

## **EVIDENCE ON IDENTIFYING FIRM CHARACTERISTICS FOR ADOPTION OF INTERNET BROADBAND**

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### **Abstract**

The aim of this paper is to identify possible determinants of having internet broadband for sample enterprises. The data are extracted from BEEPS dataset, a sample data representing relatively large number of enterprises therefore the results may be interpreted as reliable and used for policy recommendations for all the stakeholders. The sample consists of around 3400 enterprises and a logit model is applied as estimation methodology. The hypothesis that is tested is that enterprises that innovate and have quality certification are more prone to have fast internet broadband. Being competitive means having the right information on time. We state the hypothesis based on the fact that the web and internet can not be considered as a medium only but also as a new economy. It is argued that variables identified as determinant of firm profitability and productivity may also be characteristics of companies that do have an internet broadband. According to the estimates twofold use of the results are proposed: first evidence that enterprises with higher sales, that do innovate and have quality certification are more prone to use fast internet broadband is provided, and second it is recommended that internet provider companies should seek as potential consumers enterprises with larger sales. In conclusion having a quality certification, and introducing a new product increases the probability to have a internet broadband; also sales have positive impact on the probability to have a internet broadband.

**Keywords:** *internet broadband, innovation, quality certification*