#### Sources of Innovation: The Case of Portuguese Consultancy Sector

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**Abstract**

This study addresses the effects of external environments on types of innovation introduced by Portuguese consultancy firms (PCs) in computer, technical, and management areas. It distinguishes the most determinant factors for innovation regarding product, process, organization, and marketing. The assessment framework followed three steps: 1) evaluation of propensity to use external sources of information and cooperation with agents, 2) identification of factors used most often during innovation, and 3) derivation of profiles of firms under study. The method generated tree-based classification models that segmented the sample into innovative and non-innovative firms, and distinct profiles that emphasized specificities concerning use of external sources and agents for innovation.

**Keywords:** innovation; information sources; cooperation; consultancy; CHAID technique; profiles.

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