Description of variables in dataset

Variable name	Description
ID	The number of a case (firm-year combination)
conm	Company name
sic	Sic-code of firm's core product
gvkey	Code for company identification
Year	Fiscal year
Product_Srev	Product sales revenue
PO_servRev	Product-oriented service revenue
CO_servRev	Customer-oriented service revenue
EBITDA	Total EBITDA
EMPL	Number of Employees in thousands
Tot_Rev	Total revenue
Tot_Srev	Total sales revenue
Act_F_Ind	Active number of firms in industry
Diff_Act_F_IND	Growth or decline in active firms of industry compared to the previous year

PLC_Length	Product lifecycle lenght
AvgIND_EBITDAmargn	Average Industry Ebitda margin
Gen_servitization	Service ratio
PO_servitization	Product-oriented service ratio
CO_servitization	Customer-oriented service ratio
DummyCOserv	Dummy customer-oriented service ratio
Ebitda_Mrgn	Ebitda margin
IND_maturity_Mrgn	Industries average EBITDA margin
DummyMaturity	Indication of mature and early industries
CO_SQRDservitization	Squared service ratio of customer-oriented servitization
PO_SQRDservitization	Squared service ratio of product-oriented servitization
Gen_SQRDservitization	Squared service ratio of general servitization