

# **SEMINARIO DE ECONOMÍA**

**Xoves, 5 de Maio**

Título:

**“Intellectual capital and product novelty:  
empirical evidence from Russia”**

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***Lugar: Aula-Seminario 6***

***Hora: 15:00 h***

**Organiza:**

Departamentos de Economía Aplicada; Estadística e Investigación Operativa; Matemáticas.

Coa colaboración de:



<http://seminariodeeconomia.webs.uvigo.es/>

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## Intellectual capital and product novelty: empirical evidence from Russia

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### Abstract

The paper explores the relationship between different types of intellectual capital and product novelty of a company. The study uses resource-based view as a theoretical framework. Drawing on literature review the authors put forward the hypotheses about the positive influence of human, structural and relational capital on the probability of transition to higher level of product novelty. Using the dataset for more than 1600 Russian small and medium size companies from manufacturing industry and implementing logistic regression analysis the authors test the hypotheses put forward. The results established in this study confirm the hypothesis of positive relationship between endowment of intellectual capital and the novelty level of a product introduced by a company. The study also extends empirical knowledge on innovation performance and intellectual capital employment in the context of Russian business environment.

**Keywords** - intellectual capital; product innovation; novelty, Russia, empirical study.

**Paper type** - Academic Research Paper