

Does technological turbulence drive innovation in business models? Evidence from Italian firms.

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This study investigates whether technological turbulence promotes the adoption of innovative business models by firms when the industry life cycle is considered. We use survey data for 1,234 Italian firms and exploit detailed information from firms' websites to identify innovative business models. Patent data have been used to compute a sectoral 3-digit indicator of technological turbulence. The empirical results, which are partly consistent with the findings of Massa & Tucci (2013), reveal that technological turbulence is a key determinant of the firm's innovative profile and boosts the adoption of innovative business models regardless of the industry life cycle stage.