

Patents as the domain of surveys: Does this mean limitation?

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January 11, 2008

RIETI Symposium on Innovation Process and Performance

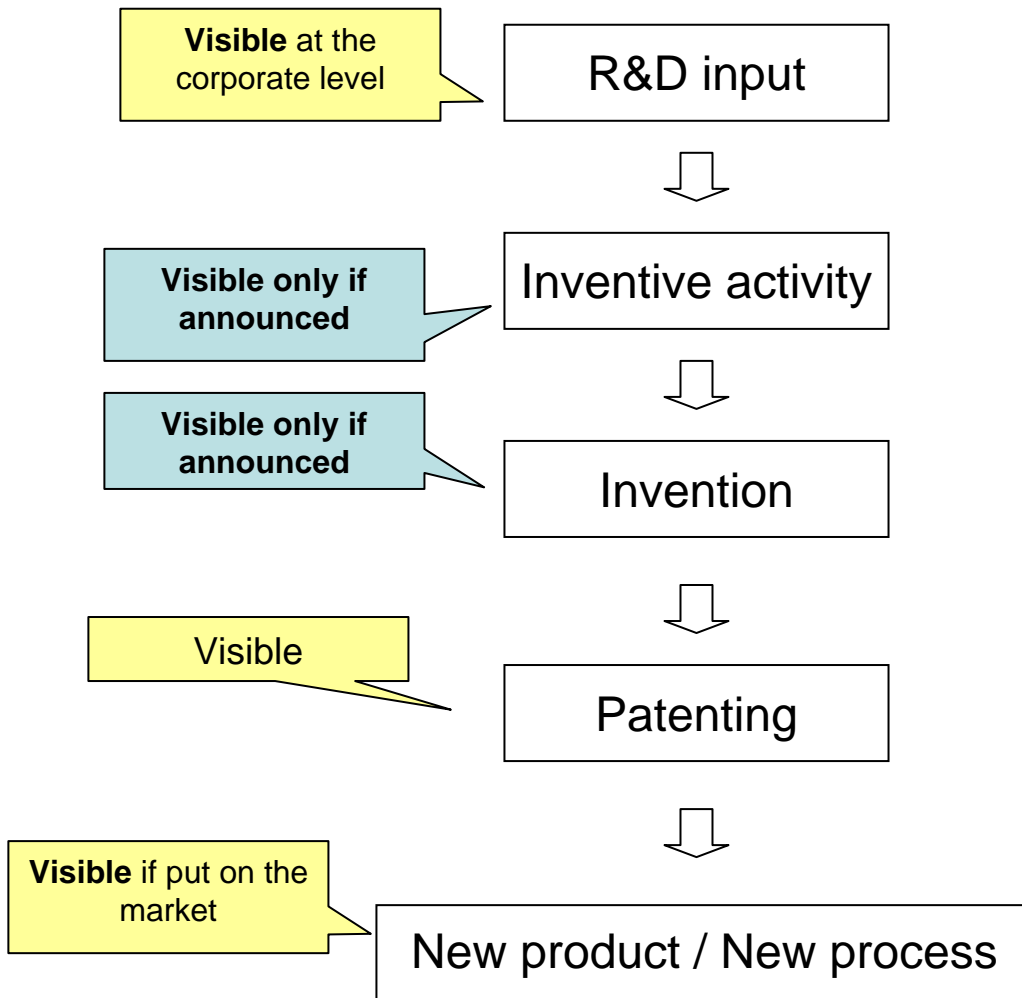
Enormous value of the inventor surveys

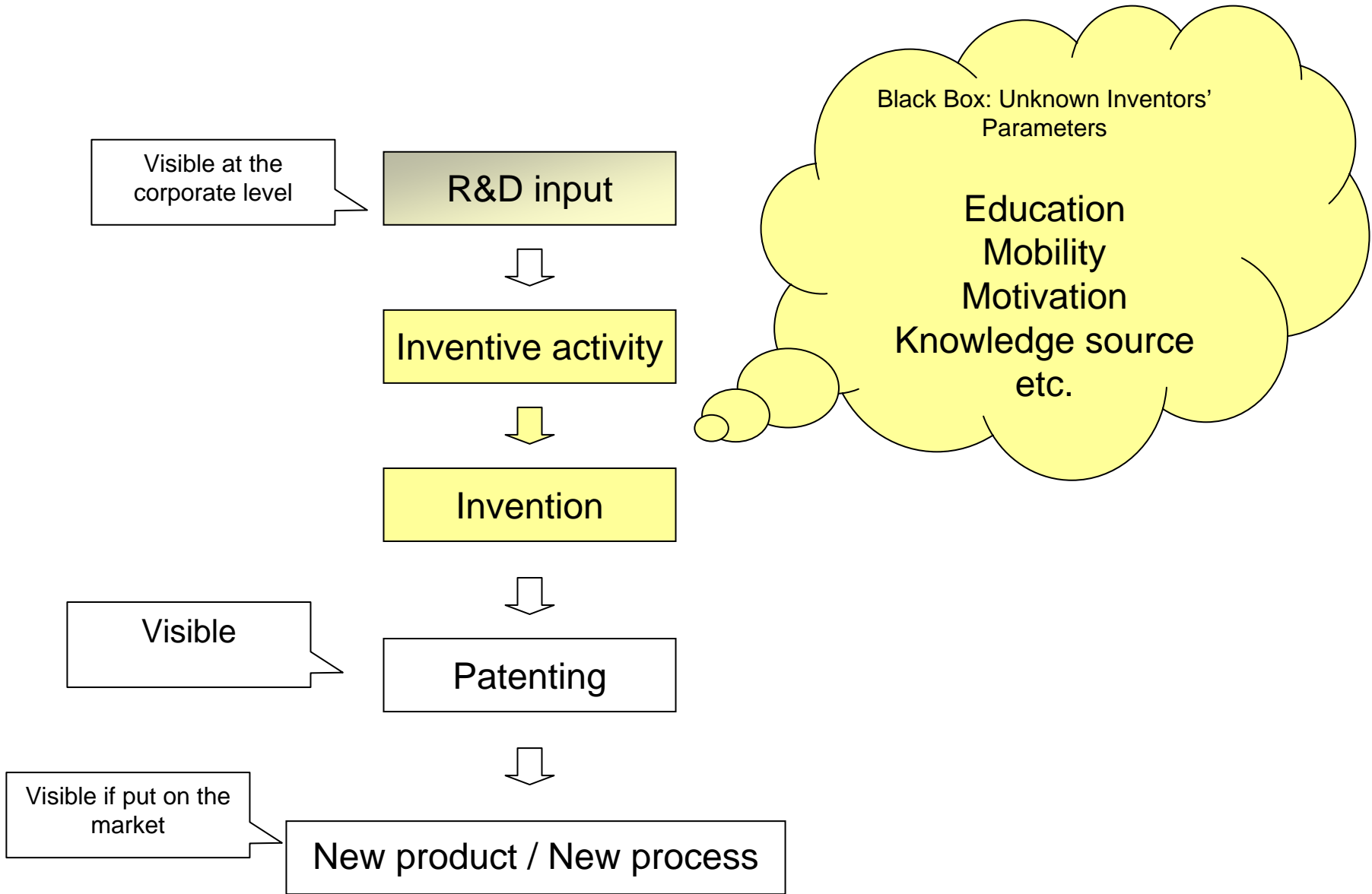
(at least for economic research on R&D process)

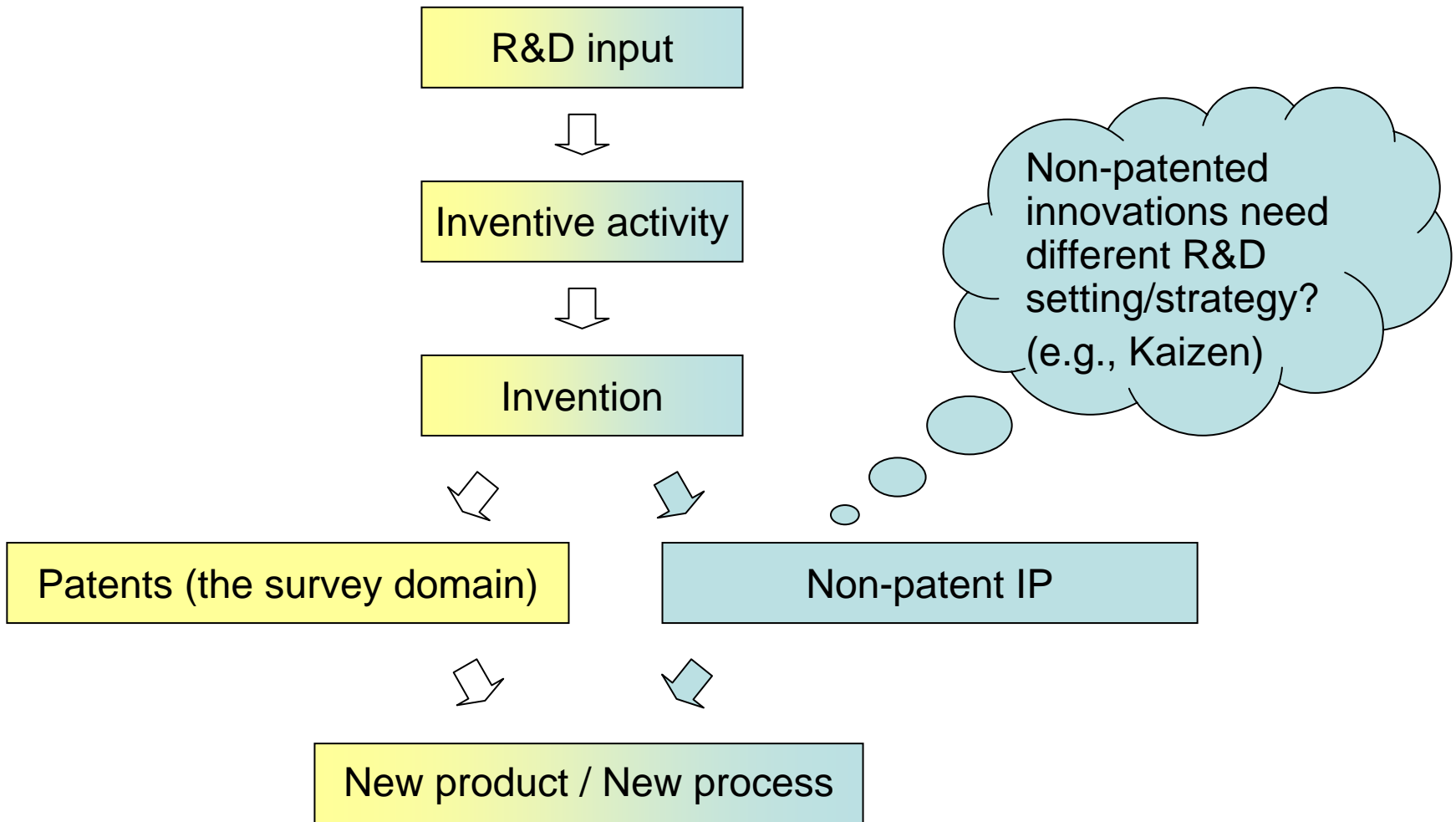
Depth: Detailed information at the
individual invention level

Scope: International comparison

Any caveat?







Questions to the panelists

Patents are the starting point of surveys.

Patent shows the tip of the innovation iceberg.

Patents are relatively well-protected.

Patented innovations are easier to license or to trade.

- Is “Open innovation model” easier to apply to patentable innovations? Reasons for cross-country similarities?
- Innovations that are not patented (or not patentable) need in-house R&D model? Different motivation/incentives needed? More differences between countries?

Patent-related Information is useful beyond the scope of innovative process study?

- Patent-related information is relatively easy to combine with financial information.
- Better understanding of (patented) R&D helps investors evaluate intangible assets.
- The inventor surveys (hopefully) help investors evaluate R&D strategies of firms, even though the domain of surveys is limited to patent.
- If investors understand R&D correctly, capital market will guide private R&D in the long run.
- Hall, Jaffe, and Trajtenberg (2005) found positive relationship between technological importance of a firm's patent asset and the market value of the firm.

Patent information has not been exploited in Japan in combination with financial information

“Many firms with high patent score have negative Market Value Added (= Market value of a firm - Shareholders' equity).”

– *Patent Quarterly Journal* (「特許四季報」), 2004 Summer, IPB, p.53.

Possibly suffers from inefficient capital market and/or insufficient information.

In-depth studies of innovation process (even limited to patented innovation) will provide better clues to wide range of management issues, including firm-level valuation.