

**Testing the relationship between product innovation and process innovation. A comparative analysis of tourism and manufacturing sectors**

Manuel Guisado-González<sup>1</sup>, Manuel Guisado-Tato<sup>1\*</sup> and Maria del Mar Rodríguez-Domínguez<sup>1</sup>

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<sup>1</sup> Universidad de Vigo, Facultad de Ciencias Económicas y Empresariales, Departament: Business Administration, Campus de Vigo, 36310 Vigo, Spain, Phone: +34 986 812487, Fax: +34986812401, Email: [mguisado@uvigo.es](mailto:mguisado@uvigo.es)

\* Corresponding author

**Abstract**

Innovation is a key issue for business competitiveness. The most popular kinds of innovation are product innovation and process innovation. The effect of both types of innovation within a company is seen in the specialist literature from two opposing views: the distinctive view, which considers that both kinds of innovation are independent, and the integrative view, which assumes the existence of complementarities between the two kinds of innovation. The aim of this paper is to explore which of the two approaches dominates the context of both the tourism sector and the Spanish manufacturing sector. With samples taken from the database of the Technological Innovation Panel (PITEC 2008), two binary logistic regressions were conducted in two stages and a correlation test was performed with their residuals. The results show that

each of the two types of innovation is independent.

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