

# **Effects of environmental corporate social responsibility on innovativeness of spanish industrial SMEs**

F.J. Forcadell Martínez; F. Úbeda Mellina; E. Aracil Fernández

## **Abstract-**

**This study analyzes how environmental corporate social responsibility (ECSR) strategies contribute to enhancing innovativeness among small and medium-sized enterprises (SMEs) by developing technological resources. We test our hypotheses over an eight-year period using a panel of 2,405 industrial SMEs in Spain. We empirically find that ECSR drives the building of firms's technological resources, which results in an enhancement of their technological effort or R&D and outcomes in terms of product and process innovation. ECSR intensifies innovation for innovative firms and catalyzes the inception of innovation for previously non-innovating firms, and the resultant effects are sustained over time. We contribute to the literature by analyzing the effects of ECSR in promoting the innovation of firms beyond the well-known influence on green innovation. Further, we examine the neglected research area of the environmental strategies of SMEs. Our findings strengthen the instrumental innovative value of ECSR, specifically for SMEs.**

**Index Terms-** Environmental corporate social responsibility; Innovation; Process innovation; Product Innovation; R&D; SMEs; Sustainability

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## **Citation:**

*Forcadell, F.J.; Úbeda, F.; Aracil, E. "Effects of environmental corporate social responsibility on innovativeness of spanish industrial SMEs", Technological Forecasting and Social Change, vol.162, pp.120355-1-120355-9, January, 2021.*