

## **SEMINAR**

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### **“The complementarity between digitalization and sustainability strategies and their impact on growth: An empirical analysis on European SMEs”**

**Abstract:** This paper explores the effect of sustainability and digital strategies on SMEs performance as measured by turnover growth. In particular, we investigate the effect of digitalization and sustainability strategies alone, and the possibility of integrating digital and environmental objectives and actions into the business model, while guaranteeing growth prospects. We study this in the context of European SMEs and across manufacturing and services, using data coming from a survey performed by the European Commission referred to as “Flash Eurobarometer 486. SMEs, Start-ups, Scale-ups and Entrepreneurship”. Our results show that implementing measures in favour of environmental sustainability significantly affects the level of turnover growth for the whole sample, but the effect does not show in the manufacturing sector. Digitalization strategies guarantee a higher growth rate for turnover, and their effect is highly significant in all the specifications, but in the manufacturing sector adoption of advanced digital technology is particularly relevant. On the contrary, there is no evidence of the interplay between digitalization and environmental/social sustainability being related to the level of growth. Although an encouraging share of European corporations already prioritize sustainability and technology adoption in their strategies, few of them are fully implementing it and capable of benefiting from a combined sustainable and digital transformation.

**Short bio:** Nicoletta Corrocher is a Lecturer in Applied Economics at Bocconi University and a Research Fellow at ICRIOS (Invernizzi Center for Research on Innovation, Organization, Strategy and Entrepreneurship), Bocconi University. She obtained a PhD in Economics and Management of Innovation at the Sant’Anna School of Advanced Studies and an MSc in Science and Technology Policy at SPRU, University of Sussex. Her main research interests concern the diffusion of innovations and industrial dynamics - particularly in ICT industries and service sectors - and the emergence of eco-innovations in the framework of sustainable development. She has published in international journals such as Research Policy, Industrial and Corporate Change, Regional Studies, Industry and Innovation, Journal of Evolutionary Economics, Technological Forecasting and Social Change.

**14th March 2024  
time 15:00**

**Room 160-2  
Polo Monte Dago – via Breccie Bianche 12  
Interested people are welcome to attend**

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