

Assessing the green transition priorities of SMEs: A large-scale web mining approach

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Abstract

Company websites are a rich source of data that exhibit the activities, intentions, and strategies of the respective companies. Aggregating that information at a sector, company size, and country level has the potential to reveal the underlying behavior of the different units. This paper presents a pilot study in which a sample of more than 32,000 companies from Germany, France, Italy, and Spain has been analyzed to assess their evolution in the sustainability transition over the last 15 years.

Keywords: *Web data mining, sustainability transition, SMEs, web scraping.*
