

TO WHAT EXTENT DOES SECONDARY BUSINESS MODEL INNOVATION HELP "LATEST" FIRMS TO ENTER THE MARKET SUCCESSFULLY?

Emilia Ilieva-Naufal¹

Abstract:

The article aims at a practical study to trace the existence of a relationship between the implementation of innovations and innovation practices that affect the business model of the so-called "latecomer" firms in emerging market economies.

The purpose of the scientific study is to discuss the adoption of the so-called "Secondary innovation of the business model" in the service environment in Bulgaria, which can further serve as a basis for other studies related to different types of innovation.

Keywords: Business model; Secondary business model innovation; Business canvas; Emerging Economies; Latecomers

JEL: L00

¹ PhD student, Department of Industrial Business, Technical University- Sofia; email: emmy.naufal@gmail.com