**INNOVATION AND BUSINESS PERFORMANCE Learning Outcome 1: ACTIVITY 3**

**CASE STUDY**

Independent study of performance measurement adoption and business performance:

An exploratory study in the shipping industry

Nikolaos Otheitis, Martin Kunc, (2015) "Performance measurement adoption and business performance: An exploratory study in the shipping industry", Management Decision, Vol. 53 Issue: 1, pp.139-159. (This article will be available in your online student resources.)

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| Learning points |
| How can you apply this information? |
| How will you use it in your studies? |
| Revision notes |