TABLES

Table 1. Sample characteristics

Intervals	% in total	N	Average value
	Employees		
10-49	80.1%	89	46
50-249	19.9%	22	
Total	100%	111	
	Sales (€)		
0≤500000	28%	31	€ 1,1 million
500001≤ 1million	47.7%	53	
> 1millon	24.3%	27	
Total	100%	111	
	Age (years)		
0 ≤ 9	7.2%	8	23 years
10 ≤ 20	55%	61	
> 20	37.8%	42	
Total	100%	111	

Table 2. Research technical summary

Pilot study	Five SMEs from a database, February 2016
Quantitative study (survey)	
Universe	478 SMEs from the industrial with 10 employees or more
Sampling procedure	Random sampling
Collection of information	Survey administrated to the CEO via personal interview
Size of the sample	111 valid questionnaires (response rate of 23.2 percent)
Sampling error	8.16%
Level of trust	95.5% (K = 1.96) for the most unfavourable case p=q=0.5
Date of field work	March -July 2016

Table 3. Measurement model, scale reliability and convergent validity

Construct	Indicator	S. Loadings	t-value	Cronbach´s Alpha	Reliability
SMT use to acquire Information from Customers	ACU1	0.92	-	0.87	CR=0.89 AVE=0.72
	ACU1	0.88	16.32		
	ACU1	0.74	9.18		
SMT use to acquire Information from Competitors	ACO1	0.84	-	0.84	CR=0.85 AVE=0.65
	ACO1	0.68	8.42		
	ACO1	0.88	10.73		
SMT use for Knowledge Sharing	WKS1	0.65	-	0.81	CR=0.81 AVE=0.60
	WKS2	0.89	6.49		
	WKS3	0.82	6.46		
Innovation Performance	IP1	0.86	-	0.90	CR=0.90 AVE=0.58
	IP2	0.77	14.08		
	IP3	0.73	9.64		
	IP4	0.64	6.77		

Note. Fit statistics for measurement model: $\chi 2(21)= 32.479$, p=0.152; CFI = 0.96; IFI = 0.96; GFI = 0.95; RMSEA = 0.06; (-) Fixed Items; CR: Composite reliability. AVE: Average variance extracted

Table 4. Descriptive statistics and discriminant validity

Construct	Av.	SD	Correlation matrix			
			(1)	(2)	(3)	(4)
1. SMT use to acquire Information from Customers	2.85	1.11	**0.81**			
2. SMT use to acquire Information from Competitors	3.052	1.39	0.58	**0.84**		
3. SMT use for Knowledge Sharing	2.61	1.62	0.47	0.70	**0.77**	
4. Innovation Performance	2.42	1.47	0.33	0.56	0.71	**0.72**

Note. Av. Average score of all items includes in the construct. SD standard deviation; Diagonal values in bold represent the square root of the AVE

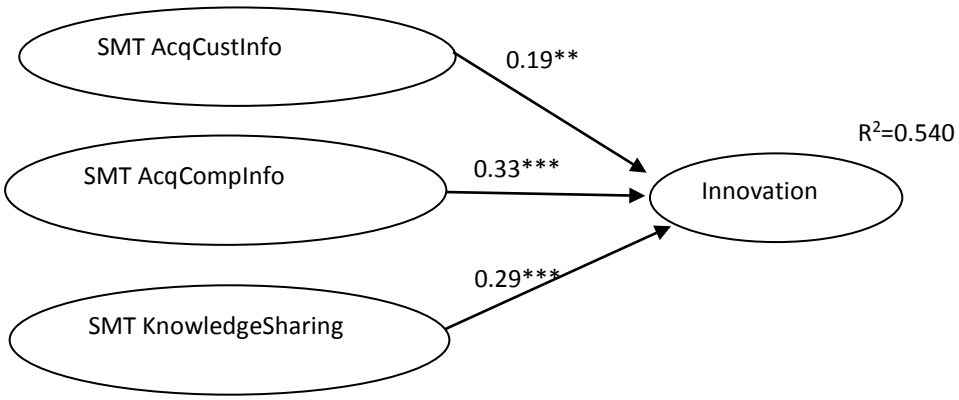
Appendix table. Measures

Variables	Description
SMT use to acquire customer information	
ACU1	We use Social Media Technologies to capture customers' opinions about our products (1–5)
ACU1	We use Social Media Technologies to capture customers' opinions about competitors' products (1–5)
ACU1	We use Social Media Technologies to capture changes in our customers' products or service needs (1–5)
SMT use to acquire competitors information	

ACO1	We use Social Media Technologies to capture news of products or process from our direct competitors
ACO1	We use Social Media Technologies to capture new developments relationship our products in Universities and research centres (1–5)
ACO1	We use Social Media Technologies to detect fundamental shifts in our industry (1–5)
SMT use for Knowledge Sharing	
WKS1	Extent to which the employees participate in organizational electronic discussion forums (1–5)
WKS2	Extent to which social web technologies are used for building collective knowledge (1–5)
WKS3	Extent to which the employees upload information on organizational social networks or wikis (1–5)
Innovation performance	
IP1	The number of new or improved products (good or service) launched to the market over the last 3 years is above the average of your industry (1–5)
IP2	The number of new or improved processes over the last 3 years is above the average of your industry (1–5)
IP3	The number of new or improved management practices over the last 3 years is above the average of your industry (1–5)
IP4	The number of new or improved marketing methods over the last three years is above the average of your industry (1–5)

Note. (1–5): five-point Likert-type scales;

FIGURES



Note. $\chi 2(17)=29.982$; RMSEA=0.053; CFI=0.99; IFI=0.99; GFI=0.98
***p<0.01; **p<.0.05

Figure 1. Empirical results