

Innovativeness and Competitiveness of Bosnian Production Firms

Edin Šišić

International Burch University, Sarajevo, Bosnia and Herzegovina
edo_sile@hotmail.com

M. Kürşad Özlen

International Burch University, Sarajevo, Bosnia and Herzegovina
kozlen@ibu.edu.ba

In today's world, both innovations and innovativeness are two of the most important issues to be considered for globally competing firms. Innovation is the application of new and improved ideas. However, innovativeness is the ability to produce new and improved ideas/products/services. In this research paper, the authors propose a research model about the level of innovations/innovativeness in Bosnian firms by considering the relevant literature. The limitations of the model are discussed. The implications of the model for practice and research are addressed and the paper is concluded.

Keywords: Bosnia and Herzegovina (B&H), Innovation Adoption, Innovativeness, Model Proposal.