

***National Sample of Establishments To Study  
Employment, Globalization & Innovation***

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# Overview

- Sampling strategy
- Flexibility in Research Questions
- Ongoing NOS

## Proposed NOS: sampling strategy

- Nationally representative sample of establishments based upon full-time workers
- Linked to GSS survey of individuals (2008)
  - Module on globalization and use of technology
- Estimated completed cases: 757
  - Sample size of 1262 (excluding duplicates) with response rate of 60%
  - Legal structure: 530 for-profit firms (300 to 370 companies); 175 public, 50 nonprofit

# Firms Characterized by Business Functions

- Describe business behavior by business functions, across all industries, private and public
  - Management and human resources
  - Product and process development
  - Operations & IT
  - Marketing, sales & customer service
  - Procurement, logistics, distribution
- Business functions can be mapped to other surveys (e.g., US-BLS, Eurostat, Statistics Canada)

# Flexibility in Research Questions

- Researchers Can Create Own Measures
  - Right hand and left hand side variables (examples)
    - Technology: computerization, automation
    - Innovation spectrum: development, adoption
    - Offshoring business functions (globalization)
    - Jobs: number, characteristics (“stickiness”), and earnings
    - Employment Security: likelihood of losing current job; how easy to find a comparable job
- EX: Firms’ location of jobs abroad by business functions can be predicted by job characteristics and use of technology (cet par)
- Scientific Discussion
  - Public Use files

# Capture Complex Relationships

- Two-tiered approach:  
ask questions at corporate level for multi-site firms
- Link to GSS employee survey
- Possible follow-up fieldwork at large companies
  - Use structured interviews (quantitative and qualitative data collection) to tie survey to industry studies knowledge

# Ongoing NOS

- Creativity in design
  - Repeated cross sections (between firm changes)
  - Longitudinal (within firm changes)
- Benchmarking
- Additional modules