

Innovation and sustainability relationship in Latin American enterprises

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Abstract

Environmental and social sustainability have received high attention from governmental and private organizations in 2019. A condition that affects sustainable development is the actions of companies which use, transform and dispose of natural resources, and that also define the working conditions of their employees. Consequently, it is fundamental to create and maintain profitable businesses under conditions of care for the environment and social conscience. Another widely highlighted area is the contribution of business innovation to problem solving, value creation and economic development.

In recent years researchers have mainly studied the relevance and impact of sustainable enterprises on social and environmental development, however, in the Latin American context, the effect of sustainable activities over the product novelty and originality in production processes has not been analyzed in depth. In other words, does the sustainability conduct more product innovation and process innovation? If so, which sustainability actions are more related to product innovation and process innovation?



Biography:

Gustavo Barrera Verdugo is Doctor in Administration from the University Of Santiago De Chile and is Master in Marketing from the University of Chile. He is Research Professor at the University of the Americas in Chile, in the Faculty of Engineering and Business. He has published 6 papers on entrepreneurship and innovation in the last 3 years. He has also been GEM Project Manager for the preparation of reports in the Maule, Los Ríos, Los Lagos and Aysén regions of Chile during 2018. He participates as an Adhoc Associate Editor in international journals and as a reviewer of articles in congresses in Chile and other Latin American countries, in the areas of entrepreneurship and marketing.

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