

EDITORIAL

INNOVATION FOR ORGANIZATIONAL PERFORMANCE: APPROACHES AND APPLICATIONS

This thematic issue of INDECS presents articles oriented towards understanding different issues associated with information technology, technological advancements, sustainability and managerial aspects in relation to innovative business practices and different organization related outcomes.

Some of the latest research on approaches and applications in this field were presented at an international conference, the 4th Enterprise Research Innovation Conference (ENTRENOVA) that was held in Dubrovnik, Croatia during 7-9 September 2017. ENTRENOVA is a multi-disciplinary scientific conference dedicated to understanding and evaluating economic, management, organizational, marketing and other issues associated with enterprise driven innovation, informational technology and research and development. At ENTRENOVA 2017, more than 150 authors, from 30 countries, participated with 80 abstracts and 70 papers.

Beside the participants of ETERNOVA 2017, the call for this thematic issue of INDECS was open for all other interested authors, researchers and practitioner from the field of economics, organization and management science, information systems and technology as well as from the field of innovation.

Eight submissions for thematic issue of INDECS were accepted, some of them being extended journal version of short articles from proceedings. Articles in this issue were accepted after review by guest editors and a blind review process by two independent reviewers. A short description and contribution of each article is provided in the next lines.

In the article *Understanding the success factors in adopting business process management*, Bosilj Vukšič, Brkić and Tomičič-Pupek analyze business process management software (BPMS) as one of the general means of ensuring business process management (BPM) success. They examine the contextual and technical perspectives of BPMS adoption and related critical success factors by applying a multiple-case study approach and interviews in companies that fully or partly adopted BPMS. Semi-structured interviews were used to gather quantitative data for those topics that can be evaluated numerically, and qualitative contextual (organizational and environmental) critical success factors relevant for BPMS adoption success. Based on their research, they propose BPMS selection guidelines with regard to the organizational, environmental and technological CSFs of BPMS adoption, to support decision makers in selecting the right BPMS.

Isada and Isada in their article *A network analysis of innovation in the internet of things* clarify empirically the influence of the network structure among companies on innovation in the Internet of Things (IoT) field. The relationship between the network structure and the result of innovation was analysed through social network analysis. Joint application patents related to IoT companies were extracted from the intellectual property database. Results of their research show that the difference in the network structure of a company was related to the result of research and profitability. In particular, a company with a platform type of business model is considered as highly profitable in the IoT business field. Drawing on an intellectual property database and employing social network analysis, this research quantifies the structure of innovation networks in terms of the results and operational efficiency of R&D.

Article *Sustainable development, technological and industrial impacts on engineering education* by Elsaadany and Helmi emphasises how in the transition towards a sustainable society, teaching sustainability is a necessity to ensure sustainable design and preserve the ecosystem. Consequently, educating engineering students on sustainable development is widely applied in many faculties and universities around the world. Throughout this article, authors examine the teaching methods for the sustainability subject and build on the experience of others and the wide spectrum of methods in order to provide guidelines for curriculum design. They propose this design is based on innovations in technologies to cover sustainability along with environmental and social implications and provide a criterion for evaluating the impact of executing the proposed sustainable development curriculum.

In the article *Destination marketing organisations' use of humour and co-creation: An exploratory study from Croatia*, Slivar, Periša and Horvat address the principles of co-creation, along with the appeal of humor in tourism, that are still under researched topics as well as rarely used in practice. They emphasize this is especially in the case of Destination Marketing Organisations (DMOs) in Croatia, publicly founded entities who do not create tourism products, however are responsible for the valorization of unmanaged tourism attractions. Authors present an exploratory study that was carried out with the purpose to raise awareness of the benefits of applying those two concepts in marketing activities of DMOs. They assess the current practices of DMOs and their tendencies towards using humor and co-creation in their marketing agendas. A case study project, aimed at tourism attractions in the destination, to inspire DMOs is also presented.

Analysis of the leadership style in relation to the characteristics of Croatian enterprises by Miloloža explores the presence of authoritarian, democratic, and laissez-faire leadership styles in Croatian enterprises. Level of usage of different leadership styles was measured using Leadership Styles Questionnaire on a sample of enterprises. Results indicate that democratic style is the most often occurring style in all groups of enterprises, although autocratic and laissez-faire are also often present in some groups of enterprises.

Grubor and Jakša in their article *Internet marketing as a business necessity* explore the field of Internet marketing, as a new area of marketing theory and practice that has emerged and is constantly improving. The aim of the article is to examine fundamentals of Internet-based marketing, and to analyze challenges and opportunities that need to be addressed by modern companies in their Internet marketing strategies. In addition, possible limitations and risks that emerged in electronic marketplace are emphasized. Data used are from a secondary research, implying detailed analysis of researches and studies in the given field.

In the article *Exploring the link between corporate stakeholder orientation and quality of corporate social responsibility reporting* Markota Vukić, Omazić and Aleksić emphasize the importance of corporate social responsibility (CSR) reporting, as well as corporate stakeholder orientation as a significant indicator of quality of CSR reporting. In this article the authors explore the link between stakeholder orientation and quality of CSR reporting and empirically analyse it on a sample of 69 companies from 10 European countries. Quality and stakeholder orientation were assessed from CSR reports retrieved from the GRI Database and from companies' official websites. Stakeholder orientation index included analysis of orientation towards shareholders, suppliers, employees, local community and customers. Research results indicate a positive link between the level of corporate stakeholder orientation and quality of CSR reporting. In addition, the article provides overview of characteristics and quality of current CSR reporting among analysed companies.

Article *Soundness and sustainability research in the regional and settlement development programs (2014-2020)* by Máhr, Birkner and Rodek Berkes presents the results of projects the "Establishment of a green town", which is one of the Regional and Municipality Development Operational Programs (TOP) programs. The objective is to present the soundness of the utilization, sustainability and need for measurement plan for the small European town, along with the primary and secondary data. The cohesion of the project compared to the strategic documents of the municipality is also investigated. The research results can be of help for the project planners and municipality stakeholders of the European Union.

Zagreb, 26th June, 2018

Editor

Mirjana Pejić Bach