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BASIC PRINCIPLES IN EVALUATION OF FAST-GROWING COMPANIES OPERATING IN INNOVATION-INTENSIVE INDUSTRIES*

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Abstract. In recent years, when the world economy has been recovering from the crisis caused by the pandemic, the opportunities for economic development have taken on a new meaning and started to sound relevant again. Fast-growing firms may be considered a similar opportunity, especially those operating in innovation-intensive sectors of the economy. Their example can serve both academics and practitioners to analyze the characteristics and features that predetermine their rapid growth and, on this base, to create a model that startup companies can use. The preset paper aims to define such factors and specifics that describe fast-growing companies operating in innovative-intensive sectors of the economy.

Keywords: fast-growing companies; innovations; innovative-intensive sectors

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JEL Classifications: D22, L21, L24, L25, L26, M14, M15, O3, O49

1. Introduction

Today's business world is complex and dynamic, challenging to predict and, therefore - complex to plan. In the years when the world is recovering from the crisis of the pandemic, other crises have occurred very quickly - the war in Ukraine and the conflict in the Gaza Strip, which are reflected in the general dynamics and the lack of sugar in the economy on a global scale. In this consideration, the possibilities through which an enterprise can develop and achieve strategic sustainability become particularly relevant. A possible solution in this direction can be extracted from fast-growing enterprises operating in the economy's innovation-intensive sectors. Their experience and specific features can be an example for other business organizations and startups. Because of this, the definition of common characteristics can lead to creating and developing a model that will create a comprehensive national and/or European policy to promote entrepreneurship and innovation.

The modern business world is faced with enormous challenges - on the one hand, these are the extremely growing demands of consumers; on the other hand - the highly competitive environment, in which there is almost no difference between competing products and services, and consumers make their choices for seemingly secondary reasons (such as a better image of the organization, social responsibility policy, recyclability

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of packaging, the responsible and supportive policy as an employer etc.). On the other hand, there is the business environment's complexity, uncertainty and unpredictability, which business organizations must also consider when setting their goals for development, growth and sustainability. In this context, the experience of fast-growing companies operating in innovation-intensive sectors can be crucial and serve as an example in preparing strategies and programs for economic development.

2. Theoretical background

Despite its undeniable importance for the overall development of the economy, there still needs to be more in-depth research focusing directly on fast-growing business organizations. One of the possible reasons for this observation could be explained by the fact that there are fast-growing business organizations in different economic sectors (usually characterized by great dynamism and innovation intensity), which leads to difficulty in comparison and in-depth analysis of the results achieved by the companies.

Some scholars (Connell, Lemyze, McGill, 2021) find a direct connection between a targeted policy of increasing talent recruitment in the organization and their subsequent result, which leads directly to the company's rapid development. In this line of consideration, other authors pointed out that the talents' ability to productively improve is a crucial factor for a company's success (Guarino et al, 2022). At the same time, many scientific researchers have developed different aspects of the interaction between talent and a company's performance. Kaliannan et al. (2023) focus on the inclusive policy of talent development and this reflection on the company's performance; Pantouvakis and Vlachos (2020) consider that leadership and talent directly impact the company's performance. Ali and Ullah (2023) also explore the role of leadership but in the context of *laissez-faire* concept towards talents. They found that *laissez-faire* leadership positively affects talents in several critical aspects, including their attraction, retention and performance. Pan and Tang (2021) claim that managerial morality and talent both are essential and contribute positively to the performance of the company; Baltrunaite, Bovini and Mocetti (2023) explore specific aspects of the dynamic connection between talent and managerial practice and conclude that both directly reflect to the company's performance. Still, there is evidence that they have complementary characteristics. Some authors reveal that the modern company's significant effort (including from a financial point of view) is to retain talent rather than attract ones (Guerra, Danvila-del-Valle, Méndez-Suárez, 2023).

The ability of enterprises to develop and implement different innovations is also a vital element for fast growth and success. For Qian, Liang, and Liu (2023), the ability of managers to make risky decisions for innovations leads to improved company performance. Scholars also examine the role of cooperation and entrepreneurial agility and the level of innovation performance and conclude that there are positive impacts between cooperation and innovation performance of the company. Still, organizational agility has to be considered as not so well developed in this relation line (Guo, Yin, Liu, 2023). Others explore the link between innovations, entrepreneurial skills and abilities and knowledge management to achieve a good synergy effect and overall company performance (Ta'Amnha et al., 2023). For other authors, the business environment has a moderating role in the company's innovation policy, including its innovation spirit (Yin et al., 2023). Some define the idea of sustainable innovation, which is logically connected to the company's sustainable growth. For instance, Lu, Li and Yuen (2023) found digital transformation a reliable instrument for sustainable innovations. For Robertsons and Lapiņa (2023), the companies' digital transformation could be considered a tool for sustainability and innovation. Almost the same opinion is shared by Avelar et al. (2024), who also explore the characteristics of sustainable entrepreneurship along with innovations and the level of digitalization of the companies. For Wang et al. (2023), digital platforms could help companies to provide sustainable innovations. How to achieve sustainable innovations, but this time through partnership and in the context of intellectual property rights, is developed by Siltaloppi and Ballardini (2023). Rauter, Globocnik and Baumgartner (2023) provided interesting research on the interrelations between organizational control and sustainability of innovations implemented and developed by organizations. They found out that formal control supports and facilitates the sustainability of a company's innovations and even more. This effect could be even stronger when some form of social control complements such type of control.

Indeed, the rapid development of some business organizations is in the scientific community's focus and interest, and many studies try to explain precisely why such growth is due. For instance, Belitski et al. (2023) pointed out the crucial role of knowledge spillovers in the company's rapid growth. Their thesis is supported by Sergio, Iandolo and Ferragina (2023), who specifically explore the knowledge spillovers in high-tech sectors and found that innovations and ICT agglomerations enhance and support further specialization in these sectors. Sharing knowledge and knowledge distance are considered by some scholars as factors that could mediate impact the company's innovation performance in the context of supply chain partnerships (Shan et al., 2023). Considering the company's supply chain and innovation performance, Chen et al. (2023) suggest the leading role of government support. Xu et al. (2023) also explore the government's important role in developing innovation.

On the other hand, Wang, Han and Li (2023) claim that knowledge reorganization has a critical role when it comes to manufacturing enterprises and their efforts to improve the open innovation performance of the company. For some scholars, entrepreneurial management could be the key explanation for company growth, especially in times of crisis (Kusa, Duda, Suder, 2022). For Day (2023), strategic innovations could accelerate the company's growth. Bhutto, Jamal and Ullah (2023), who explore the bank sector comprehensively, conclude that service innovations along with supportive human resource practices could lead a company to sustainable growth. Some authors also pay attention to the role of innovation organization climate and policy for career development for the company's overall performance (Miao, Bozionelos, Bozionelos, 2023). Other researchers have a more general starting point and explore on macroeconomy level between technological innovations and its impact on economic growth at the national level (He et al., 2023; Li, Hou, Jia, Li, 2023).

In summary of the literature review, the question of how companies can become fast-growing, whether the introduction of innovations guarantees their rapid growth, whether growth depends on the economic sector in which the company operates, and the intensity of the sector itself is complicated and should be examined from different perspectives, taking into account various factors from both the external and internal environment of the company.

3. Methodology of the research

To determine the basic workable in-practice principles that we could use to evaluate the fast-growing companies in innovation-intensive industries, which is the primary goal of the current research, we first analyze the existing ratings of companies. After a profound exploration, we decide to explore ratings at different levels – national, European and on the world scale, to help outline the basic indicators used to evaluate the companies. We selected 3 relevant for our study ratings, analyzed data and used indicators. Then, based on the information and our analysis, we make a justified proposal for the basic indicators that could be used to properly assess the companies in innovative-intensive sectors of the economy and their level of development and speed of growth. Graphically, our methodology is presented in Fig. 1.

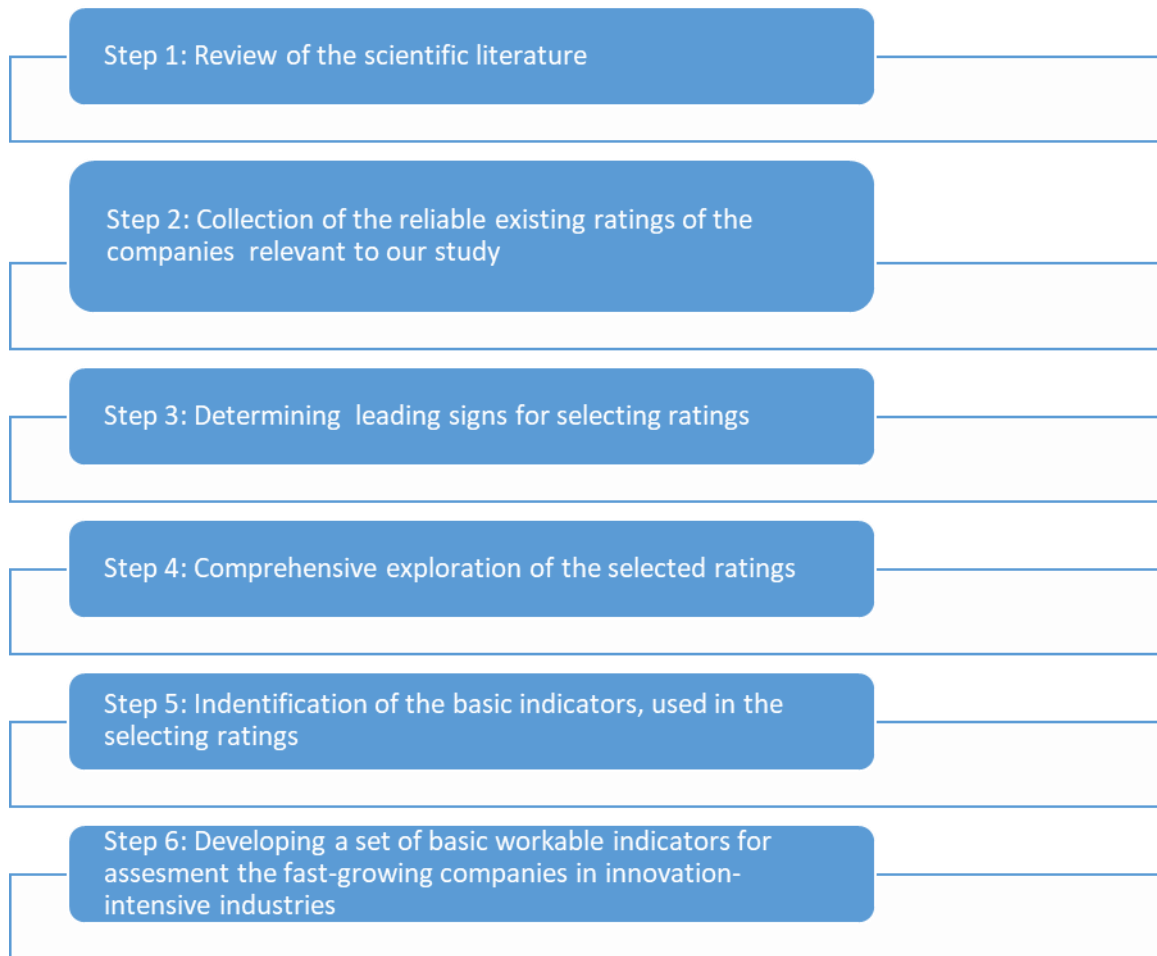


Fig. 1. Methodology of the research

4. Trends in classifications of the Fastest Growing Companies

Several interesting rankings classify companies according to their performance and concrete results on a regular base. For the aim of our paper, we will focus on three different rates to analyze their major indicators for rating. These three classifications have different scopes and subjects of comparison. Still, they will help us analyze and conclude the basic indicators for evaluating fast-growing companies, which have to be applicable to any scale.

4.1. Rating on National Scale

The first one is the rating of the biggest companies on the national level for 2023. This ranking is prepared regularly on an annual basis by Capital Media Group, and the classification refers to official company reports. Results of the first 10 biggest companies on the national level (based on their growth) are presented in Table 1.

Several interesting observations can be drawn based on the data presented in Table 1. First of all, it is striking that in the top ten of the ranking of the largest Bulgarian enterprises, most companies (in fact 6 out of 10) are in the energy sector and two deal with fuels and biodiesel (relatively closed sectors). Only two companies are in completely different sectors - metals and glass, and the interesting thing in this case is that they occupy first and last place in the considered ranking.

Table 1. Top 10 of the biggest companies in Bulgaria

2022 Rate N	2021 Rate N	Company	Sector	Revenues 2021	Revenues 2022	Change % 2021/ 2022	Profit/ Loss 2021	Profit/ Loss 2022	Profit- ability 2022
1	1	Aurubis BULGARIA	Metals	3,399,681	4,214,408	23.96	149,337	255,266	6.06
2	3	Astra Bio- plant	Biodisel	1,706,122	3,932,842	130.51	116,126	63,672	1.62
3	4	Lukoil - Bulgaria	Fuels	1,649,732	3,771,733	128.63	38,527	76,292	2.02
4	5	Kozloduy NPP	Energy	1,390,037	3,099,193	122.96	455,205	372,968	12.03
5	21	AXPO – Bulgaria	Energy	504,971	3,077,977	509.54	8,726	19,585	0.64
6	2	NEK – National Energy Company	Energy	2,105,513	2,697,845	28.13	332,389	553,860	20.53
7	6	Bulgargaz	Energy	1,091,937	2,520,004	130.78	32,674	Minus 51,349.55	-
8	13	TPP Maritsa East 2	Energy	686,073	2,049,764	198.77	Minus 70,264.8	608,298	29.68
9	50	MET Energy Trading Bulgaria	Energy	373,255	1,900,637	409.21	19,666	14,336	0.75
10	8	BA Glass Bulgaria	Glass	1,027,619	1,457,874	41.87	64,758	94,336	6.47

Source: Capital Media Group, and authors calculations 2023 (Thousands of Euros)

At the same time, the traceability of the companies' results for two consecutive years makes it possible to compare their growth during this period. In this line of consideration, AXPO – Bulgaria and MET Energy Trading Bulgaria have realized the biggest change. AXPO – Bulgaria achieved the most significant change in incomes for the two years (509.54%), while MET Energy Trading Bulgaria made the most significant jump - from 50th place in 2021 to 9th place in 2022.

In terms of revenues, Aurubis Bulgaria is the leader for both 2021 and 2022 years. Still, in terms of profit for 2022, the leader is the National Energy Company (NEK), while in terms of profitability, the first place goes to the TPP Maritsa East 2.

For the specific purpose of our current research, we will focus on the indicators used in the considered ranking to identify the biggest companies at the national level. These indicators are graphically presented in Fig. 2.

When we explore the company's growth, several financial indicators have to be used – these are as follows: company's revenues (annual base), company's profit or loss (annual base) and based on this – the indicator for profitability.

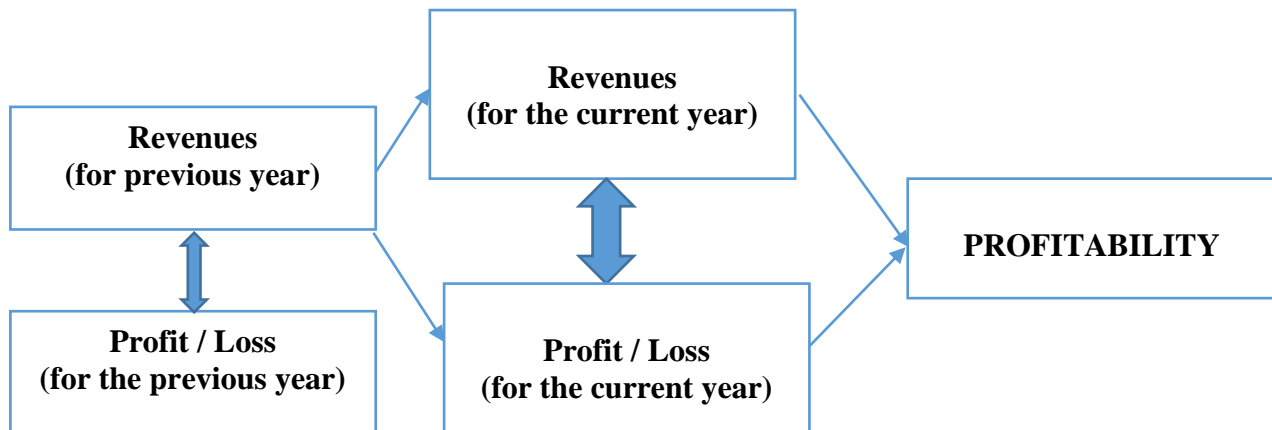


Fig. 2. Basic indicators used for identification of the biggest companies on the national level

4.2. Rating on European Scale

The second ranking we will explore is the European Fastest Growing Companies rating for 2023. Here, in addition to the indicator for financial indicators (revenue and Compound Annual Growth Rate - CAGR), we also have information for the number of employees (Table 2).

Table 2. Ranking of the Fastest European Growing Companies, 2023

N	Name of the Company	Founded	Country	Industry	Number of employees		CAGR %	Revenue (Euro)	
					2021	2018		2021	2018
1	Tripledote Studios	2016	United Kingdom	Leisure & Entertainment	172	18	794.65	83,062,822	115,197
2	Marshmallow	2016	United Kingdom	Fintech, Financial Services & Insurance	220	8	659.85	94,346,611	201,333
3	WeCo	2015	Italy	Manufacturing	12	2	433.07	61,882,913	408,518
4	Silverstream Technologies	2010	United Kingdom	Professional, Scientific & Technical Services	48	8	426.43	17,259,314	118,306
5	Gift & Go	2017	United Kingdom	IT & Software	13	2	408.3	17,344,060	123,642
6	GT Classic Cars	2012	France	Retail	9	1	383.68	14,039,007	124,072
7	illimity Bank	2018	Italy	Fintech, Financial Services & Insurance	725	138	353.9	271,184,000	2,900,000
8	Inkitt	2014	Germany	Leisure & Entertainment	82	19	335.18	11,978,636	144,343
9	Onto	2017	United Kingdom	Automotive	113	13	334.08	15,048,654	172,252
10	Elettrosmart	2017	Italy	Wholesale	8	4	325.01	49,159,967	640,359

Source: Statista <https://r.statista.com>

In this ranking, there are 4 Bulgarian companies: the best place is for the Eushipments.Com (rank 316 with CAGR 80.38) which operates in Logistics & Transportation sector, followed by Amco-Bulgaria (rank 374 with CAGR 73.27) in Retail; third place is for Pontica Solutions (rank 716 with CAGR 47.22) in Professional,

Scientific & Technical Services sector of economy and on the fourth place is Storpool (rank 743 with CAGR 45.99) which is in IT & Software.

Again, several interesting observations must be outlined based on the information in the table above. First, 50% of the companies in the top 10 of this ranking are from the United Kingdom, which has a favorable business climate supporting the company's fast growth. Another interesting finding is that Italy has 3 companies in top 10, while the two national European economies regularly considered the leading economies in the European Union – Germany and France – are presented with only one company in the top 10.

Unlike the first ranking explored in this study, this ranking is much more diverse in terms of the economic sectors in which the fastest-growing enterprises in Europe operate for 2023. This observation is relatively easy to explain, having in mind several keys: the first one is based on the scope of the ranking, which covers the entire Europe. On the other hand, the fact that all 5 companies from the United Kingdom and all 3 from Italy are representatives of different sectors of economy speaks for the overall policy of supporting the companies' growth of both countries. There are only two sectors that have two representatives of companies in the top 10 (Fig. 3) – these are Leisure and entertainment (Tripledot Studios from the United Kingdom and Inkitt from Germany) and Fintech, Financial Services & Insurance (Marshmallow from the United Kingdom and illimity Bank from Italy). Their growth for 2018 and 2022 is impressive, and some additional calculations could help better understand the growth logic according to the sector.

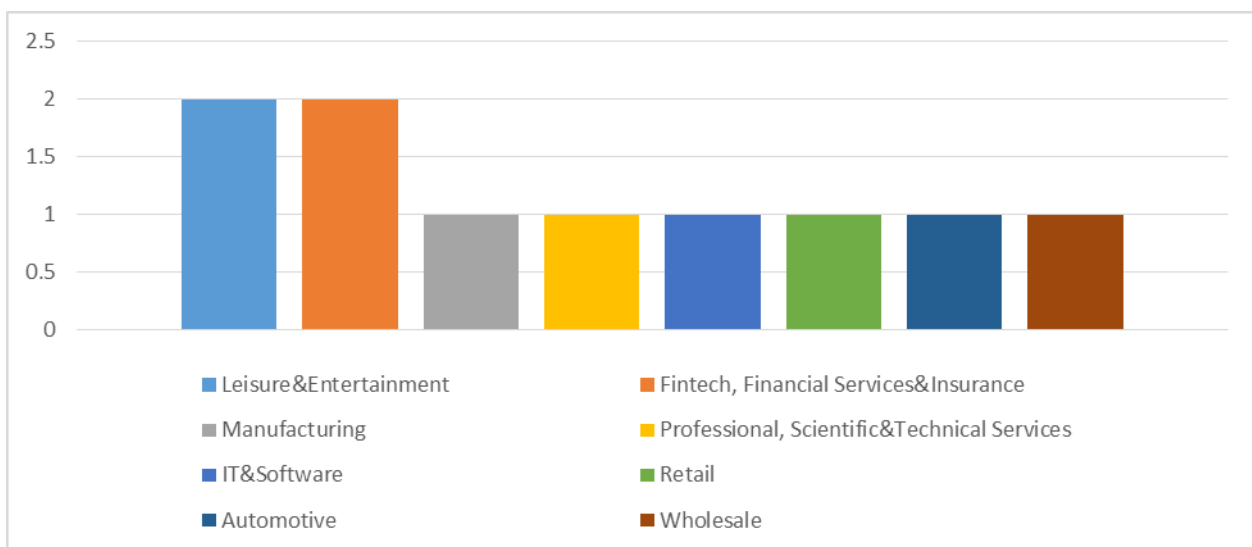


Fig. 3. Distribution by economic sector of the top 10 fastest-growing companies in Europe for 2023

Source: Statista

An interesting comparison of the two sectors can be made in terms of the growth rate based on the number of employees in these companies from 2018 to 2022 (Table 3).

Table 3. Growth based on the number of employees in two sectors

Sector of Economy	Name of the company	Number of employees		Rate of growth	Average for the sector
		2018	2022		
Leisure and entertainment	Tripledot Studios	18	172	9,55	6,93
	Inkitt	19	82	4,31	
Fintech, Financial Services & Insurance	Marshmallow	8	220	27,5	16,37
	illimity Bank	138	725	5,25	

Source: Statista, authors calculations

Based on the growth of the number of employees, the average rate of growth achieved by the companies in the Leisure and Entertainment sector is 6,93, while for the Fintech, Financial Service & Insurance, this score is

16,37. This observation can be interpreted through several main lines. First, it should be noted that the human factor is extremely important when talking about fast-growing companies in Fintech, Financial services and Insurance industries. The direct correlation between the overall growth of the company and the level of hiring of new employees is evident there. Therefore, when we consider the basic principle for assessing the company's fast growth, the indicator covering the number of employees and their development for a concrete period has to be included in it. The second line of consideration is the specification of the economic sector. Here on the table we have 2 totally different sectors, offering product and services to different types of clients, with totally different strategies of the business models. Therefore, it is completely reasonable to ask the question, in addition to defining basic indicators for the evaluation of fast-growing companies, to consider the possibility of determining different coefficients depending on the specifics of the industry in which the companies operate. In this situation, for instance, the growth of the number of employees in Fintech, Financial services and Insurance industries has to be considered a key indicator for these companies. And at the same time, in these sectors of economy, where there is more reliance on automation, artificial intelligence, technological innovation, it is possible that the number of people in the company is not as crucial to its development as their abilities and expertise.

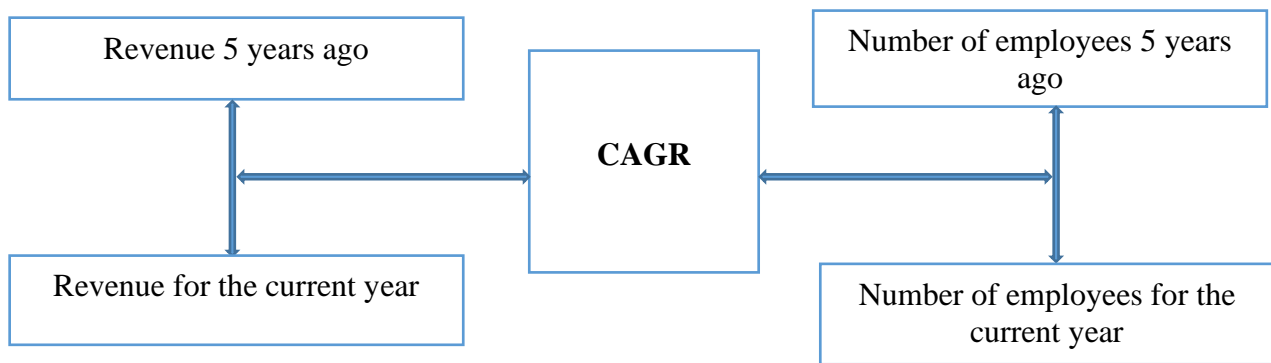


Fig. 4. Basic indicators used for identification of the fastest growing companies in Europe, 2023

4.3. Rating on Global Scale

The third and final ranking we chose to explore for the specific purpose of the current research is the fastest-growing startups on a global scale. This rating is prepared by an analyst company Exploding Topics (www.explodingtopics.com), whose clients are global brands such as Apple, Microsoft, Samsung, Amazon, Netflix, Google, Airbnb, etc. The ranking has several indicators with the help of which the analysts determine the ranking order (Table 4.).

Table 4. Global ranking of top 25 fastest growing startups in 2023

N	Name of the company	Year Founded	Location	Sector / Specifics	5-year Search growth	Search growth status	Funding \$
1	Zerotier	2015	Los Angeles, California	IT & Software	531%	Exploding	\$3.7M
2	Cradlewise	2019	San Francisco, California	Manufacturing (Smart furniture)	2300%	Regular	\$7M
3	OnlyFans	2016	London, UK	Leisure & Entertainment	9100%	Exploding	Undisclosed
4	StackBlitz	2018	San Francisco, California	IT & Software	379%	Exploding	\$7.9M
5	Linktree	2016	Melbourne, Australia	Social Media, e-commerce	8200%	Regular	\$165.7M
6	Fandom	2004	San Francisco, California	Leisure & Entertainment	209%	Regular	\$145.4M
7	Preply	2012	Brookline,	Education	1720%	Exploding	\$170.1M

8	Labster	2011	Massachusetts Copenhagen Denmark	IT & Software Virtual learning	410%	Regular	\$150.5M
9	Oura	2013	Oulu, Finland	Manufacturing (Smart rings)	7900%	Exploding	\$148.3M
10	Tailwind	2012	Oklahoma City, Oklahoma	Social Media, E-commerce	1229%	Exploding	\$10.7M
11	Gumroad	2012	San Francisco, California	Social Media, E-commerce	361%	Exploding	\$16.1M
12	Clockify	2017	Palo Alto, California	IT & Software	1300%	Exploding	Undis- closed
13	Glow Up	2020	Khobar, Saudi Arabia	Beauty & Style	809%	Exploding	Undis- closed
14	Brightwheel	2014	San Francisco, California	IT & Software Childcare management software	286%	Exploding	\$88.8M
15	Manscaped	2016	San Diego, California	Trade & Manufactur- ing	414%	Regular	\$500K
16	Shiprocket	2017	New Delhi, India	E-commerce logistics platform	2225%	Exploding	\$399.1M
17	Saie	2019	New York, New York	Beauty & Style	388%	Exploding	Undisclosed
18	Boddle	2018	Tulsa, Oklahoma	Gamified math learning platform	99X+	Exploding	\$5.6M
19	Liquid Death	2018	Santa Monica, California	Manufacturing Water DTC startup	2200%	Exploding	\$200.6M
20	Printify	2015	San Francisco, California	Marketing & Adver- tising	2600%	Exploding	\$54.1M
21	Melio	2018	New York, New York	Accounting IT & Software	591%	Exploding	\$504M
22	Adalo	2018	St. Louis, Missouri	IT & Software	4500%	Exploding	\$9.8M
23	The Farmer's Dog	2016	New York, New York	Manufacturing Pet food	542%	Exploding	542%
24	Elegoo	2015	Shenzhen, China	Manufacturing	567%	Exploding	Undisclosed
25	Givebutter	2016	WashingtonDist rict of Columbia	Fundraising software startup	1900%	Exploding	\$7M

Source: Exploding Topics and authors` search 2023

Based on the information in the table, several observations could be made. First, despite the relatively different sectors of economy and diverse service and products that the first 25 startup companies on a global scale offer to their customer, there is one horizontal characteristic which refers to almost any enterprise of this rating – this is the usage of ICT technology for developing and offering the service or product. Therefore, it could be concluded that ICT technologies play a critical role in these companies' development speed. Secondly, the margin of 5-year search growth varies on a big scale between different companies, even between companies in one sector (for instance: 286% for Brightwheel and 4500%, achieved by Adalo in IT & Software; 209% for Fandom and 9100% achieved by OnlyFans, representing the sector Leisure & Entertainment). On the next line of consideration comes the differences in terms of the year of foundation of the companies in this rating. It is generally accepted belief that startups are enterprises that do not have a very long history and, therefore, have a good/stable credit and financial rating. On the other hand, Ries (2011) offers another interpretation of a startup - an organization dedicated to creating something new under extreme uncertainty. This definition explains from one side the critical role of innovations and ICT (as we already mentioned) and – the relatively big variety of the startup companies' foundation years included in this rating (Fig. 5).

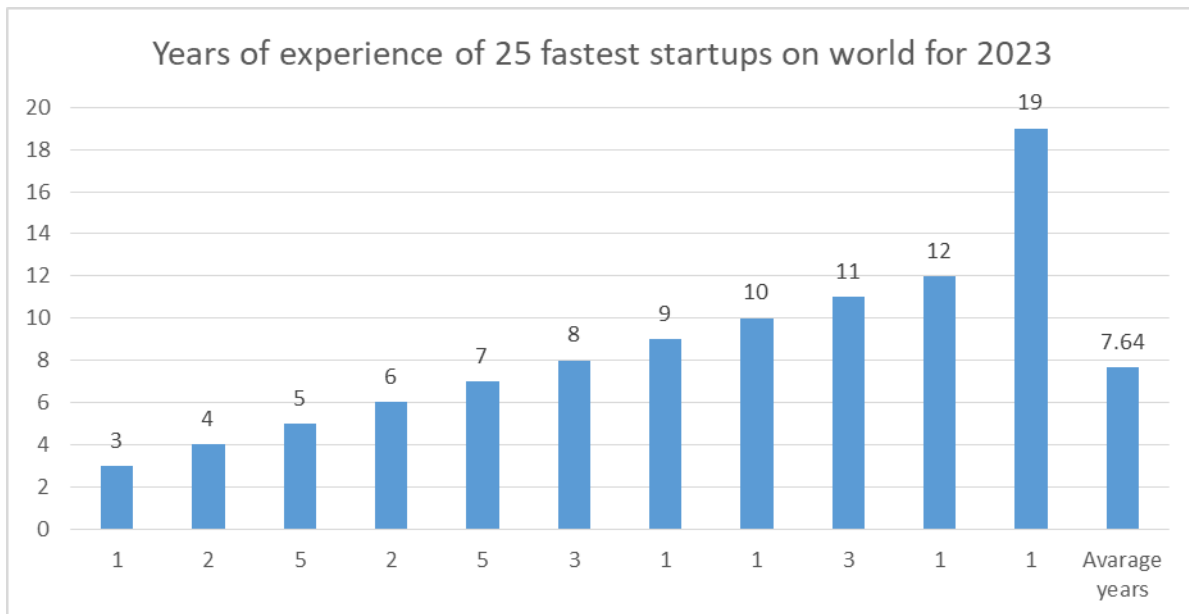


Fig. 5. Distribution of the number of companies in top 25 fastest-growing startups in the world for 2023, based on the number of years of experience

Source: Exploding Topics, authors calculations

When we proceed to a deeper exploration of this graphic, we could outline the following observations: 24% of startups included in the rating have 10 or more than 10 years of experience. This fact justifies the definition, perceived by Ries, that startups could be enterprises offering something new to the market in the very complex and uncertain business environment. Here, the most experienced (in terms of years of existing) company is Fandom (USA), which has operated since 2004 in the sector of Leisure & Entertainment and offers services for wiki hosting mainly for entertainment culture. At the same time 5 companies have 5 years of experience, which makes 19% of the companies in the rating. A curious fact is that 4 of these 5 enterprises operate in the IT & Software and only one is in Manufacturing and Trade.

On the other hand, this sector domination could be easily explained by the fast development of the ICT industries. Another peculiar "peak" is among companies with 7 years of experience. The diversity of economic sectors among startups with seven years of experience is significantly greater than among five-year startups (Fig. 6). Here, in contrast to the five-year startups, where we have a significant dominance of the Software & IT sector, in the seven-year startups we observe almost parity between the sectors in which the enterprises operate. The only exception is the Manufacturing & Trade sector, where we have two companies - The Farmer's Dog (USA) and Manscaped (USA). The product of Both companies in this sector, at first glance, are almost regular.

But on the other hand, both companies have something new used to attract customers. The Farmer's Dog offers high-quality food for dogs by taking the healthy eating trend for people and extending it to pet food. Manscaped focuses on very "edgy" advertising in social media to sell its products, which could be one reason for its fast development.

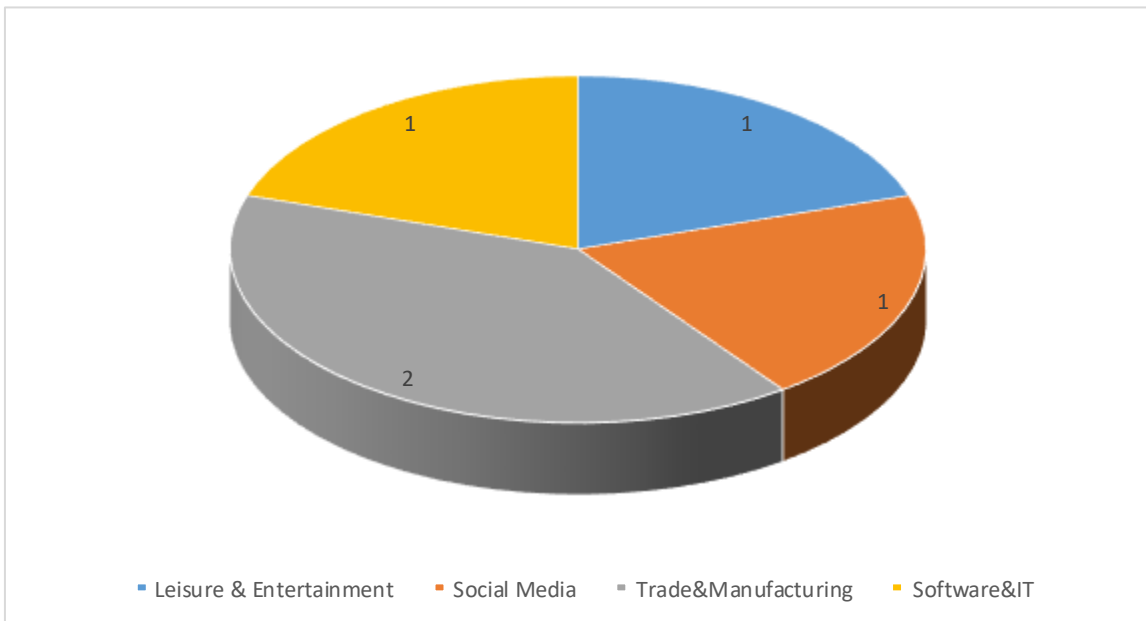


Fig. 6. Diversity of economic sectors among 7-years startups in top 25 fastest-growing startups in 2023
 Source: Exploding Topics

The distribution by economic sector of the top 25 fastest-growing startups in 2023 on a global scale is presented in Fig. 7. In a comprehensive exploration of this information, we could make the following observations: IT & Software sector is leading with almost 30% of the top 25 fast-growing startups in world, followed by manufacturing and trade sector.

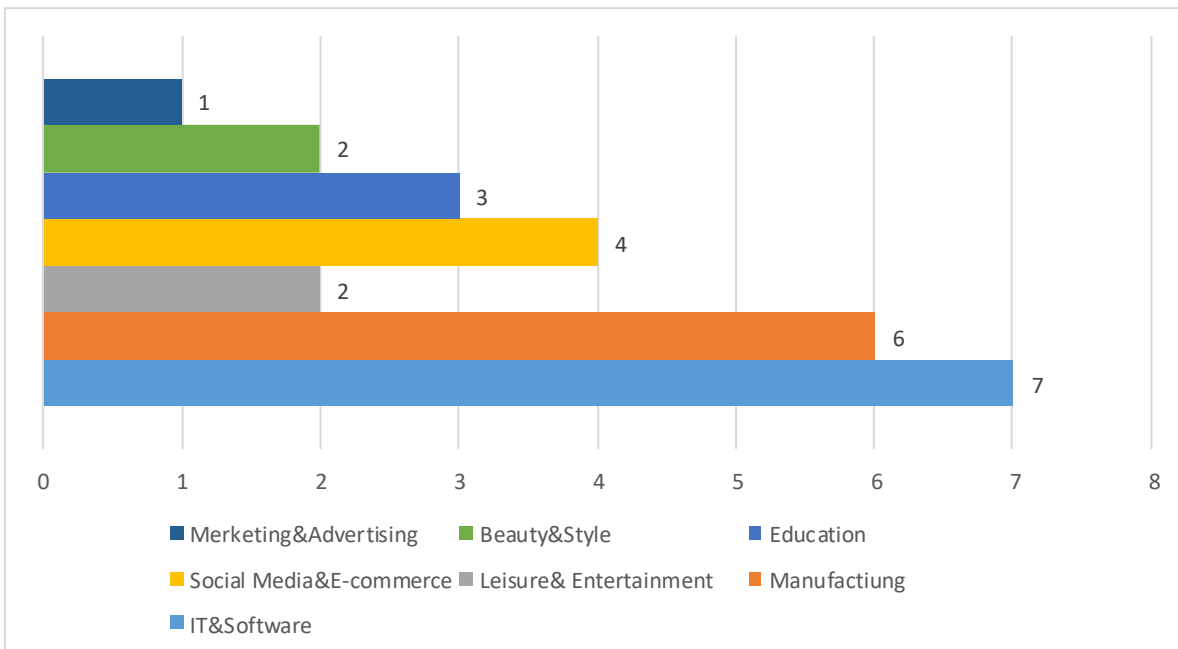


Fig. 7. Distribution by economic sector of the top 25 fastest-growing startups in 2023
 Source: Based on the information of the rating, developed by Exploding topics

On the other hand, it should be noted that the representative companies in this sector participated in the rating do not produce and sell typical products. Very strong example of this are Cradlewise (USA), which produces smart bassinets for babies, able to take care of smooth sleep of babies, as well as Oura (Finland), which manu-

factures smart rings that monitor specifics of human heart, pulse, temperature of the body, characteristics of sleep etc. Therefore, some of this sector's companies are also connected to the ICT industry.

In third place comes Social Media and E-commerce, which sector is also very closed and depends on ICT solutions, followed by Education. In a more comprehensive look at the startup companies in this sector, we will notice that their products are also based on ICT, offering virtual learning, gamified math learning platforms, and language tutoring services connecting students and tutors from all over the world.

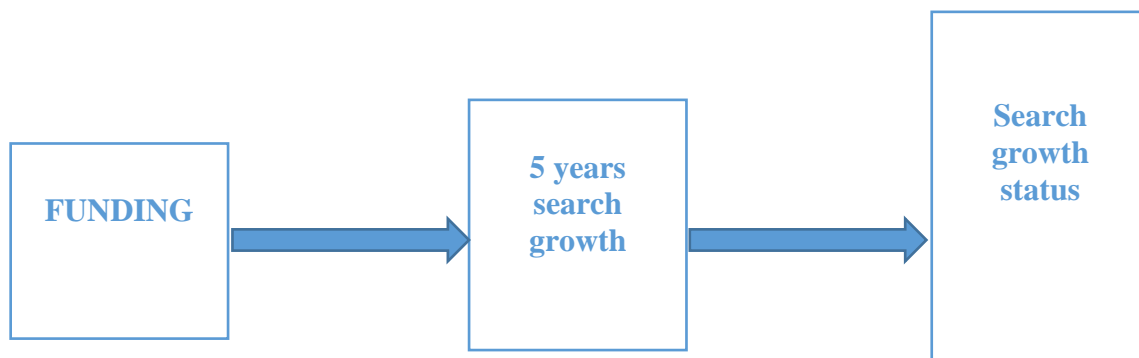


Fig. 8. Basic indicators used for identification of the top 25 fastest-growing startups in the world for 2023

In summary of all the ratings considered so far, determining whether an enterprise is developing rapidly and achieving fast growth is not an unambiguous process. Still, it should be considered in depth, taking data for a specific period. Indeed, when assessing the company's rapid growth, the financial situation and its development should be of primary importance. Still, on the other hand, some other non-financial indicators should also be taken into account - such as, for example, the number of people working in the enterprise, their expertise and ability for creativity and innovation potential, etc.

5. Basic principles in the evaluation of Fast-Growing Companies operating in Innovation-Intensive Industries

To develop our set of workable basic principles for evaluating fast-growing companies that operate in innovative-intensive industries, we will use the Balanced Scorecard, developed by Kaplan and Norton (1996), as a base model. They defined four critical directions for the enterprise's strategic development and growth: Finance, Clients, Business Process, Employees.

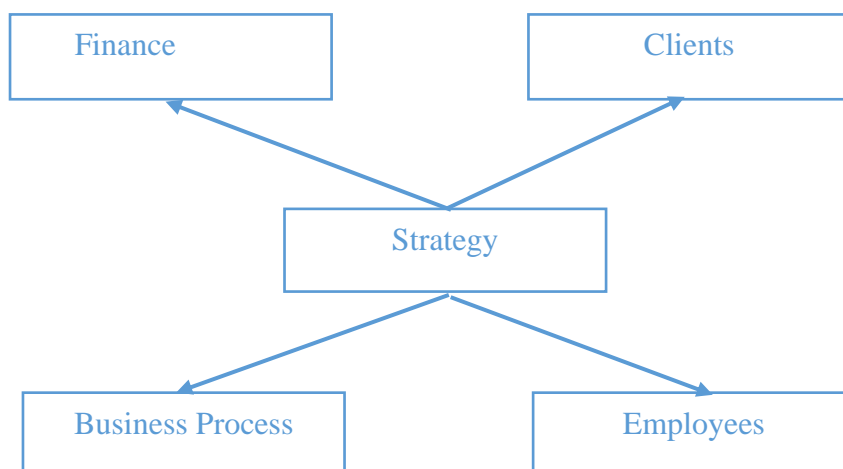


Fig. 9. Balanced Scorecard for evaluation of strategic development of the enterprise
Source: Kaplan, Norton (1996)

Conclusions

In enterprises with a high degree of innovation, modern requirements and priorities are imposed, which are decisive in producing goods and services with a high added value. The effective management of business processes and the implementation of innovative production technologies are a prerequisite for competitiveness and added value.

With the development of the COVID-19 pandemic and the transformation of the business model from conventional to digital, many enterprises have transformed the business process from cheap labor and automation to production with added value for the customer. New trends in business are associated with complex requirements that reflect the strategy and policy of enterprises with high levels of innovation. The company now must strive for knowledge and innovative technologies to increase the efficiency of its economic activity.

In a knowledge economy, investments are needed in human capital, which is the basis of high technology and global changes in the business space. To accelerate the effect of business improvement by introducing new technologies, enterprises with high innovation levels should consider various environmental adaptation indicators.

As a result of the transformation of the business model from conventional to digital, enterprises with high levels of innovation have had to consider different guidelines for optimizing the business process, analyzing the critical mechanisms for adding value to customers and looking for reserves for effective management of scientific- the technical activity.

In the current research, we propose a set of basic indicators for assessing the fast-growing companies operating in innovative-intensive economic sectors. Their role is important due to the fact that with the intensity of their development, they could positively affect and impact companies in other sectors of the economy. Therefore, once they can be identified and evaluated, developing an overall policy to further their development and create a favorable business environment is possible.

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