

Definición de un perfil que maximice la capacidad innovadora y competitiva en las organizaciones. Caso de aplicación: Sector Muebles del Atlántico – Colombia

Definition of a profile to maximizes the innovation and competitive skills of organizations. Case of application: Atlántico Furniture Sector – Colombia

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Abstract

This work presents an exercise which is directed to identifying the elements that allow to generate an innovative entrepreneurial profile and to set strategic lineaments that are prone to improve its responsiveness skills in regards to the demands of the context and increase the level of competitiveness of itself at a regional, national and international degree. Manufacturer companies are taken as matter of study form Atlántico furniture sector, one of the 32 departments of territorial division in Colombia, for being a sector with a high impact level in reference to the economic of the north region of the country and which is now facing important challenges at a competitive level such as the appearance of new competitors and new business model. It all starts from looking over the literature to determine the elements in consideration in the analysis performed afterwards and a characterization of the existing business models in the area, which indicate the occurrence of the groups of the enterprises with defined innovation patterns according to their level or degree of innovative commitment defined as high, medium and lowered. Finally, the development of the structural and multivariate analysis has allowed to define an innovative profile as well as strategy proposals which look forward to the competitive enforcement of the sector.

Keywords

Business model, Cluster, Competitiveness, Innovation, Innovative profile