

Indrė Brazauskaitė

It is recognized that innovation is a key driver of economic growth. The development and launch of product innovations is the source of business growth. Innovation management has enhanced relatively new stream of research which aims to link innovations with sales performance, along with evaluation of commercial environment.

This dissertation explores innovativeness – sales performance linkage. Although this linkage has already been explored by previous studies, results remain contradictory. Scholars suggest that contradictory findings may exist because the innovativeness – sales performance link does not exist in vacuum. Thus, inconsistency of previous findings can be conditioned by commercial environment as a context to the linkage.

The aim of the dissertation is to reveal how innovativeness – sales performance linkage is influenced by commercial environment. Secondary data are used to test the hypotheses: sales performance of new products, introduced to retailer's assortment during three year period is analysed. Regression analysis is performed, using statistical packages Gretl and SPSS 24.

Contribution of this dissertation is multiple. First, moderating role of commercial environment to innovativeness – performance linkage is justified and empirically tested. Secondly, dissertation provides a comprehensive and integral conceptualization of commercial environment, which is defined from the perspectives of marketplace characteristics, company's characteristics and retailer's category management decisions. Third, dissertation proposes a forecasting tool - decision tree model for new product potential evaluation.