

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on Thursday, **8th January 2015 at 12 p.m.** in room **P-109** at the
Faculty of Economics, University of Ljubljana

Author: **Patricia Kotnik, FELU**

Coauthor: **Eva Hagsten, Statistics Sweden**

will present the article:

**"The role of Internet in internationalization of firms:
Evidence from firm-level multi-country dataset"**

“Internet and the related information and communications technologies (the ICTs) are profoundly shaping economic transactions of all kinds, exporting activities of firms being no exception. Internet can be used for foreign market information search and as an alternative means to physical market entry, with a diminished need for investments in physical assets abroad and the use of intermediaries. It is also being increasingly integrated into marketing activities and can be used for sales purposes. However, scarce empirical evidence exists on the relevance of ICT for the internationalization of firms. Our study uses uniquely linked firm-level datasets provided by the national statistical offices to provide such evidence for a large number of European countries. We examine whether ICT use contributes to the propensity to export, controlling for human capital, technology-related factors and other firm characteristics. The results indicate that in a number of European countries there exists a positive relationship between ICT use and export propensity – where ICT use is measured by online presence, use of online transactions, ICT-intensive human capital and proportion of employees with access to fast internet capacity. However, what type of ICT use matters seems to vary between countries.”

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:
research.seminars@ef.uni-lj.si by Wednesday, 7th January 2015.

We look forward to seeing you!