

"Create Change Generating Companies: Innovation And Marketing As Transforming Factors In Organizations"

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Abstract

Since technology burst in as an innovative factor in companies, as well as the increasing role of consumers in product design and marketing decisions, companies that wish to survive and grow in the market, generating changes, must prioritize innovation in management decisions and adapt marketing strategies to changing environments, so that they really are factors that transform these organizations and improve the conditions of market participation. Researching the markets, providing spaces for participation where customers and suppliers contribute ideas to strengthen marketing strategies, clear knowledge of the market in which they participate and knowledge of the product and service they offer, are vital elements for the company to generate processes of social, cultural and even economic changes in the community where they are interacting. The objective of this article is to present conceptual approaches through documentary research on innovation and marketing that allow companies to generate important changes in their markets. As for the methodology used in the literature review, several sources of information such as databases and repositories were consulted in order to find relevant information about innovation and marketing, using the technique of content analysis, prioritizing academic articles on these topics, identifying the main approaches about the direct relationship of these to generate organizational transformations.

Key words: innovation, modern companies, strategy, marketing, organizational change.

Introduction

The objective of this article is to present conceptual approaches through documentary research on innovation and marketing that allow companies to generate important changes in their markets.

Innovation in companies that want to generate changes in the markets in which they participate requires a great deal of market research and the opportunity to listen to customers, suppliers and users both in the preliminary stages and during their useful life. Companies must be clear about the services and products to be manufactured and marketed, as well as have knowledge about the market and customers in order to avoid failures as much as possible (Parra & Correal, 2010).

Tseng and Goo, as cited in Martín de Castro, Alama, López and Navas, (2009), indicated that the ability to innovate is vital to increase the value of the company. The value of the product portfolio as a competitive advantage is generated by innovation, allowing organizations to grow in their markets (Coombs & Bierly, 2006).

Innovation is one of the generators of economic development, fostering processes of economic, social and cultural change. Shumpeter, as cited in Ordoñez (2013), conceptualized innovation as the introduction of new goods and services in the market, the emergence of new production and transportation methods, the achievement of the opening of a new market, the generation of a new source of supply of raw materials and the change in the organization in its management process.

As Estévez (2010) points out, it can be affirmed that paying special attention to the basic scheme of communication in the formulation of marketing actions, and updating them periodically with the new 2.0 technologies that emerge daily, is an excellent way to ensure favorable results.

Methods

Through the review of various sources of information, such as databases and repositories, relevant information about innovation and marketing was sought, using the technique of content analysis, prioritizing academic articles on these topics, identifying the main approaches about the direct relationship of these to generate organizational transformations.

Innovation and marketing. Important concepts as transforming factors

Fernández (2013), indicates that innovation is an integrating process of knowledge, from many internal and external areas. Innovation with the consumer, understanding the importance of constant and early iteration with the consumer.

The strategy focused on innovation involves a series of commitments on the part of the company that allow adding value to its products and processes, making it possible not to fall

into the exhausting task of the market, of competing with low prices that lead to the destruction of the company's value (Angel, 2009).

Ram Charan as cited in Angel (2009), who points out that in order to grow through innovation it is necessary to make it the center of the business strategy; this means that the company will commit itself to high-level aspirations and will reveal itself against some paradigms that are usually common and have deeply permeated the business culture.

Fernández (2013), in his article Alpina, a case of innovation for competitiveness, proposes the following challenges and opportunities for innovation: to conduct prospective and research in order to develop products for segments and consumption occasions, according to the consumer's life cycles and habits.

Drucker as cited in Rivero, Asenjo and Martínez (2009), who pointed out that innovation does not arise from a stroke of genius but from a systematic work managed like any other business function; likewise this author considered that innovation is based on knowledge for better results, guided by the search for simple solutions to common problems. This author associated entrepreneurship with innovation considering that it is an important tool to take advantage of changes in the environment and turn them into business opportunities.

The purpose of every company is to have customers, but there are only two functions that are essential: marketing and innovation, since these generate income while the other functions are costly.

Innovation and marketing as transforming factors in organizations

A company that wants to stand out in a highly competitive market or whose goal is to position itself in a niche without competition, has to enter with a strategy of product, service and market development, innovative, that generates a break with the previously established and that the approach of innovation and innovative marketing, set a trend within the survival and business growth.

The innovation approach that takes as a starting point the existing products or services and possible improvements or changes has numerous tools. One of them is the Scamper technique which, starting from an existing concept, allows working on attributes and processes, to replace, combine, adapt, modify, test, eliminate or reverse factors to generate new value propositions. However, this tool is most useful when incremental innovations are to be introduced, recommended in "still water" market situations, with slow and predictable changes for relatively known segments.

In this sense Osorio, Quintero and Arias (2014), point out that "organizations aim for innovation to be something systematic that can be managed, measured and controlled, so it is necessary to develop and strengthen skills and capabilities that allow this purpose" (p. 89).

Taking into account Yam, Guan, Pun, and Tang (2004), as cited in Osorio, Quintero and Arias (2014), these researchers define innovation capabilities as "a group of characteristics of organizations, understood as capabilities or skills through which a better competitive performance can be achieved, through their proper management" (p.91). Some of these capabilities are: marketing capability, R&D capability, resource management capability, organizational learning capability, organizational capability, strategic planning capability and production capability.

Johansson and Nonaka (1997), as cited in Castellanos (2003), define innovation and marketing as transforming factors for companies that generate changes, giving several examples of survival strategies and tactics, among which they specify cost reduction, yield or productivity improvement, and quantitative marketing.

Ordóñez (2013), indicates the importance of marketing processes associated with innovation as a competitive strategy for companies with the perspective of continuously generating changes: "a company that does not innovate is a company that reaches decline. To innovate in the marketing process, inputs, processes and outputs are evaluated" (p.32).

Pulido (2005), complements: "structural competitiveness is the guarantee of survival of current companies and of attracting new investments, it means the capacity to get out of the price war in traditional products of low technological content" (p.13).

Finally, Osorio et al. (2014), proposes the following innovation capacity initiatives for companies: "customer-oriented innovation capacity, marketing-oriented innovation capacity, technology-oriented innovation capacity" (p.93).

Conclusions

Many companies continue to develop innovation empirically, and have not yet understood how important it is to involve their internal and external customers, suppliers and generate alliances with trade associations and universities, for the development of truly innovative products and services and the design and implementation of truly differentiating strategies that achieve their permanent growth.

As Bernal, Fracica and Frost (2012) point out, "in the new competitive environment, the innovative behavior of companies is determined by a broad spectrum of knowledge and information on issues associated with the environment, such as consumer preferences, communication systems, production relations, markets" (p.309).

It is vital then, to prepare workers to innovate through permanent training and networking, as Couto (2009) points out:

Japanese management schools proclaim that great improvements or innovations in companies arise from their operators (bottom-up). Combining the operator's routine with

short technical training courses allows not only new learning, but also a huge motivation to see their work in perspective and generate new ideas to improve their efficiency. (p. 5)

Understanding the new realities of the markets, the constant competition, the global changes that are taking place at the consumer level, the permanent presence of technology in the processes of attraction and purchase decision making, social and cultural changes, are priorities that today's companies must take into account when making their strategic plans; that is why innovation and marketing are two of the great factors of transformation in organizations.

Pulido (2005), highlights this issue taking into account a report of the European Commission, Innovation in Europe, "companies with innovation and marketing activities, consider that their efforts have had an important impact especially in the improvement of the quality of goods and services, in the variety of products offered" (p.23).

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