



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

By

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AND MEDIUM ENTERPRISES**

Dissertation

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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.

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