DRIVERS OF COMPETITIVENESS IN THE MANUFACTURING INDUSTRY: THE CASE OF TECHNOLOGY SECTORS IN GREECE

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ABSTRACT

Globalization and changes in the world economy over the last years have raised new challenges for firms and industries. As of that the issue of competitiveness has become increasingly important for firms and for governmental policy specification.

Manufacture is the core of a country's ability to compete on an international level. Competitiveness can be considered at different levels of aggregation: firm, industry and country. Firm level analysis focuses on behaviors and performance of firms.

In the present study we explore the factors that can be related to competitiveness of firms in technology sectors in the Greek manufacture and the performance of those firms based on those factors in the last 15 years. The study is based on a random sample of 960 firms from the sectors of metallurgy products, machinery, electrical and electronic products, electrical appliances and transportation vehicles, for the period 1996-2011, based on firm level financial data.

Descriptive statistics are used to analyze the financial performance and profile of those firms, as well as econometric modeling to determine the critical factors that affect firm competitiveness.