



ABSTRACT

Title: Big Data Analysis Tools to Enhance Regional Innovation Support

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Abstract: *Segmentation of clients is a strategy widely used by companies and marketing units to sell their process. However, this concept is not so well established and widespread in public agencies supporting SME innovation. What are the benefits of designing advanced segmentation strategies for development agencies? Economic development practitioners agree that it's necessary to provide customised innovation services to companies to get a greater impact. This paper presents how nine development agencies from seven European countries carry out their segmentation strategies to provide tailored initiatives of SMEs' innovation support. The analysis also identifies common challenges RDA face, and how introducing Big Data Analysis can help them enhance innovation support in their regions.*

Keywords: *SMEs, Innovation programmes, Marketing, Regional Development, Good practice*

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