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Business innovation in Latin America: Vision and perspectives

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Abstract

A documentary review was carried out on the production and publication of research papers related to the study of the Business Innovation variable in Latin America. The purpose of the bibliometric analysis proposed in this document, is to know the main characteristics of the volume of publications registered in Scopus database during the period 2015-2020 in Latin American countries, achieving the identification of 1,304 publications. The information provided by said platform, was organized by means of graphs and figures categorizing the information by Year of Publication, Country of Origin, Area of Knowledge and Type of Publication. Once these characteristics were described, the position of different authors regarding the proposed topic was referenced by means of a qualitative analysis. Among the main findings of this research, it is found that Brazil, with 625 publications, is the Latin American country with the highest production. The Area of Knowledge that made the greatest contribution to the construction of bibliographic material referring to the study of Business Innovation was Business with 739 published documents, and the Type of Publication that was most used during the above-mentioned period was the Journal Article, which represents 65% of the total scientific production.

Keywords: Business Innovation, Vision, Administrative Management.

1. Introduction

The survival of a company in a competitive market depends on factors as important as innovation. This allows keeping the organization aligned with the needs of consumers of goods and/or services that are becoming more and more specific in their requirements. It is well known that the Internet has broken down borders between countries in terms of communication, so companies have a great opportunity to expand their target market, but it is also a threat if it fails to include among its processes, innovative variables that allow the organization to lead to a good level of competitiveness (Canizales, 2020). It can be said then, that every technological advance is, according to Alarcón et al. (2018) "science, technology and technological innovation, are considered the platform on which the progress and development of societies are built; the vehicle in which the best way to travel in the globalized world" which means that innovation allows to address the different changes that the same dynamics of globalization proposes to suppliers and demanders, being then protagonist in the design of business strategies to achieve the desired market positioning.

Business Innovation as a strategy or policy established within an organization, allows, among other things, to cope with all kinds of changes in the market, such as what happened recently worldwide with the pandemic decreed by the World Health Organization (WHO) due to the high number of infections and deaths caused by the COVID-19 virus originated in China and quickly spread throughout the globe. Companies whose sense of innovation is one of their strengths have managed to survive thanks to the multiple alternatives offered by technological advances for all types of companies. In fact, it was found that 81% of the companies

that innovated during the global crisis are more competitive than the 19% that did not and were most likely forced to close their operations (García et al., 2021).

However, one of the main problems identified as a result of the aforementioned crisis, mainly affects Micro, Small and Medium Enterprises, since their income has been reduced due to the difficulty in accessing inputs (Ardiles, 2020), so even for this type of companies, it is also an excellent help to have innovative processes that allow devising efficient and timely ways to access the raw material necessary for the fulfillment of their functions. Therefore, it is important to know the current state of the theories that frame Business Innovation in order to locate the real situation of different companies in different scenarios, this motivates this research to answer the question How has been the production and publication of research papers related to the study of the variable Business Innovation in Latin America during the period 2015-2020?

2. General objective

To analyze from a bibliometric and bibliographic perspective, the production of high impact research papers on the variable Business Innovation in Latin America during the period 2015-2020.

3. Methodology

Quantitative analysis of the information provided by Scopus is performed under a bibliometric approach on the scientific production related to Business Innovation. Also, from a qualitative perspective, examples of some research papers published in the area of study mentioned above are analyzed from a bibliographic approach to describe the position of different authors on the proposed topic.

The search is carried out through the tool provided by Scopus and the parameters referenced in Table 1 are established.

3.1 Methodological design

Table 1 shows the methodological design proposed for this research.

	PHASE	DESCRIPTION	CLASSIFICATION
PHASE 1	DATA COLLECTION	Data was collected through the Scopus web page search tool, through which a total of 1,304 publications were identified.	Published papers whose study variables are related to Business Innovation. Research papers published during the period 2015-2020. Limited to Latin American countries. Without distinction of area of knowledge. Without distinction of type of publication.
PHASE 2	CONSTRUCTION OF ANALYSIS MATERIAL	The information identified in the previous phase is organized. The classification will be done by means of figures and tables based on data supplied by Scopus.	Word Co-occurrence. Year of publication Country of origin of the publication. Area of knowledge. Type of Publication
PHASE 3	DRAFTING OF CONCLUSIONS AND FINAL DOCUMENT	Luego del análisis realizado en la fase anterior, se procede a la redacción de las conclusiones y elaboración del documento final.	

Table 1. Methodological design.

Source: Own elaboration (2021)

4. Results

4.1 Co-occurrence of words

Figure 1 shows the relationship and frequency of the key words of the research identified through the execution of Phase 1 of the methodological design.

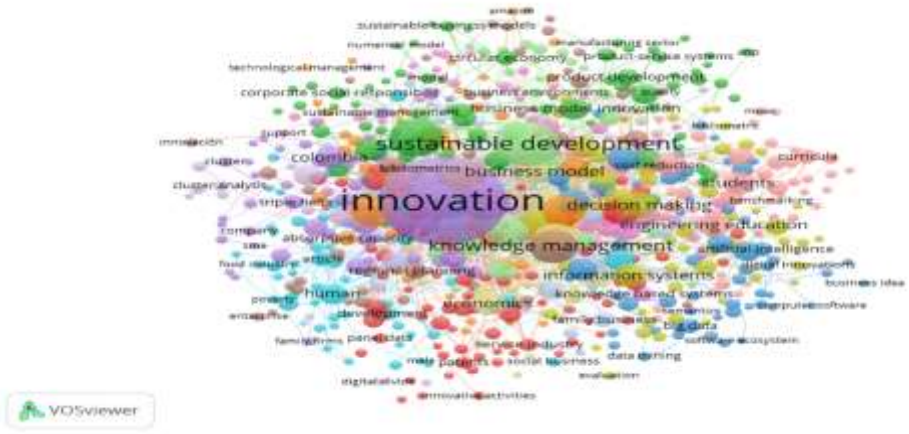

Figure 1. Co-occurrence of words

Fuente: Elaboración propia (2021); a partir de datos suministrados por Scopus.

Innovation is of course the most frequent keyword in the documents provided by Scopus, directly related to studies on Sustainable Development, aligning innovative strategies with Corporate Social Responsibility policies. Also words such as Decision Making, Business Model, Knowledge Management, which allow to identify the intention of the authors regarding the creation of a resilient company with acceptance to change in response to market volatility, being organizations susceptible to meet the needs identified in the market. There is also a group of words that evidence the influence of technological advances in the execution of research projects that seek to take advantage of them for innovative development within companies, words such as Artificial Intelligence, Digital Innovation, Information Systems, Systems-Based Knowledge, Big Data, among others, which allow inferring that the development of new knowledge related to Business Innovation is closely related to the management of large amounts of information, as well as in the analysis of the same based on Big Data strategies that allows companies to make decisions based on the generalization of the perception of consumers, this focused from the point of view of Marketing as a brand positioning strategy, which undoubtedly is a useful tool when creating strategies aimed at managing the direct relationship with each customer, which translates into a high perception of quality and therefore competitiveness.

4.2 Distribution of scientific production by year of publication

Figure 2 shows how the scientific production is distributed according to the year of publication, taking into account the period from 2015 to 2020.

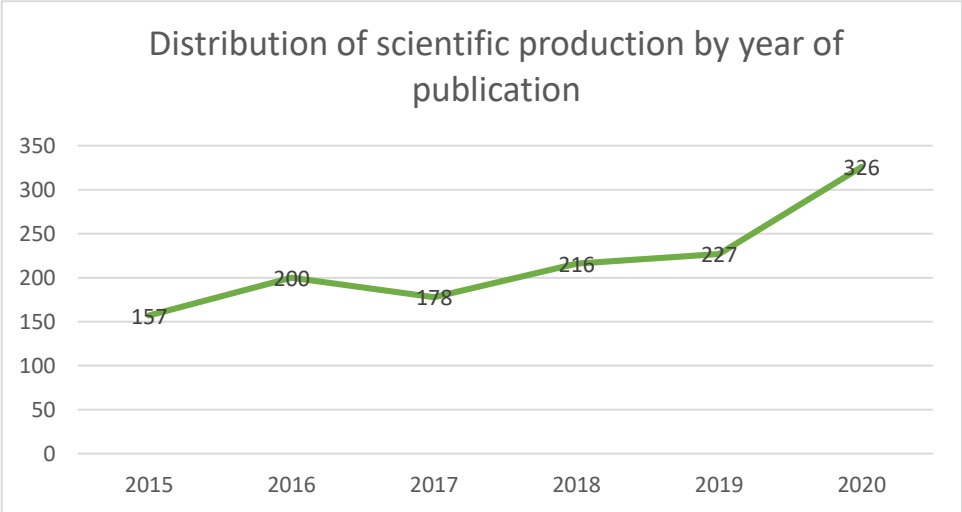

Figure 2. Distribution of scientific production by year of publication.

Source: Own elaboration (2021); based on data provided by Scopus.

The year that records the highest number of publications referring to Business Innovation is 2020 when Scopus reports a total of 326 documents published in indexed journals. Within this group of research, the article entitled "The local innovation agents' program: literature review on the largest Brazilian innovation support program for small businesses" (Dambiski et al., 2020) stands out, whose objective is to analyze the characteristics of Brazilian micro and small enterprises (MSEs) and the main lessons derived from the country's largest small business innovation support program, the Local Innovation Agents Program - Agentes Locais de Inovação (ALI). Design / methodology / approach. The review consists of an analysis of 34 articles from the Web of Science and Scopus databases (28), as well as from the Revista de Administração e Inovação - RAI (6), highlighting the importance of the theoretical bases that frame the design of innovation programs for this type of companies, and the impact that these generate on their performance.

The second year with the highest number of publications registered was 2019, reaching a total of 227 documents, including the article entitled "Eco-innovation and business performance in emerging and developed economies" (Lopes, Valente, & Cruz, 2019), which aims to identify the performance shown by companies that implement innovation strategies aligned with one of the Sustainable Development Goals, which is the reduction of the negative impact on the environment, thanks to Corporate Social Responsibility policies as an organizational culture of companies in countries with emerging economies.

4.3 Distribution of scientific production by country of origin.

Figure 3 shows the distribution of scientific production according to the nationality of the authors.

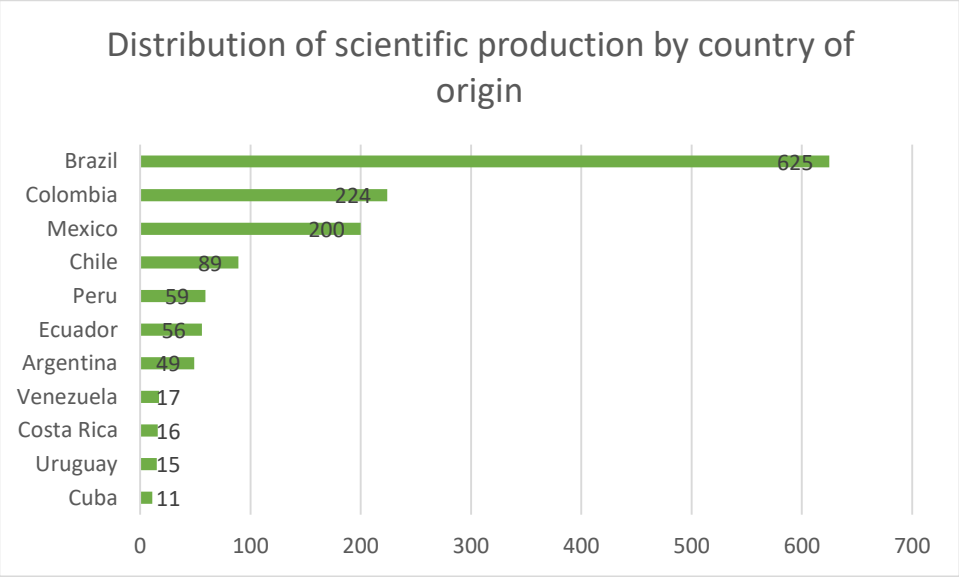

Figure 3. Distribution of scientific production by country of origin.

Source: Own elaboration (2021); based on data provided by Scopus.

Brazil is the Latin American country with the highest number of publications registered in the Scopus platform during the period 2015-2020, with a total of 625 documents that are related to the study of Business Innovation within which is the article "Cooperation to innovate in Brazil: Differences according to technological intensity and origin of firms' capital" (Tessarin et al., 2020) whose objective is to demonstrate that cooperation between firms derive in innovative policies and in turn, show how those that can invest in technology for their processes, reach higher levels of competitiveness than those that do not have such affinity with technological advances. It also confirms that the origin of capital does not determine the degree of innovation.

At this point, it should be noted that the production of scientific publications, when classified by country of origin, presents a special characteristic and that is the collaboration between authors with different affiliations to both public and private institutions, and these institutions can be from the same country or from different nationalities, so that the production of an article co-authored by different authors from different countries of origin allows each of the countries to add up as a unit in the overall publications. This is best explained in Figure 4, which shows the flow of collaborative work from different countries.

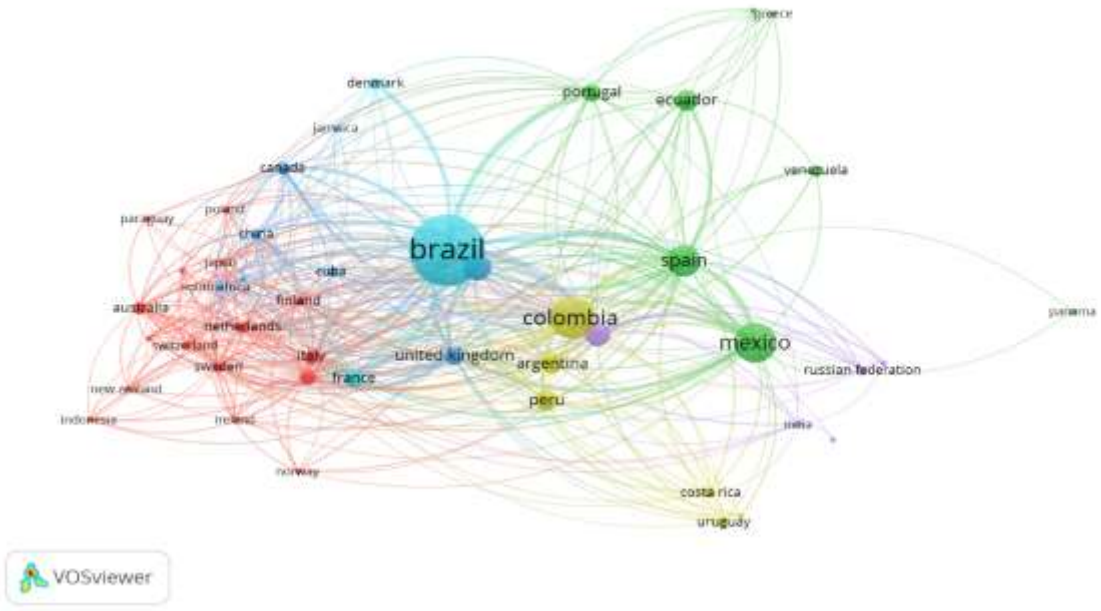

Figure 4. Co-citations between countries.

Source: Own elaboration (2021); based on data provided by Scopus.

Brazil, as mentioned above, is the Latin American country with the largest number of publications registered in Scopus related to Business Innovation, and it is also the country with the largest number of collaborations between authors from other countries, including Spain, Mexico, France, the United Kingdom, Colombia, among others. Spain, Mexico, France, United Kingdom, Colombia, among others. From this last country a total of 224 publications have been registered in Scopus, occupying the second place (Figure 3) among which are articles such as "Analysis of the scientific literature on sustainability with the implication of open innovation" (Cano & Londoño-Pineda, 2020) which reviews the published literature on sustainability seen from the perspective of innovation, and how the current trend leads companies to design innovative strategies that are framed in the objectives of sustainability, i.e. that positively impact social, economic and environmental issues, as issues of major interest in the search for a balance and reduction of the social gap. It is worth noting that most of the companies cover one of the three aspects mentioned above and focus their strategies on the fulfillment of objectives that benefit the community.

4.4 Distribution of scientific production by area of knowledge

Figure 5 shows how the production of scientific publications is distributed according to the area of knowledge through which the different research methodologies are executed.

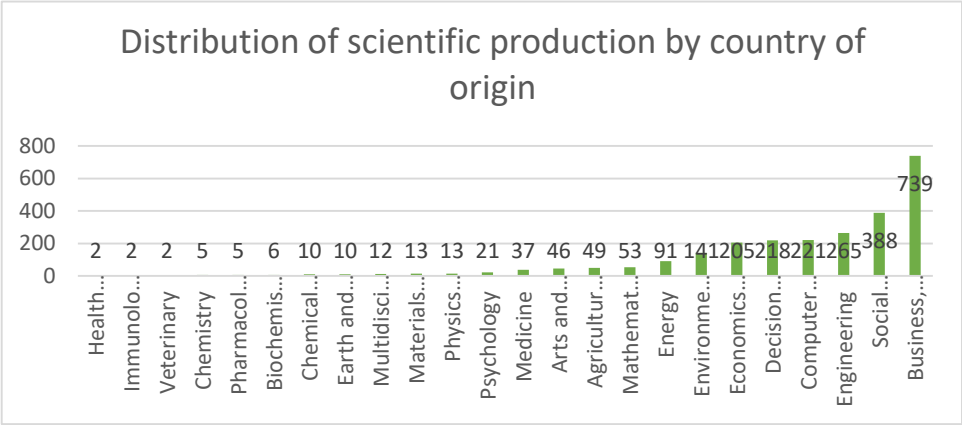

Figure 5. Distribution of scientific production by country of origin.

Source: Own elaboration (2021); based on data provided by Scopus.

Business is the area of knowledge that has made the greatest contribution to the theoretical construction of Business Innovation, keeping a close relationship with the Social Sciences, with a total of 739 and 388 documents, respectively. From Business, the article entitled "International Trade and Innovation: Delving into Latin American Trade" (Vallina-Hernandez et al., 2020) stands out, whose purpose is to compare and contrast the characteristics of international trade between Latin American countries and some of the main economies of the world, in order to identify new business opportunities for Latin American companies in dynamic foreign markets. The analysis carried out is not unrelated to the identification of the level of innovation of this type of companies and the adaptability to new market conditions, which is achieved precisely by the ability to maintain resources that allow them to be at the forefront of the advances derived from globalization.

Secondly, Social Sciences registers articles such as "Effect of corporate entrepreneurship, innovation and strategic renewal on business performance" (Jánica et al., 2019) which presents to the reader, the identification of the performance of those companies that have a sense of innovation within their organizational culture, demonstrating that the same innovation has a positive impact on the development of the functional areas of the company. In the same way, it is determined that there is no relationship between innovation and organizational decline.

4.5 Type of publication

Figure 6 shows how the bibliographic production is distributed according to the type of publication chosen by the authors.

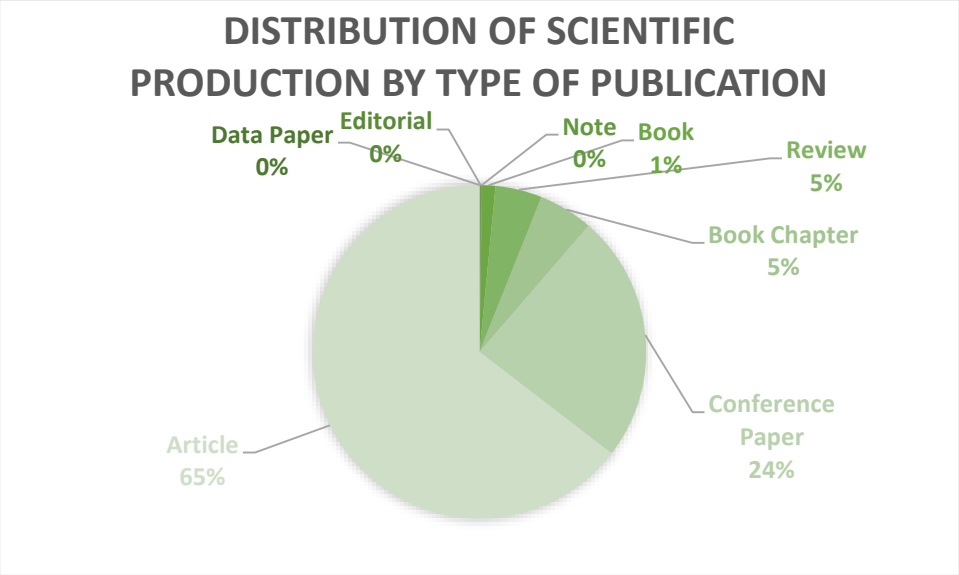

Figure 6. Distribution of scientific production by type of publication

Source: Own elaboration (2021); based on data provided by Scopus.

65% of the works published in high impact journals indexed in Scopus database during the period 2015-2020 referring to Business Innovation, correspond to Journal Articles and correspond to the main type of publication used by expert authors in the aforementioned topic. In second place, the Conference Articles represent 24% of the total number of publications, within these is the one entitled "IoT in the context of digital transformation and business model innovation: The case of a traditional Brazilian wholesaler" (De Souza et al., 2020) which addresses innovation from the use of technological resources and advances in them, such as the management of information in large volumes through systems capable of giving interpretation to a certain amount of data that would represent a great effort in time and money for companies if it were to be done in the traditional way. This article presents a case study of Digital Transformation in a Brazilian wholesaler, which used IoT with the aim of improving inventory control and ended up with an information platform that allowed extensive improvements in operations, improvements in customer experience and innovation in the business model. Therefore, the idea of improving the level of competitiveness thanks to the support of technological advances is reaffirmed, which of course will depend on the investment capacity and financial muscle of the organizations.

5. Conclusions

The bibliometric analysis proposed for this research allows to conclude that once analyzed the quantitative data regarding the production of scientific publications provided by Scopus, Brazil is the Latin American country with the greatest scope in the execution of research projects focused on Business Innovation, thanks to the breadth of its economic sectors and its large population. A higher level of cultural diversity is identified, which directly affects the organizational culture in the companies of the same country.

The above, based on a qualitative analysis of examples in some research papers published and mentioned in the body of this article, shows a high level of adherence to innovative policies when taking advantage of technological advances that have allowed them to process information in large volumes, which translates into the design of strategies in areas such as marketing to meet the most relevant needs within the universe of consumers and potential customers.

Likewise, it is concluded that Business, being the area of knowledge with the greatest influence in the production of research works, confirms the relevance in terms of the nature of the study proposed in this article, since any theory aimed at organizational management, supports its bases in the areas related to Business, Administration, and Entrepreneurial Management. Similarly, innovation has been aligned with the measurement of the impact generated on the Sustainable Development Goals through Corporate Social Responsibility policies, in aspects such as social, environmental and economic, therefore, the marked trend determines an important affinity in the alignment of investment in innovation that meets any of the purposes established for the improvement in the quality of life of the environment.

Innovation related to technological advances has even allowed the improvement of communication processes not only between company-customer, but also between companies and all their stakeholders both nationally and internationally, facilitating processes that traditionally took much longer and whose investment in effort and money was much higher. Finally, this article concludes by ratifying the importance of Business Innovation for the sustainability and sustainability of an organization in the market, since being susceptible to changes in the market allows adapting strategies that achieve a sense of resilience within business management. The above reaffirms the role played by the documentary review to know the theoretical present of the topics relevant to this faculty, hoping to build an important input in the generation of new knowledge.

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