

## Source of information and types of innovation activity in Albanian firms

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### Abstract

Innovation is widely seen as a basic factor of competitiveness, involved in the organizational structures, processes, products, and services within a firm. The purpose of this paper is to examine the information sourcing practices in telecommunication and banking sector associated with the development of different types of innovation activity (product/process). The relationship between different types of innovation and effect of innovation is also to be examined. The paper is based on a quantitative study of a sample of 104 companies (telecommunication and banking sector) located in Albania. The management completed a questionnaire analysing whether their firms had introduced new innovations and what were the sources of information behind these innovations. The introduction of new product and market innovations appears to be associated with the use of more or less information sources.

**Keywords:** Innovation types, source of information, innovation activity, Albania.

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