

MARIJA BECIC

Department of Economics and Business Economics, University of Dubrovnik, Croatia

PERICA VOJINIC

Department of Economics and Business Economics, University of Dubrovnik, Croatia

THE ROLE OF FEMALE TOP MANAGER IN INNOVATION ACTIVITIES: CASE OF CEECS' FIRMS

Abstract:

The aim of this paper is to explore whether the gender of top manager plays an important role in innovation activities in selected CEE countries. For this purpose, a framework of logistic binary regressions is applied to the firm-level data from Business Environment and Enterprise Performance Survey (BEEPS). The research assesses the differences in firm innovation activities in CEECs considering the gender structure of the top management. Findings indicate that, on average, there is a lower possibility that a firm innovates when it is governed by a female manager. However, women in top management are underrepresented in all the industries but this is specially the case in highly innovative sectors such as IT industry.

Keywords:

process innovation, product innovation, gender diversity, top management, CEECs firms

JEL Classification: J16, O30