

Innovation measure in marble companies located in the Tepeaca and Tecali de Herrera municipalities in the State of Puebla.

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Abstract

Innovation is a complex, and constantly evolving concept, so it is pertinent to find the correct way to measure it. This exploratory and cross-sectional research has as general objective measuring the innovation adopted by companies from Puebla that extract, transform, and market marble, taking the Oslo Manual as reference using a semi-structured survey. The originality of this research is based in analyzing both: companies and architects, using a convenience sample, 54 face-to-face surveys were applied to companies and 25 telephone surveys to architects. In the results, it stands out that 85% of the companies carry out progressive innovation. Likewise, it is observed that half of the respondents are not willing to be part of a cluster. Regarding the architects, they perceived marble as an elegant asset, a high rate of satisfaction was registered about marble product acquisition. As opportunity area they highlight the diversity lack in the payment method as well as the maintenance instructions. It is concluded that it is possible to measure innovation by adapting the dimensions regionally to establish the articulation of various indicators and actors. Future research should expand the sample size and the regions of the country.

Keywords

Architects, family businesses, market research, marble producers.