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INNOVATION MANAGEMENT TECHNOLOGIES FOR THE CERAMIC TILE INDUSTRY

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Abstract

The work's main purpose is to develop and to apply Innovation Management Technologies in the Ceramic Tile industry, supporting the effort on increasing innovation capacity and competitive potential, with prospective and prescriptive diagnosis, strategic planning, qualification and implementation of Innovation Management Cores in the companies.

With the market opening, Brazil has been showing one weak point, which is the low innovative and competitive products fabrication, if compared with industrialized or some pre-industrialized countries. This has been showing up a low participation in the annual world ranking of new patents and also in the foreign commerce.

In Brazil, companies find it difficult to manage their innovation process, mainly because they generally don't have qualified personnel and also don't use integrated planning and developments management tools. Oppositely, great abilities can be found in Brazilian universities and research centers, which are able to support development processes and assist the companies in their innovation process as well. There is though a huge distance and common dialog difficulties between companies and research centers, what shows how fundamental the institutionalization of relations is in order to create an innovation culture in the companies and to form permanent channels of communication and knowledge in the universities.

In the industry, until now, only few companies, generally the middle sized ones, had already installed an integrated system for planning, implementation and management of innovation on their products. The great majority of small and middle sized industries, does not have an up-to-date process which guarantees the innovative and competitive products demanded by the global economy.

The analysis of these facts leads us to the conclude that the great dissociation in Brazil between knowledge generators, which are the universities and research centers, and the companies, normal locus of technological innovation, is the non existence of institutionalized interlocution channels. In one side, the companies, mainly small and middle sized, partly do not possess an innovation strategy, because they normally do not carry out the innovation planning based on company strategies, do not have engineering teams dedicated at least in an institutionalized way to the company innovation management. At the other side, universities and research centers are unaware of the ways to reach the companies and transfer the acquired knowledge. Due to the already mentioned distance and dialog difficulty between companies and universities, most of the interactions occurs fortuitous by individual contacts such like former-pupil with professors and in spite of being generally interesting always take the risk of discontinuity. Therefore, the institutionalization of relations is essential to build the innovation culture in the companies and to establish permanent channels of communication and knowledge in the universities.

With this purpose, the work develops strategies and criteria for the development of innovation cores in the companies resulting from the interaction between university and enterprises, developing methodologies, innovation management tools and transferring this knowledge through the Innovation and Design Development Agency, so that it may be transformed into innovative products generating wealth, jobs and income within the country.