



Présenté par les professeurs et les étudiants Groupe de recherche GMT en collaboration avec la  
Chaire de recherche du Canada en création, développement et commercialisation de l'innovation

## INVITATION

(Entrée libre)

**Date** : Le lundi 14 décembre 2015, 15 h à 16 h, local M-2401

**Invitée** : Jan L. Youtie Ph.D. professor Georgia Institute of Technology

**Titre** : The Development of Innovative Green Goods SMEs: Exploring the Mix of Micro-Level Relationships Underlying Growth

### Bio

Jan L. Youtie, Ph.D., is director of policy research services and principal research associate in Innovation Partners, a unit of Georgia Tech's Enterprise Innovation Institute. She also is an adjunct in Georgia Tech's School of Public Policy; co-founder of the program in Science, Technology, and Innovation Policy; and co-director of the Innovation Co-Lab with Beijing Institute of Technology and University of Manchester. She is a Co-Principal Investigator of the Center for Nanotechnology in Society at Arizona State University. Dr. Youtie's research focuses on technology-based economic development, advanced manufacturing, emerging technology assessment, bibliometric and patent analysis, and innovation and knowledge measurement and evaluation. She has been recognized as one of the top authors in technology and innovation management research by the International Association of Management of Technology.

### Abstract

While broad frameworks of industry, government and university ("Triple Helix") collaborations promise to be conducive to innovation and economic development at macro-levels, at the micro-level of the firm it should not be assumed that such relationships are pre-programmed or automatic. Each firm will negotiate and develop its own set of relationships with other innovation system actors, based on its capabilities and strategies. To understand the dynamics of relationships particularly from the perspective of small and medium-sized enterprises SMEs, this study probes the micro-level dynamics and impacts of industry, governmental, and university relationships. The empirical focus is on the green goods sector, which has received much attention for its potential for economic re-generation, in addition to its energy and environmental benefits. At the same time, the promise of "green jobs" for example, has not always necessarily lived up to near-term hopes for large scale economic renewal through the green economy. To understand what is behind the dynamics of the green sector, this study looks at a subset of US small and medium sized enterprises (SMEs) involved in green goods manufacturing. The paper uses an explicit definition of green goods that

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is keyword based, building on government industry classifications and patent-oriented definitions but operating at a more disaggregated level. The work is guided by a set of hypotheses that above average growth in green goods companies is positively associated with the extent of "triple helix" linkages to other industries, universities, and government agencies and research organizations. A hallmark of this study is the use of websites as unobtrusive, unstructured data sources to complement commonly used information from business databases, patents, and publications. Information about company websites in the 2008-2011 timeframe is obtained through scraping of keywords and places to represent geographic and sectorial characteristics; these characteristics are regressed on sales growth, with controls for region, scale, and application areas included. The results suggest that micro-level Triple Helix linkages are positively associated with growth of green goods companies, a finding which emphasizes the importance of coordination in this domain.

**Renseignements :**

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\*\*Nous offrons le café et les biscuits.