

## Enhancement of Company Innovation Management and its Application in Slovakia

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### Abstract:

Recent economic crisis and achieving the employment and growth targets of the Europe 2020 strategy requires a competitive industry that builds its competitiveness on innovation in all its forms: development and application of technologies at the technology frontier, new business and organisational models reaching out new geographic markets. The innovation capacity of industry depends not only on large enterprises with market power but crucially on ambitious entrepreneurs and small enterprises aiming for radical innovations and fast growth.

Despite of globalization processes SMEs are creating the majority of new job positions in the European economy. While major new drivers for SME innovation are hardly recognised by the public support provided, established support services assist mainly clearly defined technical projects within single enterprises. Public support pays much less attention to the creation of favourable ecosystem for SME innovation in which public enterprises, SME intermediaries, direct and indirect customers, end-users, suppliers and enterprises with complementary skills are encouraged to collaborate for radical innovation.

The new approaches in innovation management support are elements of a broader action to develop the ecosystem of innovation support to SMEs also in Slovakia. A highly specialised support services are now established at European level to complement existing national and regional services. Generally, the actions are designed to provide opportunities to enhance services through collaboration, peer-learning and uptake of new approaches.

### About the speaker:

Peter Kopkáš has been working at the Business Innovation Centre Bratislava since 2000. He earned his Ph.D. (Economic Theory) at University of Economics in Bratislava and he still lectures at the same university. His research activities are related to innovation management and economics of regulation. Peter is involved in many European projects dealing with SME support in innovation area.

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