

Diversification Strategies of Business Groups in Bosnia and Herzegovina

Authors

Muhammet Sait Dinc, Mustafa Kurt

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Abstract

A business group has recently become one of the popular topics in the literature. Although some countries such as South Korea, India, China and Turkey have widely focused, still many countries along the world has been neglected in the English literature. Bosnia and Herzegovina is a country which became one part of the former Socialist Federal Republic of Yugoslavia and encountered brutal ethnic conflict. It has been in the restructuring process after Dayton Agreement which ended the conflict. In this period, the role of business groups with diversification strategies is indisputable. The purpose of this study is to focus on diversification strategies of business groups in B&H. According to this purpose, business groups in BIH were investigated in terms of diversification levels and ways, new entered sectors and internationalization levels.