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Improving economic tools for creating competitive advantages of science-intensive products and their promotion to world markets

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Abstract. This article aims to show the transcendence of innovation in a world that is evolving within the framework of constant changes as a product of the era of globalization, the era of knowledge and the era of technology. Innovation is so essential if we are to continue to operate in an environment where companies and even individuals need to innovate regularly in order to work together with these changes and offer societies new options or ways that will allow them to function normally in their normal activities. Thus, innovation requires thinking about finding alternatives that would satisfy societies and that societies receive these transformations appropriately, without causing resistance, but rather being accepted in the best possible way for what they actually represent. This work consists of three parts. The first part deals in general with the concepts of competitiveness and innovation. The second one presents innovations as a tool for achieving competitive advantages. In the third part, the issue of innovation management is considered as the main key to ensuring that innovation processes bring greater added value and, in turn, competitiveness. Finally, the general conclusion of the paper is presented.

Key words: competitiveness, competition, market, economy.

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Совершенствование экономического инструментария создания конкурентных преимуществ наукоемкой продукции и ее продвижение на мировые рынки

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Аннотация. Эта статья направлена на то, чтобы показать трансцендентность инноваций в мире, который развивается в рамках постоянных изменений как продукт эпохи глобализации, эпохи знаний и эпохи технологий. Инновации столь необходимы для того, чтобы продолжать действовать в условиях, когда компании и даже люди должны регулярно вводить новшества, чтобы действовать совместно с этими изменениями и предлагать обществам новые варианты или пути, которые позволят им нормально функционировать в своей обычной деятельности. Таким образом, инновации требуют подумать о поиске альтернатив, которые удовлетворяли бы общества и чтобы общества получали эти преобразования надлежащим образом, не вызывая сопротивления, а скорее принимались наилучшим образом за то, что они на самом деле представляют. Эта работа состоит из трех частей. В первой части в целом рассматриваются концепции конкурентоспособности и инноваций. Во втором из них представлены инновации как инструмент достижения конкурентных преимуществ. В третьей части рассматривается вопрос об управлении инновациями в качестве основного ключа к тому, чтобы инновационные процессы приносили большую добавленную стоимость и, в свою очередь, конкурентоспособность. Наконец, представлен общий вывод работы.

Ключевые слова: конкурентоспособность, конкуренция, рынок, экономика.

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Introduction

Economists have always been concerned with finding explanations for why some countries are poor and others are rich; poverty, wealth, and growth of countries have been the focus of most economic research, and this raises the question: what does it take for a country to achieve prosperity? Various theories have been developed around this topic, at least since Adam Smith published his masterpiece of research into the nature and causes of the wealth of nations.

Since the publication of Smith's work, there has been a strong focus on the causes of national prosperity, and so there is a long history of theories explaining why some countries are more successful internationally than others. Today, the competitiveness discourse has been adopted worldwide because economic openness has meant new opportunities for growth, as well as increased competition. In order to be a successful country in global trade, it is necessary that its companies achieve competitive advantages, that is, gain a share in both the domestic and international market in terms of price and quality, and, consequently, that the economy achieves sustainable economic growth in the long term.

In order to achieve competitive advantages, businesses need, *inter alia*, to create an enabling environment, whether it is the human resources needed to meet specific needs, a good economic infrastructure, legislation that encourages competition, incentives for international trade, or specialized research centers that work together with the private sector [Rice 2013].

At present, innovation is the cornerstone through which companies gain competitive advantages. In this context, the aim of this paper is to explore the importance of innovation as a competitive advantage tool for achieving prosperity for high-tech enterprises.

The concept of competitiveness and innovation as a theoretical basis

The word competitiveness can be defined in different ways, depending on the context in which it is mentioned, for example, Ivantsevich et al. (1997, p. 4). defines it as:

"The extent to which a nation, in a free and loyal market, is able to produce goods and services that

can successfully withstand the test of international markets, while maintaining and increasing the real income of its citizens."

But Ivantsevich et al. himself mentions that in this definition, you can simply change the word nation to an organization, and citizens to owners.

In an individual context, we can say that the goal of competitiveness is to make a person a better entrepreneur, because it is useless to produce goods and services if they are not designed to be successfully integrated into the market.

Competitiveness is a task that is set to achieve both personal, group, organizational, and national goals. Currently, it is necessary to use all the weapons needed to fight on the battlefield, where the trenches consist of goods and services similar to or equal to those offered by our companies.

There are tools available to help improve or reinvent these trenches. One such tool is Innovation Management, which includes a series of steps and tools, such as creativity, to develop new and successful ideas that provide the push needed to strengthen these trenches, even to win a battle.

Innovation management is primarily focused on setting new boundaries, securing new markets, and creating new trenches to fight a tough market war.

According to Castells (1997), innovation is "the process in which a useful product, technique, or service is developed based on an idea, invention, or recognition of a need until it is commercially accepted" [Castells 2003]. According to this concept, innovation is nothing more than the process of developing something new or unknown from the methodical study of a need, whether personal, group or organizational, to achieve an economic goal. This means that innovation generates ideas that can be sold in a particular market.

Innovation requires extensive knowledge of the need, not all innovative ideas are successful, so you need to play with all the necessary tools so that innovation not only surprises, but also works. [Manzano Polío n.d/2021]

Innovation as a tool for improving competitiveness

Innovation is part of the success of modern companies. Market trends and consumer needs are those that define the goals that must be set in order for innovation to lead to economic benefits.

When a company decides to innovate, it decides to become more competitive as it sells an idea that

can set it apart from other companies in the market. The introduction of a new successful product or service creates a better image, increases sales, and provides greater profits for your customers.

In order for innovation to become a competitive tool in a company, it must, first, adapt easily to changes in processes or products that the market requires for broader customer satisfaction, and, second, the company must know the environment and its customers in order to anticipate their preferences. The characteristics of adaptability to changes and forecasting market needs will help ensure that the company is at the forefront and can combine its technical, commercial, financial and administrative capabilities to implement a new product or process that sets it apart from the rest. [González 2013].

"Innovation is a key element that explains competitiveness" [Castells 2003, 19]. Innovation and competitiveness go hand in hand, but not necessarily one exists without the other. In addition, innovations are associated with all levels of competitiveness of the pyramid and can be applied at any of them. At the same time, it is possible to be competitive without being innovative, simply by maintaining systems of continuous improvement, but improvement processes may not be sufficient when the market is saturated, when demand is high, and when there are needs that existing products or services cannot meet. At this stage, innovation becomes a fundamental process for achieving competitiveness, as efforts to improve have reached their limit and are no longer sufficient to move forward.

But we must understand that innovation alone does not necessarily guarantee competitiveness. Specific methodologies and strategies need to be developed to implement innovations. Cold research of the factors involved in the innovation process and the opportunities that exist in different scenarios will always be elementary tools.

Innovation is like a lamp, so we can't get into a deep dark cave unless we know if our lamp will be powerful enough to illuminate the entire panorama. If innovation is not properly planned, it can lead to failure, so it is necessary to assess the risk associated with innovation [González 2013].

According to innovation experts, there are several aspects or criteria that need to be considered at the present time when you want to launch an innovative project, because the success of this project depends

on them. These aspects or criteria include: (i) strategic measurement; (ii) identifying ideas for development; (iii) project development; (iv) protecting results; (v) financing innovation; (vi) harnessing innovation; and (vii) accumulating, preserving, and managing knowledge in the enterprise.

We can't lose sight of the talk about the innovations that are most common in our time. These are certainly technological innovations that have revolutionized activities in all areas in the modern world, forcing us to change the way we live and lead to radical and rapid transformations. Technology has invaded the world and made business more dynamic in the field of business. Technology, in turn, changed the style or lifestyle of the people, because we don't otstavel from the latest advances in this field, which is the result of globalization, which for many, this is considered a positive event; but for others it is a cause for concern, as those who think in the past, I believe that the more technology advances, the new problems may have more severe consequences for the person.

Managing innovation as the key to being more competitive

Increasingly rapid rates of change, increasingly short-lived competitive advantages, increasingly accessible technologies, or increasingly easily replicated or imitated products are some of the characteristics that define the economic environment that companies face today. It is this context that has led to questions such as the existence of long-term sustainable competitive advantages as one of the key factors that guarantee the survival of the company, since the high rate of change makes the competitive advantage of the present rarely the competitive advantage of tomorrow. However, there is always a sustainable competitive advantage: manage innovation better than competition, thereby creating a process that provides the company with a source of competitive advantage today as well as tomorrow. However, innovation in terms of costs is becoming increasingly complex, so companies that want guarantees for an increasingly uncertain future must realize that the ability to innovate is an increasingly valuable company resource and, like their financial, commercial and production capabilities, must be managed strictly and efficiently [Hidalgo 2002], because only in innovation and its proper management will they find the key not only to growth, but also to However, despite the fact

that most companies know they need to innovate, and think that increasing their innovation skills is the most important lever to increase profitability and stimulate growth (innovations are often one of the strategic priorities of the company), they often neglect the innovation management and related processes, and doing them improperly and thus causing dissatisfaction with the results of innovative activities.

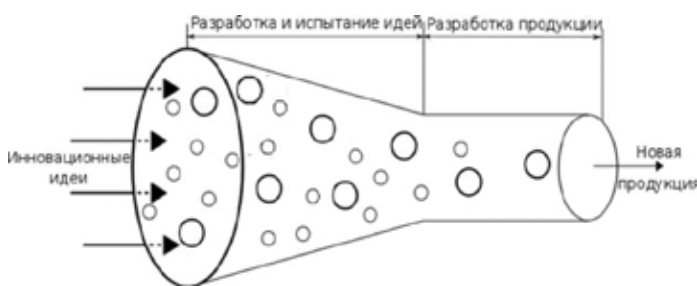


Fig. 1. Funnel Innovation Process model

Source: Istoriya nauchnykh issledovaniy innovatsionnogo protsessa [History of scientific research of the innovation process], p. 8.

RefManagement : [website]. Open access. Available at: <http://www.refmanagement.ru/ritem-1938-8.html> (accessed 11/05/2021). In Russ.

That is why this study attempts to describe the cycle of processes that ensure innovation activity, which allows the company to move towards a sustainable competitive advantage by improving the management of such processes, since not innovation is greater, but innovation is better than competition, which is the key to profitable and sustainable growth of the company. Thus, companies that focus on better innovation management and understand that innovation is not just about new products and services, they improve their competitive position in the market by using technology, improving business processes, or improving management processes [Berrocal & Segura 2008].

As a model of innovation management model is proposed, the proposed [ibid], which developed a model of management of innovative technological products/services that allows you to improve the traditional model of the funnel and avoid many of the restrictions, and they showed the effectiveness of the traditional model of the technological innovation process, although other models can better describe the typology of innovation. In particular, the developed model of technological innovation of a product/service improves the traditional funnel model:

- Modeling the value of R&D and enabling

integrated idea management, which allows the customer to be considered throughout the entire innovation process, increases the value creation of non-business ideas, encourages and encourages creativity, etc.

- Including tools for generating ideas and tools for prioritizing and selecting ideas (and therefore prioritizing and selecting projects).

Taking into account the support processes (such as management of technology; management of resources and competencies; knowledge management and intellectual property), process control projects, learning processes (how the environment and the innovation process) that allow you to continuously improve and innovate and projects on the market, and in the operations of the M & A.

- Emphasizing the importance of creating innovation networks that will increase innovation activity while sharing the risks of innovative projects.

Finally, the management innovation process involves developing a methodological framework that allows for the improvement of the company's innovation processes, enabling the company to move towards a sustainable competitive advantage by improving the management of its innovation processes.

Conclusions

Currently, capital and competitiveness are the main problems faced by many sectors of society. In this context, the point is that only through innovation and the irrigation of creative ideas and reengineering models based on strategic deployment planning and coordinated development can they advance the bulk of organizations that have become easy prey for capitalism. Right now, when companies are really at this Peak and critical stage, they depend on innovative talent, which can only be provided by human capital. Therefore, it is necessary to continue to strengthen the entrepreneurial culture based on creating small businesses that can become large competitive organizations in global markets, if the human capital they have is able to create new scenarios in which, from the moment of the company's creation, the Company will not compete, but will be created with sufficient talent, creativity, perseverance and the ability to offer new products and services based on an innovative philosophy, creating fertile lands where competitiveness does

not exist, and they can bear fruit and grow during management strategy aimed at managing the immediate period of life, before, of course, knowledge and human talent in enterprises, along emulating capitalists who are incompetent in with elements of the open innovation concept creating these new scenarios, but who they can that allow managing external flows of knowledge emulate these successful businesses with their and new ideas, as well as an innovative program money, as long as they don't resort to technological for creating increasingly competitive high-tech expertise and human resources. From what we can products and services that bring greater added conclude, innovation is a key factor in combating value to enterprises, can be key keys to positioning competitiveness in the growth and development of themselves in the market in the face of competition. organizations [Arroyo 2015]. And this is not only in front of the domestic market,

On the other hand, an optimal innovation but also on the world market.

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