

# Drivers of digital technologies adoption in Italian firms: the role for professional management. A firm-level empirical assessment

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Abstract ID: 62

Inviato: 12/04/2022

Evento: XX Workshop Annuale SIEPI

Argomento: 16. Automazione, digitalizzazione, impresa

Parole chiave: ICT, Management, Ownership, Technology Adoption

The article starts from the literature on management's role in firms' dynamics to assess how the governance can affect the building of absorptive capacity, especially in firms where ownership overlaps with management. The aim is to investigate whether firms' family governance can negatively affect resources' selection process, slowing down the assimilation of digital technologies. I perform an econometric analysis relying on an original survey made by INAPP collecting information on Italian firms, including governance, employment structure and technology adoption. I use a counterfactual approach to estimate whether the change of a firm's governance is associated with a better selection and, then, fosters the adoption. The estimates of the Average Treatment Effects are positive and significant for both the extensive and the intensive margin: breaking the link between the ownership and the firm's management improves the firm's absorptive capacity, leading to higher adoption of digital technologies. Moreover, I test the interaction between professional management and digital technologies: their joint action has a stronger impact on performance, suggesting the presence of a complementarity.