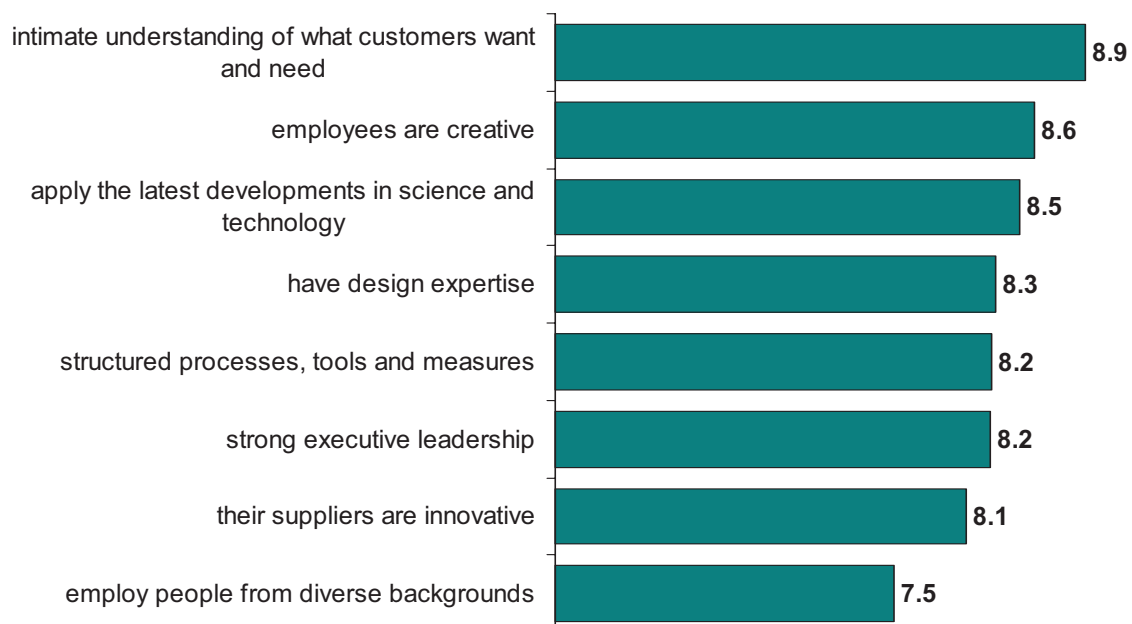
Q How strongly do you agree or disagree with the following statements about innovative companies. 10 = strongly agree ; 0 = strongly disagree



Base: All respondents (1003)

Attributes of innovative suppliers

Q. How important are each of the following factors in making a supplier a successful innovator. 10 = extremely important ; 0 = not at all important

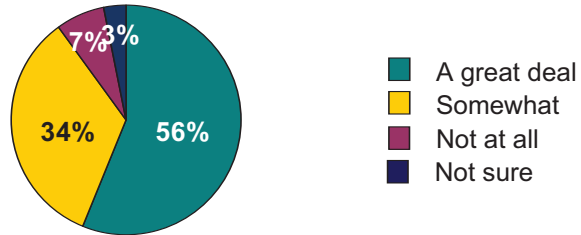


Base: All respondents (1003)

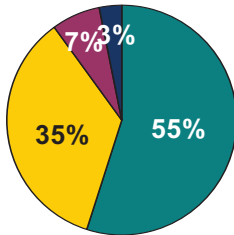
Expectations for innovation

Q: To what degree do your customers expect you to continually innovate new products and services?

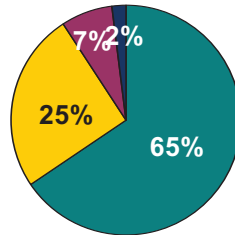
Global



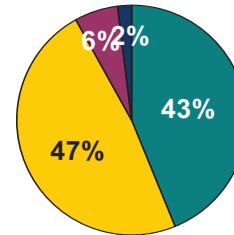
Americas



Asia



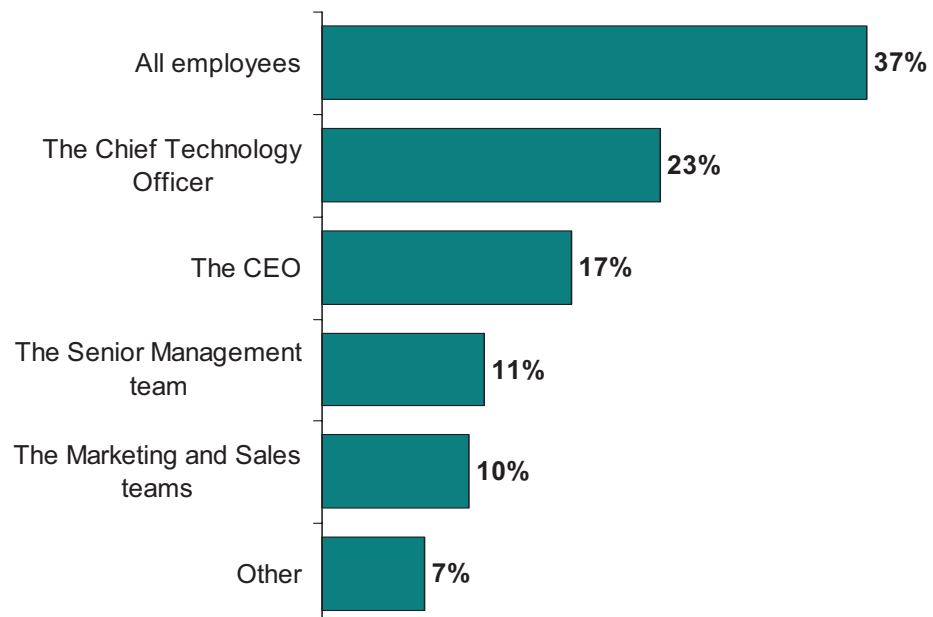
Europe



Base: All respondents (1003); Americas (319); Asia (403); Europe (281)

Responsibilities for innovation

Q: In your company, who would you say is responsible for innovation?



Base: All respondents (1003)

About Harris Interactive®

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