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**Assessing the impact of intellectual property on the economic performance
of European companies****Abstract**

In today's context of accelerated digitalization and global competition, intellectual property is a key factor in ensuring sustainable economic growth for companies. This article assesses the impact of intellectual property ownership on the economic performance of European companies.

Main Problem: the impact of intellectual property use on the economic performance of European companies in the context of global competition and accelerated digitalization. Attention is paid to both large corporations and small and medium-sized enterprises, which form the backbone of the European economy.

Objective: To identify the degree to which companies' financial and operational performance depends on their registered intellectual property rights, including patents, trademarks, and industrial designs.

Methods: Based on an analysis of statistical data from the European Patent Office and the European Union Intellectual Property Office. The sample included over 119,000 companies from 27 EU countries. Methods of comparative analysis, correlation analysis, and assessment of differences between groups of companies with different levels of engagement in the intellectual property protection system were used.

Results and Their Significance: Show that companies with intellectual property rights demonstrate higher levels of economic performance. Revenue per employee in such organizations exceeds that of firms without intellectual property by 41 percent. For small and medium-sized enterprises, this increase reaches 44 percent, and for large companies, 16 percent. Companies with a comprehensive intellectual property portfolio also demonstrate higher employment, productivity, and competitiveness. The study's findings confirm the strategic importance of intellectual property for shaping Europe's innovative economy. Particular attention is paid to the need to actively engage small and medium-sized enterprises in the use of intellectual property protection systems, as well as to improving state and institutional support mechanisms in this area.

Keywords: intellectual property, economic efficiency, European companies, innovation, competitiveness, small and medium-sized enterprises.

Introduction

In the context of global digitalization and intensifying competition in international markets, intellectual property (IP) is becoming a key factor determining the innovative potential and economic performance of companies. Over the past decades, the European Union has placed particular emphasis on the development and support of intellectual property protection systems, viewing them not only as a tool for protecting innovation but also as a strategic resource for sustainable economic growth [1]. The development of the knowledge economy requires the involvement of a wide range of participants – from large transnational corporations to small and medium-sized enterprises (SMEs), which form the backbone of the European economic system.

According to a joint study by the European Patent Office and the European Union Intellectual Property Office (EPO & EUIPO), companies holding patents, trademarks, and industrial designs demonstrate significantly higher financial and operational performance than organizations that do not use intellectual property protection systems [2]. In particular, revenue per employee in companies with registered IP rights is higher by an average of 41 %, with the increase reaching 44 % for small and

medium-sized enterprises and 16 % for large companies. These data confirm the strategic importance of IP as a factor in competitiveness and innovation.

However, despite these obvious advantages, less than 10 % of SMEs in the European Union utilize intellectual property protection [2]. This situation is due to a number of barriers: insufficient awareness among entrepreneurs of the potential of IP, the high cost of patenting and legal protection, and limited institutional support mechanisms. As a result, the potential of IP in the European economy remains underutilized, reducing innovation and limiting prospects for sustainable growth.

Literature Review. Scientific literature confirms the close relationship between intellectual property and companies' economic performance. Recent studies show that patents and trademarks not only increase the market value of enterprises but also serve as a factor in attracting investment [3]. Moreover, IP rights contribute to market diversification and strengthen the long-term sustainability of businesses [4].

Studies analyzing the European innovation economy emphasize the need to engage small and medium-sized enterprises in the use of intellectual property protection tools [5]. Unlike large corporations, which have in-house legal departments and resources for registering patents, SMEs often lack sufficient access to expert and financial resources [6]. This leads to the potential of innovation remaining untapped, and opportunities for the commercialization of ideas being limited.

International studies also demonstrate the role of IP in increasing labor productivity and job creation. Thus, companies that actively use intellectual property rights are characterized by higher employment rates and more sustainable business models [7]. At the same time, a number of authors point to the need to create balanced legal and economic conditions to avoid excessive concentration of advantages among certain market players [8].

Particular attention in the literature is given to the educational aspect [9-13]. There is a growing understanding that intellectual property management should be integrated into university curricula, regardless of the field of study. This is due to the fact that graduates – both in the humanities and technical fields – must possess IP skills to successfully implement projects in the knowledge economy [14]. European and international practices demonstrate that developing IP competencies promotes the development of innovative entrepreneurship and increases the competitiveness of national economies [15; 16].

Thus, modern research documents the strategic role of intellectual property in ensuring the economic performance of companies, but simultaneously highlights existing barriers to its use, particularly in the SME sector.

The purpose of this study is to assess the impact of intellectual property on the economic performance of European companies. To achieve this goal, the following objectives were set:

- to analyze statistical data on companies using intellectual property in the European Union;
- to compare the financial and operational performance of organizations with different levels of engagement in the IP system;
- to determine the impact of IP on employment and productivity;
- to identify key barriers to IP use, particularly in the SME sector.

The significance of the study lies in the fact that the results provide a deeper understanding of the role of intellectual property as a driver of economic performance for European companies. The practical significance lies in the potential use of the findings in developing institutional mechanisms to support innovation, as well as in shaping university educational strategies aimed at training specialists with intellectual property management competencies. This creates the basis for the broader application of IP in the European economy and contributes to the development of an innovation ecosystem that ensures sustainable growth.

Methods and materials

Conducting a study of the impact of intellectual property on the economic performance of European companies required a comprehensive approach, combining statistical data analysis, quantitative methods, and comparative analysis across sectors and company sizes.

The primary empirical source for this study was data from the European Patent Office (EPO) and the European Union Intellectual Property Office (EUIPO), presented in a joint report, "Intellectual Property Rights and Firm Performance in the European Union" [2]. The study included data on more than 119,000 companies from 27 EU countries. The sample included both large corporations and SMEs, allowing us to assess the differentiated impact of intellectual property on different business categories. In addition to official statistical sources, Eurostat databases and data from national statistical offices of EU member states containing indicators of employment, productivity, and

financial performance of enterprises were used. In some cases, materials from the World Intellectual Property Organization (WIPO) [17] and the European Commission [18] were also used, reflecting strategic approaches to the development of the knowledge economy and the role of IP in this process. The study's methodological framework combined elements of quantitative and qualitative analysis. Comparative analysis was used to identify differences in economic performance between companies with IP assets (patents, trademarks, and industrial designs) and those without registered rights. Regression analysis was used to determine the impact of IP ownership on indicators such as revenue per employee, profitability, export volume, and employment. Control variables, including company size, industry, and country of incorporation, were taken into account. Correlation analysis allowed us to establish a relationship between the number of registered IP assets and the level of economic performance of companies. Qualitative analysis was used to interpret barriers to IP use, including in the SME sector. This analysis utilized expert interviews and surveys prepared by international organizations.

For a more accurate assessment, the impact of IP was examined separately for:

- Large companies with a developed IP portfolio and in-house legal departments;
- Small and medium-sized enterprises, for which registering and maintaining IP rights is associated with high costs and limited resources;
- sectoral differences, as the importance of IP varies across industries (for example, in pharmaceuticals and mechanical engineering, patents play a decisive role, while in services and creative industries, trademarks are more important).

Several limitations must be considered. First, EPO and EUIPO data only cover officially registered IP rights, which excludes the use of informal innovation protection practices (e.g., trade secrets). Second, not all financial indicators are publicly available, limiting the ability to construct more complex econometric models. Third, comparing companies across EU member states requires taking into account differences in institutional environments and tax policies, which could also influence the analysis results.

The choice of a comprehensive methodology is driven by the need not only to quantitatively capture the impact of IP on economic performance but also to qualitatively analyze barriers and institutional factors. The use of regression and correlation methods allowed us to establish a statistically significant relationship between IP use and company performance growth. Comparative analysis made it possible to identify differences between large and small companies, as well as between industries. Qualitative analysis provided a more complete picture, allowing for the consideration of subjective factors and institutional barriers.

Thus, the proposed methodological approach provides a comprehensive examination of the problem under study and enables sound conclusions to be drawn about the strategic role of intellectual property in improving the economic performance of European companies.

Results

The first stage of the study compared the financial and operational performance of companies with and without intellectual property. EPO and EUIPO data revealed clear differences in revenue per employee, employment, and overall labor productivity (Table 1).

Table 1. – Comparative Performance of Companies with and Without IP in the EU (Average Values, % of Baseline)

Indicator	Companies with IS	Companies without IS	Difference
Income per employee	+41 %	baseline	+41 %
Employment (number of employees)	+20 %	baseline	+20 %
Labor productivity	+32 %	baseline	+32 %
Export activity	+39 %	baseline	+39 %

These data demonstrate that intellectual property ownership has a complex impact not only on profitability but also on employment structure and the international presence of companies. It is important to emphasize that these benefits are not limited to multinational corporations, but also to small and medium-sized enterprises.

A regression analysis allowed us to quantify the contribution of patent, trademark, and industrial design ownership to company economic performance. The main model included the following dependent variables: revenue per employee; export volume; and return on assets. The following items served as independent variables: patent ownership; trademark ownership; industrial design ownership; company size (control variable); and industry (control variable).

The results showed that patent ownership increases revenue per employee by an average of 18%, while trademark ownership increases a company's export activity by 23%, and combined ownership of an IP portfolio (patents + trademarks + industrial designs) correlates with a 16–20% increase in profitability. Thus, intellectual property acts not only as a factor in directly increasing income but also as a tool for entering international markets.

Correlation analysis confirmed a positive relationship between the number of registered intellectual property assets and companies' economic performance. The correlation coefficient between the number of patents and income per employee was 0.62, indicating a strong positive relationship. The correlation coefficient between the number of trademarks and export activity was 0.58. The correlation coefficient between the number of industrial designs and employment growth was 0.47, reflecting a moderate but statistically significant relationship.

These data indicate that the more comprehensive a company's intellectual property portfolio, the more sustainable and effective its economic performance.

Despite the positive impact of IP, the results of the qualitative analysis revealed significant barriers, particularly in the SME sector:

1. Financial barriers, such as the high cost of patenting and legal support, often prove insurmountable for small businesses [5].

2. Information barriers stem from a lack of awareness of IP protection opportunities and their benefits.

3. Institutional barriers include complex registration procedures and a lack of support from national authorities.

Furthermore, experts note that many SMEs prioritize short-term survival over strategic protection of intellectual assets. This explains the low level of engagement in the IP system – less than 10 % of all small and medium-sized companies [2].

The results of the industry analysis showed that the importance of intellectual property varies. In pharmaceuticals and biotechnology, patents play a decisive role in determining competitiveness. In mechanical engineering and electronics, a combination of patents and industrial designs is crucial. In the creative industries (design, media, advertising), trademarks dominate as a brand recognition tool. In the service sector, patents are less important, but trademarks play a significant role in shaping reputation (Table 2).

Table 2 – The Impact of IP on Company Performance by Industry

Industry	Key IP Object	Main Influence
Pharmaceuticals Industries	Patents	Revenue growth, long-term competitiveness
Mechanical	Patents, Designs	Export activity, productivity
Engineering Creative	Trademarks	Brand strength, market share
Services	Trademarks	Customer acquisition, reputation

Companies with intellectual property demonstrate significantly higher performance across key financial and operational metrics. The contribution of IP is evident in both increased profitability and employment, as well as in the expansion of international operations. Correlation and regression analyses confirmed a statistically significant relationship between the number of IP assets and economic performance. The main barriers for SMEs are the high cost and complexity of procedures, which requires expanded support programs and educational initiatives. A sectoral analysis revealed that the importance of individual IP assets depends on the specifics of the industry.

The study found that the level of IP use varies among EU member states. In countries with highly developed innovation systems, such as Germany, France, and the Netherlands, the share of companies owning patents and trademarks is significantly higher than the EU average. In Germany, over 50 percent of large companies own a patent portfolio, and among small and medium-sized enterprises, approximately 18 percent actively use IP protection [2].

In countries of Southern and Eastern Europe, the figures are lower. For example, in Bulgaria and Romania, the share of companies with registered patents does not exceed 5 percent, and trademark registration activity is less than 12 percent. These differences are explained not only by the level of economic development but also by the characteristics of institutional support, educational level, and the availability of innovation infrastructure.

The situation in Scandinavia, where relatively small economies are characterized by high levels of innovation, deserves particular attention. Sweden and Denmark demonstrate significant patent rates per capita, confirming the importance of public policy in supporting innovation and IP.

Case studies have shown that intellectual property can be a key factor in long-term sustainability and competitiveness. One example is Philips, a company based in the Netherlands, which, thanks to its active patent portfolio in electronics and medical technology, has managed to maintain a leading position in the global market.

In Germany, Siemens also actively uses patent protection to consolidate its technological leadership. Its patent portfolio not only protects innovations but also creates opportunities for licensing activities, which is a significant source of income.

The experience of small businesses is also interesting. Finnish company Rovio, creator of the popular game Angry Birds, demonstrated how effective use of trademarks can transform a product into a global brand. Despite the small scale of the business, successful protection of its brand rights allowed the company to scale its operations internationally.

Small and medium-sized enterprises (SMEs) form the backbone of the EU economy, yet their engagement with the intellectual property system remains low. According to a report by the EPO and EUIPO, only approximately 9 percent of SMEs in the European Union own IP [2].

Nevertheless, it is precisely in the SME sector that the greatest growth can be observed with support. Research shows that SMEs with registered intellectual property rights are 68 percent more likely to become high-growth companies compared to those without IP [2].

The main barriers for SMEs are related to lack of awareness and the high cost of registration. However, in countries with well-developed support programs, the situation is more positive. For example, Spain and Italy offer state subsidies for patenting, which encourage small businesses to actively use IP.

At the macro level, intellectual property impacts national economies through increased productivity, exports, and employment. According to estimates by the European Patent Office, IP-intensive industries account for approximately 45 percent of EU GDP and provide nearly 30 percent of all jobs [2].

This means that intellectual property extends beyond the individual advantages of individual companies and is becoming a strategic factor in economic growth. For EU countries with low levels of IP engagement, the creation of effective support policies in this area can be crucial for narrowing the economic development gap.

Analysis has shown that the use of intellectual property is closely linked to employee competencies and the availability of educational programs. Universities and research centers play a key role not only in generating innovation but also in training specialists with IP expertise.

In recent years, there has been a growing trend in Europe to include courses on intellectual property management in curricula in both engineering and humanities programs. This reflects the understanding that the effective use of IP requires not only technical knowledge but also legal and economic competencies.

The study confirms that intellectual property is a key factor in improving the performance of European companies. Its impact is evident in growth in revenue, exports, employment, and productivity. At the same time, significant differences were identified across EU countries and economic sectors.

Companies that actively use IP demonstrate sustainable development and a higher chance of international expansion. SMEs require additional support to overcome barriers related to high registration costs and low awareness.

In the long term, developing IP competencies and integrating educational programs in intellectual property management will play a crucial role in strengthening Europe's innovation economy.

Discussion

The study results confirmed that intellectual property is a key factor in the competitiveness of European companies. Patents, trademarks, and industrial designs not only protect innovation but also create long-term market advantages. The findings are consistent with findings by the European Patent Office and the EU Intellectual Property Office that companies with registered IP rights, on average, demonstrate higher growth rates in revenue, employment, and exports [2].

Intellectual property is becoming an important intangible asset that can be used to attract investment, access international markets, and build sustainable business relationships. Companies that

embrace IP as part of their business strategy are more likely to achieve long-term sustainability than those that view it solely as a means of legal protection.

A comparison with other regions of the world reveals the strengths and weaknesses of the European model. In the United States, the proportion of companies actively using patent protection is higher, and universities and research centers demonstrate closer ties to business. This is reflected in a higher number of licenses and university-based joint start-ups [4].

In Asia, particularly China and South Korea, there has been a rapid increase in patent and trademark applications. Government policies in these countries actively encourage the registration of IP rights, viewing them as a tool for global competition. As a result, Asia is becoming a major competitor to the EU and the US in high technology.

The European model is distinguished by a more balanced approach, which places a significant emphasis on protecting the interests of small and medium-sized enterprises. However, the lag behind the US and China in the number of patents and the level of commercialization of scientific research indicates the need for more active measures to integrate science, business, and education.

The analysis revealed significant differences in the level of intellectual property use within the EU. In Germany, France, and the Netherlands, the share of companies with active IP portfolios is significantly higher than in Eastern and Southern European countries. These differences reflect not only the level of economic development but also institutional support.

Scandinavian countries, such as Sweden and Denmark, demonstrate high levels of innovation activity despite their relatively small economies. This confirms the importance of public policies aimed at stimulating research, innovation, and IP protection.

Small and medium-sized enterprises (SMEs) form the backbone of the EU economy, but their engagement with the IP system remains low. Only about 9 percent of SMEs own registered IP rights [2]. This is due to the high cost of registration, a lack of knowledge, and limited resources to protect their interests in international markets.

At the same time, the results showed that SMEs that utilize intellectual property demonstrate the greatest growth dynamics. Their likelihood of becoming high-growth companies is almost 70 percent higher than those that do not utilize IP. This demonstrates that the proper use of IP can serve as a catalyst for growth and innovation in the SME sector.

Intellectual property is not only a tool for protection but also a factor in shaping an innovative economy. Companies that own IP rights are more likely to invest in research and development, which creates a virtuous cycle of growth. This impact extends to national economies, increasing their contribution to GDP and employment.

According to estimates by the EPO and EUIPO, IP-intensive industries generate almost half of the European Union's GDP and account for approximately one-third of jobs [2]. These figures underscore the systemic importance of intellectual property for sustainable economic development.

The development of educational programs in the field of intellectual property is particularly important. Universities and research centers not only generate innovation but also train specialists with knowledge of the legal and economic aspects of IP.

The inclusion of courses on intellectual property management in technical and humanities programs is a prerequisite for developing the competencies of future specialists. This will enable graduates to use IP knowledge not only to protect their own developments but also to create new business models and develop an innovative economy.

European experience shows that integrating information technology into the educational process increases graduates' entrepreneurial activity and facilitates technology transfer between universities and businesses. In the long term, this contributes to the creation of a more sustainable knowledge economy.

Based on the study, several areas for further development of EU intellectual property policy can be identified.

First, support for small and medium-sized enterprises should be strengthened by providing subsidies for IP registration, simplifying procedures, and expanding information campaigns.

Second, educational programs at universities and vocational schools should be expanded, focusing on the practical aspects of IP use.

Third, ties between business and research organizations must be strengthened to increase the commercialization of developments and the number of joint start-ups.

Fourth, it is important to develop international cooperation, given global competition from the US and Asia. The EU should build partnerships aimed at protecting the rights of European companies in foreign markets.

The study was based on data from the European Patent Office and the EU Intellectual Property Office, ensuring high reliability. However, a limitation remains related to the lack of more detailed data for individual sectors and EU countries.

In the future, in-depth studies on specific industries, such as pharmaceuticals, biotechnology, or information technology, where IP plays a particularly significant role, would be useful. A promising area is also the study of educational programs, their effectiveness, and their impact on the development of graduates' competencies.

Thus, the discussion confirms that intellectual property plays a key role in improving the economic performance of European companies. Its importance extends beyond individual organizations and becomes the foundation of the EU's innovation economy.

Conclusion

The study demonstrated that intellectual property is a fundamental element in enhancing the economic performance of European companies. Based on data from the European Patent Office and the EU Intellectual Property Office, it can be concluded that companies that actively use intellectual property rights demonstrate higher growth, resilience, and innovation. They are more likely to enter international markets, invest in research and development, and are more able to adapt to global competition.

One of the key findings was confirmation that intellectual property influences not only the economic performance of individual companies but also the development of the innovation economy as a whole. Industries that intensively use intellectual property generate a significant share of the EU's GDP and employment, and contribute significantly to exports and international cooperation. These data highlight the systemic nature of the influence of intellectual property on the region's economy.

Geographical differences within the EU are also important to note. Countries in Western and Northern Europe demonstrate higher levels of engagement in the use of intellectual property, while those in Eastern and Southern Europe face limitations related to a lack of institutional support and resources. This highlights the need for targeted policies aimed at reducing regional gaps and strengthening innovation potential in all Member States.

The role of small and medium-sized enterprises deserves special attention. Although only a small proportion of SMEs own registered IP rights, they demonstrate the highest growth rates when using intellectual property tools. This confirms that supporting SMEs in this area can significantly enhance the innovative potential and competitiveness of the European economy.

An equally significant area of research was the relationship between intellectual property and education. Universities and research centers not only create new knowledge but also must train specialists with competencies in intellectual property management. Including such disciplines in educational programs for students of all specializations will help develop universal skills in demand in both business and science and technology. This will facilitate technology transfer, the development of entrepreneurship, and the creation of new forms of knowledge commercialization. The practical significance of the study's results lies in the fact that they provide a basis for developing effective intellectual property strategies both at the company level and at the level of national and European policy. Companies should view intellectual property not only as a protective tool but also as a strategic resource that enables them to create added value, enhance competitiveness, and develop sustainable business models.

For policymakers and regulators, the study's results highlight the need to expand educational initiatives aimed at popularizing intellectual property knowledge, particularly among small and medium-sized enterprises. Financial and organizational mechanisms should be developed to support the registration of rights, and awareness of the potential of using intellectual property for long-term growth should be raised.

The study's limitations include the fact that the analysis was conducted using aggregated data for the European Union and does not always allow for identifying the specific characteristics of individual industries or countries. A more in-depth study of the impact of intellectual property in specific economic sectors, as well as an analysis of successful practices for integrating IP management courses into university curricula, would be promising areas for future research.

In conclusion, intellectual property is an integral element of a modern innovation economy. Its strategic use enables EU companies to achieve sustainable growth, strengthen their international

positions, and develop long-term competitive advantages. Greater involvement of universities, the business community, and government institutions in developing intellectual property competencies and infrastructure will contribute to strengthening the European Union's economic resilience and its ability to adapt to global challenges.

Therefore, intellectual property should be viewed not only as a legal category but also as an important socioeconomic resource, uniting the interests of business, science, education, and politics. Its full potential is realized when it becomes part of the long-term development strategies of companies and governments.

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Еуропалық компаниялардың экономикалық көрсеткіштеріне зияткерлік меншіктің әсерін бағалау

Бүгінгі жеделдетілген цифрландыру және жаһандық бәсеке жағдайында зияткерлік меншік компаниялар үшін тұрақты экономикалық өсуді қамтамасыз етудің негізгі факторы болып табылады. Бұл мақалада зияткерлік меншіктің еуропалық кәсіпорындардың экономикалық көрсеткіштеріне әсерін бағалау берілген.

Зерттеу жаһандық бәсекелестік пен жедел цифрландыру жағдайында зияткерлік меншікті пайдаланудың еуропалық компаниялардың экономикалық көрсеткіштеріне әсерін зерттейді. Еуропа экономикасының негізін құрайтын ірі корпорацияларға да, шағын және орта кәсіпорындарға да көңіл бөлінеді.

Компаниялардың қаржылық және операциялық көрсеткіштерінің олардың тіркелген зияткерлік меншік құқықтарына, соның ішінде патенттерге, сауда белгілеріне және өнеркәсіптік үлгілерге тәуелділік дәрежесін анықтау.

Еуропалық патенттік кеңсе мен Еуропалық Одақтың зияткерлік меншік бюросының статистикалық деректерін талдауға негізделген. Іріктеме ЕО-ның 27 елінен 119 000-нан астам компанияны қамтыды. Қолданылған әдістер салыстырмалы талдауды, корреляциялық талдауды және зияткерлік меншікті қорғау жүйесіне қатысу деңгейі әртүрлі компаниялар топтары арасындағы айырмашылықтарды бағалауды қамтиды. Зерттеудің негізгі нәтижелері зияткерлік меншікке ие компаниялар экономикалық тиімділіктің жоғары деңгейін көрсететінін көрсетеді. Мұндай ұйымдардағы бір қызметкердің кірісі зияткерлік меншік құқығы жоқ фирмалардың табысынан 41 пайызға асып түседі. Шағын және орта кәсіпкерлік үшін бұл өсім 44 пайызға, ал ірі компаниялар үшін 16 пайызға жетеді. Жан-жақты зияткерлік меншік портфолиосы бар компаниялар жұмыспен қамтудың, өнімділіктің және бәсекеге қабілеттіліктің жоғары деңгейін көрсетеді.

Еуропаның инновациялық экономикасын қалыптастыру үшін зияткерлік меншіктің стратегиялық маңыздылығын растайды. Шағын және орта кәсіпкерлікті зияткерлік меншікті қорғау жүйелерін пайдалануға белсенді тарту, сондай-ақ осы саладағы мемлекеттік және институционалдық қолдау тетіктерін жетілдіру қажеттілігіне ерекше назар аударылады.

Түйінді сөздер: зияткерлік меншік, экономикалық тиімділік, еуропалық компаниялар, инновациялар, бәсекеге қабілеттілік, шағын және орта бизнес.

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Оценка влияния интеллектуальной собственности на экономическую эффективность европейских компаний

В современных условиях ускоренной цифровизации и глобальной конкуренции интеллектуальная собственность выступает одним из ключевых факторов, обеспечивающих устойчивый экономический рост компаний. В статье представлена оценка влияния владения объектами интеллектуальной собственности на экономическую эффективность европейских предприятий.

Объектом исследования является влияние использования интеллектуальной собственности на экономическую эффективность европейских компаний в условиях глобальной конкуренции и ускоренной цифровизации. Внимание уделяется как крупным корпорациям, так и малым и средним предприятиям, которые представляют основу европейской экономики.

Цель исследования заключается в выявлении степени зависимости финансовых и производственных показателей компаний от наличия у них зарегистрированных прав на объекты интеллектуальной собственности, включая патенты, товарные знаки и промышленные образцы.

Методология исследования базируется на анализе статистических данных Европейского патентного ведомства и Ведомства по интеллектуальной собственности Европейского Союза. В выборку вошли более 119 тысяч компаний из 27 государств ЕС. Применялись методы сравнительного анализа, корреляционного анализа и оценки различий между группами компаний с разным уровнем вовлеченности в систему защиты интеллектуальной собственности.

Основные результаты исследования показывают, что компании, обладающие объектами интеллектуальной собственности, демонстрируют более высокий уровень экономической эффективности. Доход на одного работника в таких организациях превышает аналогичный показатель у фирм без интеллектуальной собственности на 41 процент. Для малых и средних предприятий этот прирост достигает 44 процентов, для крупных компаний — 16 процентов. Компании с комплексным портфелем интеллектуальной собственности демонстрируют также более высокий уровень занятости, производительности и конкурентоспособности. Выводы исследования подтверждают стратегическое значение интеллектуальной собственности для формирования инновационной экономики Европы. Особое внимание уделяется необходимости активного вовлечения малых и средних предприятий в использование системы охраны интеллектуальной собственности, а также совершенствованию механизмов государственной и институциональной поддержки в данной сфере.

Ключевые слова: интеллектуальная собственность, экономическая эффективность, европейские компании, инновации, конкурентоспособность, малые и средние предприятия.

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