IBIMA Publishing Communications of International Proceedings https://ibimapublishing.com/p-articles/39MGT/2022/3961522/ Vol. 2022 (14), Article ID 3961522

Frugal Innovations in The Food Industry – The Possibilities for Implementation and The Direction of Future Research*

Małgorzata JUCHNIEWICZ

University of Warmia and Mazury, Olsztyn, Poland, malgorzata

Correspondence should be addressed to: Małgorzata JUCHNIEWICZ; juchniewicz@uwm.edu.pl

* Presented at the 39th IBIMA International Conference, 30-31 May 2022, Granada, Spain

Copyright © 2022. Małgorzata JUCHNIEWICZ

Abstract

Conducting innovative activity is a strategic element of the development of every enterprise. In recent years, it has also played a significant role in the food industry, which is referred to as a mature and slowly developing sector. The article discusses the concept of frugal innovation and the possibilities for food companies to implement it. Recommendations for the direction of future research in this area were also indicated.

Keywords: innovations, frugal innovations, food industry

Cite this Article as: Małgorzata JUCHNIEWICZ "Frugal Innovations in The Food Industry - The Possibilities for Implementation and The Direction of Future Research" Communications of International Proceedings, Vol. 2022 (14), Article ID 3961522.