

## TOPICS ON THE DIFFUSION OF INNOVATION

### **Topic 1. The diffusion of green innovation**

*Potential purpose of the thesis.* Diffusion is fundamental in order to guarantee that innovations provide benefit to the socio-economic system. This is extremely relevant in the context of environmental innovation. The diffusion of green innovations represent a fundamental determinant of the green transition, that in turn considerably depends on behavioural attitudes and individual preferences. The purpose of this thesis is to investigate the patterns of diffusion of green products, and eventually compare these patterns with alternative non-green products. The thesis will propose an empirical analysis based on the Amazon AWS Reviews Dataset, US market.

Data. Amazon AWS Reviews Dataset.

Internal internship aimed at collecting and systematise the dataset could represent an option.