

Firm Dynamics and Innovation: Evidence from Decomposing Top Sales Shares

Ou Liu

November 11, 2021

What do changes in top sales shares signal about changes in firm dynamics? I use an accounting decomposition to identify two sources of top sales shares growth: (i) incumbent top firms grow bigger; (ii) new top firms replace old top firms. Over the 1950-2019 period, incumbent top firms contribute about 3.5 times as much as new top firms to the growth of the sales shares accrued to the top 0.01% firms in the US economy. Using the results from this empirical decomposition, I then build a model to estimate a firm dynamics process in which firms grow in response to own innovation shocks and shrink at the impact of creative destruction shocks. The existence of a channel through which own innovation can lead to higher top sales shares growth is supported by the data. My estimation reveals a surge in the rate of own innovation since 1980 and a decline in the rate of creative destruction over time.