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## **INNOVATION MANAGEMENT FEATURES OF THE SERVICE SECTOR**

### **Abstract:**

Today, In modern world of globalisation and rising competitive environment, to exist and keep market position, each company needs constant improvement of value, which they offer to customers. In turn, improving the value of the proposed process is directly linked to innovation, which is the result of management decisions. Effective innovation management is very important for success, and this process is very complex and difficult. The aim of this research is, to clarify characteristics of innovation management in service companies, find main differences of innovation management from other fields and based on this develop recommendations. To achieve this goal we studied many monographs and researches and achieved some important conclusions and recommendations.

### **Keywords:**

Innovation Management, Innovation Processes, Service Innovation, Management

**JEL Classification:** O31, M10