Cooperating with users for developing innovation has currently acquired noteworthy importance in both the academic and business worlds. The proof of this lies in the increasing number of research articles about this topic which have been published in recent years; more firms are now using this strategy for developing innovation. However, many aspects of this phenomenon demand deeper analysis. One such question (constituting the present paper’s main objective) concerns studying the effects of cooperating with users in terms of firms’ innovation output; the influence of such cooperation on the likelihood of obtaining two types of innovation has thus been analysed: product innovation compared to process innovation. Two bivariate probit models and a sample of 11,881 Spanish manufacturing firms from 1998-2005 have been used to demonstrate that cooperating with users in Spain, as well as the intensity/continuity of such relationship, has had a positive influence on developing both kinds of innovation.

Keywords
R+D collaboration with users, product innovation, process innovation, Spanish Business strategy survey (SBSS).