

Chapter 38

Innovation Management: An Analysis of Technological Innovation as a Competitive Advantage in Company X

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ABSTRACT

The chapter aims to demonstrate how important the administration of innovation is as a competitive strategy in business. In order to clarify the objectives of these studies, the authors show the importance of the administration of innovation in small business to present the advantages and disadvantages of the process related administration of innovation and how it can make a competitive administration of innovation strategic point. The methodological approach was the quantitative and qualitative, descriptive and purpose applied to a case study in the company which served as sample survey, with the participation of 9 employees, including 2 managers and 7 employees. As a result, it is evaluated that 86% approve and 14% disapprove of innovation management and its benefits in developing processes and ensuring a satisfactory standard of competitiveness. The chapter reveals how making this tool can change businesses in a positive way, making the company more competitive and giving the managers more agility and precision in their processes.

INTRODUCTION

The competitiveness has been a constant factor in the modern organizational structures, there are several mechanisms developed for that and has become something extremely necessary for organizations. According to Tidd and Bessant (2015), an innovation is an essential process, a concern to renew what the company offers and the forms of how its products, services, development and produce are offered, the company must guide with strategic direction based on actions, taking the market as an element which creates alternatives. Innovation is not only an individualized enterprise, but increasingly as a major source of economic growth, innovation and success is not just a company that uses high technology (Tidd & Bessant, 2015).

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For Davila, Epstein and Shelton (2007), innovation is fundamental for growth and development in a competitive environment, without it the company is stagnant, competitors take the lead and the company ends up dying. In this way, innovation also appears as a fundamental organ to consolidate business survival and sustainability. To accompany the accelerated development within the competitive market, a strategy key is to use the Management Innovation. For Mata (2008) Management Innovation is a multidisciplinary process that can involve several areas such as: marketing, research and development, products and services development, and, above all, organizational change. According to Reis (2008, p. 41), a distinctive feature of today's technological innovation is the high rate of change, since product or production life cycles are becoming shorter and renewal requires access and The rapid assimilation of broad sets of applied knowledge. Many of the innovations of an organization require a change in the organizational structure, where the owner must be careful, the organizational structure change includes downsizing, work allocations, systems, equipment, communication and other aspects of the organization. The management of innovation in small businesses can result in the success and rise of the company, making it a great differential in the competitive market (Moreira & Queiroz 2007). This article aims at an analysis of technological innovation as a competitive advantage held in Company X, presenting the importance of innovation in micro and small enterprises. To do this, it point out the advantages and disadvantages of the innovation process, as such process can provide competitive advantage and identify strategic points of innovation. The competitive market made companies need strategies to survive, the work could help in the future development of management tools and methodologies that can contribute to increase successful innovation initiatives in the country, with a focus of application in the scientific and academic environment. It serves as a basis for future studies in the area of Innovation Management, as well as be used to improve existing tools. The theme is also important for the researcher because the organization has invested in technology and automation to have a competitive differential and to show its need and importance for the companies. An analysis will be made of technological innovation as a competitive advantage in Company X. It is observed that there is a great competition in the current market, the search for the competitive differential is necessary, the small and medium-sized companies end up not worrying about the power of a differentiated management. In many case the entrepreneurs and administrators end up not valuing the ideas Creative, believing they can not turn everything into a product, service or the way the company operates. (Frederick 2010). The British Institute of Science and Innovation defined innovation as "the engine of the modern economy, transforming ideas and knowledge into products and services". The Australian government has stated on its website that companies that do not invest in innovation, compromise their ability to seek innovative solutions to problems and end up putting their future at risk. Statistics consider innovation to be the most important characteristic linked to the success of small and medium-sized enterprises (Tidd & Bessant, 2015). The understanding that innovation is much more than a concept or a practice, is an attitude of action in the face of the country's development, Law No. 10,973, of December 2, 2004, Brazil. The Law of Innovation contributes with the creation, adherence and dissemination of innovative procedures in the production and business methods of the country. Scherer and Calarmagno (2009) commented that managers often wonder what to do to keep their business growing and how crises can be addressed. Frederick (2010) says that companies are generally given more attention to incremental innovations because they end up giving a complement to a particular product or service. Radical innovation "are more creative ideas, attuned to the tendencies of society and capable of transforming ideas and products or services," unlike incremental innovation, which does not happen so often. Today, innovation in products and services can no longer be treated as a rare tool, but as a situation that always happens in organizations. Those who once used to just preserve

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