

THE IMPACT OF BUSINESS INNOVATIONS ON BRAND VALUE

Katarina Janoskova⁴⁶⁵

Pavol Kral⁴⁶⁶

Anna Krizanova⁴⁶⁷

DOI: <https://doi.org/10.31410/EMAN.2018.1002>

Abstract: *This article deals with interaction between business innovations and brand value. Innovation and brand equity are two important dimensions that drive businesses today; innovation in particular is a primary determinant of brand equity. Innovations and brand value are two key strategic assets that play important role in company growth and success. The aim of the research is demonstrating a statistically significant dependence between the brand value and innovations, which in our research are represented by R&D expenditures. Expenditure on research and development is taken in absolute terms, but also in relative terms as a percentage of revenue. Article contains basic theoretical background of this topic and results of research focused on confirming the dependence between these two parameters. The research is carried out on a sample of fourteen global brands (Google, Apple, Amazon, Microsoft, Samsung, Shell, IBM, Mercedes-Benz, Oracle, Siemens, Honda, Cisco, Intel, Nestlé) with application of mathematical-statistical apparatus. The analysis is carried out by comparison of selected brand values provided by consultative company Brand Finance with innovations represented by R&D expenditure (USD, percentage of sales).*

**Ing. Katarína
Janošková, PhD.**



She works as teacher at the Department of Economics. She provides teaching of subjects: Management of Innovation, Business Ethics. Her scientific-research, teaching and publication activities are primarily focused on the area of business management with emphasis on management of innovation and personnel management, business ethics and etiquette, evaluation of business environment. She has been working as coordinator of projects financed by EU structural funds since 2010.

She presents the results of her scientific-research activities in scientific studies, domestic and foreign journals, proceedings of international scientific conferences.

She has 10 contributions and 38 citations indexed in WoS. The value of her current Hirsch h-index is 2.

Key words: *Innovations, Brand Value, Correlation*

⁴⁶⁵ University of Žilina, Faculty of Operation and Economics of Transport and Communications, Department of Economics, Univerzitná 8215/1, 010 26 Žilina, Slovak republic

⁴⁶⁶ University of Žilina, Faculty of Operation and Economics of Transport and Communications, Department of Economics, Univerzitná 8215/1, 010 26 Žilina, Slovak republic

⁴⁶⁷ University of Žilina, Faculty of Operation and Economics of Transport and Communications, Department of Economics, Univerzitná 8215/1, 010 26 Žilina, Slovak republic

prof. Ing. Anna Križanová, CSc

She is dean of the Faculty of Operation and Economics of Transport and Communications and the member of the Department of Economics. She deals with marketing, international marketing and business economics. She has up to now published 3 scientific monographs, 4 textbooks, and 7 scripts. She regularly publishes in scientific journals and in proceedings of scientific conferences (from about 128 contributions, 22 is indexed in WoS and 8 in SCOPUS). Some of them are indexed in WOS database or Scopus database. More than 176 citations have been recorded so far, of which about 83 are indexed. The value of her current Hirsch h-index is 6. She was or is responsible for 4 VEGA projects and 1 APVV project.

