

Firms Going Digital: Tapping into the Potential of Data for Innovation

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This paper aims to help policy makers understand and improve the conditions for firms to thrive in an increasingly digital economy where data has become an important resource for innovation. The paper: 1) analyses trends in the adoption of information and communication technologies and activities that enable firms to collect, store and use data, including big data analysis (BDA); 2) provides new evidence from micro-econometric analysis of firms' BDA and innovation in products, processes, marketing and organisation, considering different types of data used for BDA; 3) examines business models of firms that successfully innovate with data; and 4) discusses policies that can help improve the conditions for all firms to go digital and tap into the potential of data for innovation.