

# Digitalization and environmental sustainability: powering firm export performance

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Cite as:

Napiórkowska Anna, Górską Grginović Magda (2025), Digitalization and environmental sustainability: powering firm export performance. *Proceedings of the European Marketing Academy*, 54th, (126314)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



# **Digitalization and environmental sustainability: powering firm export performance**

## **Abstract**

Digital transformation and sustainability are increasingly interconnected, reshaping businesses and creating opportunities for innovation and global market access. This study examines the interactions between digitalization, corporate environmental sustainability, and export intensity in firms from Croatia and Bosnia and Herzegovina. Using 2023 World Bank Enterprise Survey data, it explores whether digitalization and sustainability enhance export intensity, how digitalization supports sustainability, and the differences between these countries. The findings highlight digitalization's role in driving sustainability and internationalization, offering insights into how firms can leverage these synergies for competitive advantages in global markets. Croatia's EU membership and Bosnia's non-EU status provide a unique comparative context for understanding these dynamics.

Keywords: *digitalization, environmental sustainability, export intensity*

Track: *International Marketing & Marketing in Emerging Countries*