



## **Financial and Controlling Innovations during the Economic Crisis**

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*Abstract: The innovation is an expression which is used quite often nowadays. This field has more and more come into prominence during the economic crisis started in 2008, because several companies were able to survive only with the help of the innovation.*

*As each of the innovation projects have goals which are mainly the improving of the effectiveness, or the quality, or reducing the response time, etc. The main goal of the financial and controlling innovation is to improve the effectiveness of the business by reducing negative outcomes and retaining the benefits.*

*The research proves the hypothesis, which states that the financial and controlling innovation has a direct impact on the performance of the company and it can be observed in short term as well.*

*Keywords: innovation, controlling*