

RELEVANT ASPECTS TO PROMOTE INNOVATION IN SMALL BUSINESSES

ASPECTOS RELEVANTES PARA IMPULSAR LA INNOVACIÓN EN PEQUEÑAS EMPRESAS

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Dear Editor,

The original article published in your magazine, titled *service design for innovation in small and medium businesses* from the author Carvalho (2019) concludes that small companies can innovate their services without incurring large costs and demanding a large amount of time, the most important is involved to the users strongly. To complement this research, the study carried out by Sánchez, Cervantes, y Peralta (2016) mentions that in order to carry out and efficient management of the innovation in the small companies, it is necessary to encourage and take advantage of the innovative skills and abilities of collaborators, involving them during the strategic planning and motivating them to participate with their ideas in the innovation process. For which, it's necessary to create a favorable working environment and formal procedures for the reception and evaluation of the creative ideas that may be presented by the workers. This position is reinforced by the study carried out by Pertuz, Boscan, Straccia, y Pérez (2016), who recommend developing the capabilities of collaborators through the formation of multidisciplinary teams within the organization.

On the other side, López-Torres, Maldonado, Pinzón, y García (2016) recommend promote the formation of work teams with employees of another similar small companies, in this way , small companies could have advantage of the human, technical and financial resources available. Likewise, it is necessary to involve both customers and suppliers in business decision-making, achieving better results collaboratively at the time of innovation.

Incremental innovation, recommended by Ruiz and Arango (2012), is another important way to carry out innovation, because it would be within the reach of small companies, which, unlike disruptive innovation, consists of achieving great innovations from small innovations made constantly to consolidate the brand.

Another important aspect for small companies to innovate is taking into account organizational design, according to the study carried out by Gálvez-Albarracín, Hernández, and Molina (2016), who concluded that departmentalization has a positive impact in order to carry out innovation in this type of companies, so they recommend providing specialized training and advice in order to improve organizational formalization.

In conclusion, it can be said that to achieve innovation in small businesses, it is necessary to involve workers, users, customers and suppliers. Likewise, collaborative work should be applied both with universities and institutions; as well as other similar companies in the environment, in such a way that innovation is achieved without incurring large investments. Another way to achieve great innovations in the company is by applying incremental innovation, which consists of making small innovations constantly. Finally, it is necessary for small companies to formalize their organizational structure through departmentalization, which enables great innovations to be achieved by area, and for this it is necessary that they be trained and advised in this regard.

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