

The mediating role of export in the (standard and environmental) innovation-growth nexus

by *Serenella Caravella* | *Francesco Crespi* | *Eleonora Pierucci* | *Giovanni Cerulli* | *SVIMEZ* | *Università degli Studi di Roma Tre* | *Università degli Studi di Roma Tre* | *IRCrES CNR*

Abstract ID: 239

Inviato: 12/04/2023

Evento: XXI Workshop Annuale SIEPI

Argomento: 6. Innovazione, cambiamenti tecnologici e politiche connesse

Parole chiave: Firm's growth, SEM, export performance, innovation performance, mediating analysis

This paper applies a path analysis to investigate the growth-enhancing effect of standard and eco-innovation by explicitly considering the potential role of export activities in mediating the innovation-growth nexus. The analysis is based on a representative sample of Italian firms built by integrating the 7th wave Italian Community Innovation Survey with the ASIA-FRAME database of the Italian National Statistical Office. Results show that innovation activities are associated with firm's growth and this effect is displayed both directly and indirectly by enhancing firms' export capacity. When standard innovation and eco-innovation activities are separately scrutinized, significant differences emerge. In the short period the direct and indirect effects of both types of innovation are statistically significant, but stronger for eco-innovation. Moreover, while in both cases we find that the direct effect of innovation loses its strength in the long-run, we detect a positive and significant mediating role of exports in the case of eco-innovation. This suggests that the capabilities leveraged by the firms to overcome the complexity of developing eco-innovations, sustain also their ability to compete in international markets in a way that is able to exert a positive and lasting influence on their ability to grow.