EDITORIAL FOR THE THEMATIC ISSUE INNOVATION FOR BUSINESS PERFORMANCE: APPROACHES AND APPLICATIONS

This thematic issue of INDECS is focused on approaches and applications that foster the positive impact of innovation to business performance. The leverage for this special issue was an international conference. The 2nd International Conference ENTRENOVA '15 (Enterprise Research Innovation Conference) was organized in Kotor, Montenegro, on September 10-11, 2015. ENTRENOVA is a multi-disciplinary conference dedicated to examining, comprehending and meritoriously countering to the economic, management, organizational, marketing and other issues inquired by innovation, information technology, and R&D, driven by enterprises.

The articles were accepted after a blindly review process of two independent reviewers selected from the members of Program Committee of the symposium. At ENTRENOVA '15 it was agreed to publish thematic issue of INDECS including a selection of refereed journal version of papers presented at the symposium in Kotor, Montenegro.

The call for thematic issue of INDECS was open to participants of ENTRENOVA '15 as well as to other researchers and practitioners from the fields of management, innovation and management information systems. Six submissions for thematic issue of INDECS were received, some of them being extended journal version of short symposium papers from proceedings. Each submission was first reviewed by guest editors and then blind reviewed by two experts.

CONTRIBUTIONS

Because the purpose of thematic issue of INDECS is also to promote innovation and research in economy with an emphasis on the information technology (such as information systems, data mining, neuromarketing), the six articles accepted for this issue present a variety of methods, research and literature reviews on these topics.

Bilal Zorić (2015) used the neural networks data mining technique to predict customer churn in a small Croatian bank. Further actions for the bank in question were suggested according to the findings.

Ibrahimović and Bajgorić (2015) created a Bayesian Belief Network model for predicting the information system availability in BiH financial institutions to determine whether the factors that affect the availability of IS in BiH are the same as in USA and Western Europe. Monte-Carlo simulation was used for model validation.

Ćosić (2015) gave an overview of neuromarketing and neuromarketing techniques, together with their ethical implications. The application of neuromarketing in market research was shown in an eye tracking study of the commercial that was presented to 21 subjects.

Turulja and Bajgorić (2015) explore the relationship between IT capability (IT knowledge, IT operations and IT infrastructure), innovation (behavioural, product, process and market innovativeness) and firm performance in Bosnia and Herzegovina.

Shukarov and Marić (2015) explore the impact of institutions, education and innovation in economic growth by exploring the indicators from the World Bank Data Base in transition economies that are either following the horizontal industrial policy according to the EU accession requirements (Serbia and Macedonia) or have already met the requirements (Slovenia and Bulgaria).

Vig and Dumičić (2015) have conducted a survey of 100 Croatian medium and large size companies in order to investigate the relationship between commitment to business ethics and nonfinancial business performance. They estimate three multiple regression models w (client satisfaction, human resources management and innovativeness and efficiency of business processes) – that measure the nonfinancial business performance with 9 independent variables that measure commitment to business ethics.

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