

# **INNOVATION ACTIVITY IN INDUSTRIAL ENTERPRISES FROM THE VARNA REGION FOR THE PERIOD 2009-2013**

**Chief Assist. Prof. Dr Plamen Pavlov**

## **Abstract**

The study of the innovation activity of companies may be particularly useful for several reasons. It provides information about the various kinds of innovation activity which enterprises undertake, such as whether they are involved in research and development, whether they purchase knowledge and technologies in the form of licences or directly ready-made equipment, or use other external knowledge. There can also be obtained data about the training of employees in conjunction with the development and the implementation of innovations as well as whether there are undertaken changes in the form of organizational and managerial innovations. In this connection, the quantitative measures of costs with respect to each innovation activity are an important measurement of the level of the innovation activity of enterprises, the industry and the entire economy.