

Diversification Strategies of Business Groups in Bosnia and Herzegovina

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A Business group has become one of the most important phenomenon in especially developing countries in the last fifty years. Diversification strategies have been crucial for these groups. Bosnia and Herzegovina is a country which became one part of the former Socialist Federal Republic of Yugoslavia and encountered brutal ethnic conflict. It has been in the restructuring process after Dayton Agreement which ended the conflict. In this period, the role of business groups with diversification strategies is indisputable. The purpose of this study is to focus on diversification strategies of business groups in B&H after ethnic crisis. According to this purpose, business groups in BIH were investigated in terms of diversification levels and ways, new entered sectors and internationalization levels.

Keywords: Business Groups, Diversification Strategies, Bosnia And Herzegovina.