

Empirical Evidence of Relation between Service Innovativeness, Technology and HRM Development in KIBS Companies

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Abstract

Purpose of the article It is well known, that the knowledge intensive business services (KIBS) as a small proportion of all services, is significant in terms of economic benefits and as the key part of the growth in value added, employment and labor productivity. From the historical point of view, importance was clearly given at the stage to the changes KIBS services provoke, not to the fact that the services provided by KIBS or KIBS themselves may evolve or change. Therefore, this paper is focused on topic of business development in the selected areas.

Methodology/methods The empirical evidence is based on quantitative data gathered through an email questionnaire which yielded 128 qualified responses from the representatives of Czech small enterprises. Data have been gathered from primary research, employing interview within structured questionnaire. Received data were put under evaluation by exploratory multi factor analyse and validation techniques.

Scientific aim The main aim of the paper is to find out relationship between service innovativeness and subsequent changes in technology and HRM activities of KIBS. These chosen individual groups could be marked as crucial for the business development by market established small KIBS in the last five years.

Findings By application multi factor analysis there were gained total factor, focusing on specific parts of company in its development process. This total factor includes individual factors in service innovativeness and subsequent changes in technology and human resource management. From the descriptive statistics of the total factor, it is obvious that the product improvements in analysed companies have the highest power (0,3476) in comparison to changes of HRM (0,3157) and technology field (0,3367).

Conclusions A detailed analysis of service innovativeness and subsequent changes could be useful for government efforts to promote industrial innovation and results of the research should also direct the policy aiming at supporting development in the context of these companies. However, in terms of research limitation, there could be hold focus on Czech companies in chosen industries and deeper research has to be carried out to analyze data at the company level but also in the comparison of specific classification such as creative, technology or professional services.

Keywords: business development, innovativeness, small enterprises, knowledge-intensive business services

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