



IMPROVING COMPETITIVENESS THROUGH TECHNOLOGICAL AND INDUSTRIAL INNOVATION

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The globalization of markets affects how enterprises conduct business. In order for domestic enterprises to achieve competitiveness in such market conditions, technological and industrial innovations are an imperative.

The possibilities of Industry 4.0 technologies should be introduced systematically on all levels of conducting business. Including micro, small, medium-sized and big enterprises. Enterprises should consider implementing a modern ICT with the goal to improve certain if not all areas of conducting business. Quality, productivity and innovation should be the three main focus points when considering new ICT implementation. Innovation should be the core through, which the other two metrics would be improved. Innovation should be evaluated pre and post implementation of a new technology. This way additional optimizations and corrections can be introduced in order to increase innovation capacities. Innovation should not be focused only on products and services, but also on business processes and overall on the business model. Innovation should be looked for in the external and internal business environment as well.

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