Innovations and their impact on companies

A survey conducted in five European countries, involving companies that have introduced new technologies and innovations, suggests that changes made to products and services have contributed significantly to the creation of new jobs, while changes in the production process contribute to job losses (Rennings et al., 2001). It can therefore be said that incorporating technology into the production process increases productivity by reducing the number of job.

Productivity is important for companies. In micro and small businesses, productivity levels are considerably low when compared to those of larger companies. This fact has important implications for the systemic productivity of the economy and, consequently, for the creation of objective conditions for development and the promotion of social equity. There is growing consensus that the pursuit of economic growth must include, on its agenda, the pursuit of increased productivity for individual companies and, consequently, for the economy as a whole.

In a company, innovations are incremental, often imperceptible to the consumer, but for the company they can generate technical efficiency, increased productivity, reduced costs, and increased quality. The optimization of production processes, product design, or the reduction in the use of materials and components in the production of a good can also be considered innovations of this type (Lemos, 2000). As for the concepts of innovation in business dynamics, these are numerous in the literature. As early as 1986, Kline and Rosenberg stated that for an innovation to be successful, there had to be a meeting between technical requirements and market needs. Later, Beuren (2000) defined innovation as a process in which a person or group of people creates an idea and implements it with some added value for the organization. For Cagnazzo et al. (2008), on the other hand, innovation is the meeting of a market need and a technology or business model that creates value for both the company and its customers. Baregheh, Rowley, and Sambrook (2009) defined innovation as a multi-stage process by which organizations transform ideas into new products, services, or processes, with the goal of advancing, competing, and successfully differentiating themselves in their markets.

The market is increasingly dynamic and new technologies are constantly being developed. Several studies show that as technologies are incorporated into companies, there is a positive impact on their productivity and profitability. Investments in new technologies that must be incorporated into production processes must be made increasingly quickly so that they remain competitive in an increasingly globalized world where technology is accessible to all, and those who are more agile in incorporating it will have a better chance of success.

We are in the Information Age, and the current issue has become “speed.” The world is constantly changing. With the use of digital tools, technology has enabled high speed in strategic decisions, processes, commercial transactions, logistics, and access to information. For academia, there is much opportunity for the development of new studies related to the adoption of new technologies and many innovations linked to the global process of business digitization that are not yet widely understood and may be the subject of future research.

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