

2014

The application of the system of intellectual property management in small and medium enterprises

Constantinou, Christiana

Business Administration Program, School of Economics Sciences and Business, Neapolis
University Paphos

<http://hdl.handle.net/11728/6762>

Downloaded from HEPHAESTUS Repository, Neapolis University institutional repository



**THE APPLICATION OF THE SYSTEM OF
INTELLECTUAL PROPERTY MANAGEMENT IN SMALL
AND MEDIUM ENTERPRISES**

By

CHRISTIANA CONSTANTINO

Master in Business Administration

Neapolis University Pafos

Pafos, Cyprus

September 2014

A thesis

Submitted to the Faculty of MBA

in partial fulfillment of

the requirements for

the Degree of

MBA

**THE APPLICATION OF THE SYSTEM OF
INTELLECTUAL PROPERTY MANAGEMENT IN SMALL
AND MEDIUM ENTERPRISES**

Dissertation

Advisor

Andreas Kakouris

Program Director

Professor John Politis

Abstract

Purpose: This dissertation aims to study the application of the system of Intellectual Property, in Small and Medium enterprises in Republic of Cyprus.

Design/Methodology/Approach: The conceptual model used for this study was the quantitative research method, in which questionnaires were answered from owners or managers of Small and Medium Enterprises especially in Paphos city, Republic of Cyprus. The questions asked aimed to answer the main question of the research if the system of Intellectual Property is applying, and if yes in which extend and if no, which are the main reasons of not applying.

Findings: The results of this research were that the system of intellectual property rights in Small and Medium enterprises is applying in Cypriot businesses, but in a limited degree, especially the application of patents and copyrights, as Intellectual Property rights protection. The use of trademarks and trade names is applying in more extension as the enterprises are proceeding with the application of trademarks and trade names as Intellectual Property rights protection. In contrast with other researches in Europe concerning the Intellectual Property in SMEs in Europe the application of this system is also limited and the SMEs do not exploit their Intellectual Property in order to be more profitable or innovative.

Research Limitations/Implications: The research was carried out only in Small and Medium Enterprises located in Paphos city and specifically thirty (30) questionnaires were analyzed.

Originality/Value: This study provides some definitions of the basic Intellectual Property Rights and Small and Medium Enterprises. It was done in enterprises located in Paphos city, Cyprus and the main purpose was to understand the application of the system of Intellectual Property in SMEs in Cyprus. Also it was tried to contrast with some researches about this subject which were done in other countries.

Keywords: Intellectual property, patents, copyrights, trademarks, trade names, Small and Medium Enterprises.

TABLE OF CONTENTS

ABSTRACT.....	iv
TABLE OF CONTENTS.....	v
<u>CHAPTER 1: INTRODUCTION</u>	1
<u>CHAPTER 2: LITERATURE REVIEW</u>	2
2.1 Intellectual property.....	2
2.2. Types of Intellectual property.....	2
2.1.1 Patents	2
2.1.2 Copyrights.....	3
2.1.3 Trademarks.....	4
2.1.4 Trade names.....	5
2.3 Small and Medium Enterprises.....	5
2.4 Intellectual Property and SMEs	6
<u>CHAPTER 3: METHODOLOGY</u>	8
3.1 Qualitative and Quantitative research methods.....	8
3.2 Choice of the most appropriate research method – Quantitative research methodology.....	9
3.3 Questionnaire development process: Content and sources.....	9
3.4 Research Setting: Location and Target Populations.....	10
3.5 Conduct of the main study.....	11
3.5.1 <i>Sample selection</i>	11
3.5.2 <i>Data collection</i>	11
3.6 Data analysis procedures.....	12
<u>CHAPTER 4: FINDINGS / DISCUSSION</u>	13
4.1 Participants’ general information – Company Name.....	13
4.2 Main part of the questionnaire.....	14
4.2.1 Section 1: Enterprise structure.....	14
4.2.2 Section 2: Enterprise activity.....	16
4.2.3 Section 3: Patents.....	16
4.2.4 Section 4: Copyrights.....	18
4.2.5 Section 5: Trademarks.....	20

4.2.6 Section 6: Trade names.....	23
4.3 Comparison of the utilization of patents, copyrights, trade marks and trade name by SMEs in Cyprus.....	25
4.4 Comparison of the utilization of patents, copyrights, trademarks and trade name by enterprises providing services or produce/sale products.....	26
<u>CHAPTER 5: CONCLUSION / RECOMMENDATIONS</u>	28
5.1 Concluding Remarks.....	28
5.2 Recommendations	28
BIBLIOGRAPHY	30
APPENDICES	32
Appendix A.....	32
Appendix B.....	50