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**THE CONCEPT OF CORPORATE RESULTANT INNOVATIVENESS
ASSESSMENT BASED ON FUZZY LOGIC**

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ABSTRACT

Generally in the literature innovativeness is widely recognized as one of the main drivers of organization's development and its value creation. Nowadays it is very trendy to be perceived as innovative, but at the same time many companies abuses this image. That is why on importance is gaining the need for objective evaluation of corporate innovativeness, which would enable ordering of companies in terms of their actual, and not pretended, innovativeness, as well as managing innovative image of each company. Thus, the paper presents a proposal for corporate resultant innovativeness assessment model, which is a next step in Author's research on corporate innovativeness. In the proposed concept two aspects have been considered: quantitative and qualitative results of company's innovation activity (i) and impact of this results on financial performance of company and its efficiency (ii). Due to the fact, that access to information on innovative activities results of companies is highly diversified, proposed model was developed in two versions: based on public sources of information (I) and based on information which should be collected through survey research (II). It was also assumed, that as the calculation engine, capable to obtain a synthetic final assessment, a fuzzy logic will be used. The main reason for developing this model was to fulfil the gap in the scope of synthetic/aggregate measure of corporate innovativeness in terms of company's results in this area and their impact on its performance.

Keywords: innovativeness evaluation, resultant innovativeness, fuzzy logic, fuzzy model