

Introduction

The development and strengthening of the sector of small and medium-sized enterprises (SME) is of an interdisciplinary significance in each aspect of the market economy. SME sector generates the greatest number of workplaces, produces the largest share of GDP and due to its size (meaning the scale of undertaking) is able to react immediately to the changing needs of demand. In a local, regional and national dimension as well as within the frames of EU, considering the aspect of cross-border collaboration, the enterprises of this sector additionally play numerous roles which integrate the society, environment, business and science. Only thanks to the continuous development of medium-sized enterprises it is possible to make a technological and marketing advancement in the aspect of innovations. It is justified to expect that such companies will be producing innovative products or using technological innovations. However, it is not enough to manufacture the product, it should also be efficiently promoted and sold. SME, because of rather small size of employment, do not often have the possibility to create the specialized marketing functions. It is expected that the management and engineering-technical staff should possess the knowledge about the marketing of industrial goods, especially about the innovative ones. The problem of constructing the adequate and widely available instruments (procedures, methods and tools) for diagnosing the marketing needs in micro, small and medium-sized enterprises has been omitted until now, there are no instruments elaborated for them. The main idea and significance of the proposed project is the postulate to implement the widely available tool supporting the auto-diagnosis of the real needs from the field of innovation in marketing and marketing innovation for the current and future personnel in the sector of SME. In order to implement this idea in practice, it is necessary to find and elaborate such solutions so that it would provide benefits in the form of collaboration between the sector of enterprises and universities.

This book is a substantive culmination of the works in the innovative testing project titled 'With the matrix to innovative entrepreneurship'. It was planned as a methodological work in its structure along with the contents addressed to the

students and scientific employees of universities (to some extent), to the entrepreneurs who wish to extend their knowledge in the area of innovation management, innovation in marketing and marketing innovation. The book takes into consideration not only the theoretical bases of the project, references to its methodological assumptions (complex triangulation procedure and mixed methodology), results of own research (mainly, essential for the project, in the field of micro, small and medium-sized enterprises), but also some practical uses of the Matrix of Marketing Needs tool.