**β = 0.123; Sig = 0.00**

**Financial resources**

**(FR)**

**β = 0.107; Sig = 0.00**

**β = 0.130; Sig = 0.00**

**Human resources**

**(HR)**

**β = 0.145; Sig = 0.00**

**β = 0.289;**

**Sig = 0.00**

**β = 0.350; Sig = 0.00**

**Technology and digital infrastructure (TI)**

**β = 0.573; Sig = 0.00**

**Corporate governance and innovation strategy (CG)**

**β = 0.086; Sig = 0.00**

**β = 0.096; Sig = 0.00**

**β = 0.160; Sig = 0.00**

**Policy and legal environment (PL)**

**β = 0.089; Sig = 0.00**

**Figure 4** Testing critical factors affecting creative innovation and competitive capacity