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Department of Economics and Business þÿMaster of Business Administration (œ''')

2017

The impact of economic crises on the development of innovation and entrepreneurship

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MASTER IN BUSINESS ADMINISTRATION

The impact of economic crises on the development of innovation and entrepreneurship

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ATHENS 2017

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Abstract

Economists are describing crises affect in numbers how crises has affected counties all over the world, but how do companies are finding solutions to overcome crises when financial resources are less available and does dynamic capabilities have positive relationship with creation of innovative products in times of crises is not explored enough. By performing qualitative interviews, research will draw main lines how enterprises are overcoming crises and in which ways firms reorganize inner resources and processes, which are supported and performed inside companies to keep advantage and rivalry. Research will give some suggestions and ideas that might help to other companies to think over their inner processes in times of crises and might give inspiration to find better solutions firms can reorganize resources and capabilities inside companies to overcome crises situation and through this process might be created also some new innovative variations of existing products.