

The Innovation Public Policies and the Firms' Adoption of Innovative Processes: Some Notes About the Portuguese Case

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Abstract

Innovation is considered an important competitiveness factor for firms and a source of wealth for economies. Innovation appears as a positive value and as a solution to solve social problems and firm's competitiveness. Therefore it is an important subject of policy intervention and territory development, so organizations are encouraged to adopt innovative practices through incentives and innovation policies. This paper aims to propose a new methodological approach for public policy supporting innovation evaluation in a territorial-based analysis. A new methodology which intended to contribute to strengthen and reinforce the innovation effectiveness in firms and territory development resulting from support of public mechanisms. Some economic and sociological studies had showed that Portuguese firms adopt more easily technological innovations (with short-term effects) than organizational and social innovations. In this sense, we will consider innovation public policies effects at firms and how they take available opportunities for innovation. The aim is to know if the concept of innovation spread by these policies is multidimensional (e.g., social, economic and technological) or restricted. We propose to study the factors (internal and external) that affect innovation processes in firms through case studies methodology. This research strategy will show the processes of innovation from within the organizations and analyze the socio-economic context in which organizations operate.

Keywords

Innovation, innovation systems, public policies, enterprises, territory

Nowadays, the concept of innovation presents itself as a fashion or a modern myth. The innovation issue appears a commonplace in speeches of groups with different interests and positions in society and it seems to have the power to generate social consensus. Innovation is often considered, by policy makers and business leaders, the only way to solve urgent societal problems and firms competitiveness. Innovation is regarded as a positive value and every efforts oriented towards the development of significant novelties are fostered (e.g., incentives, innovation policies).

Nevertheless, even innovation has a dark side.

Joseph Schumpeter referred to innovation as a creative destruction process because it offers opportunities but it entails risks too. Some types of innovation question existing competences and routines and require new patterns of behavior. Moreover, new technologies and processes can unleash unforeseen

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