



INNOVATION IN THE BRAZILIAN EXPORTING COMPANIES

*¹Julio Cesar Zilli, ¹Amanda Locks, ²Patricia de Sá Freire and ³Elenice Padoin Juliani Engel

¹Universidade do Extremo Sul Catarinense - UNESC

²Universidade Federal de Santa Catarina – UFSC

³Universidade do Extremo Sul Catarinense UNESC

ARTICLE INFO

Article History:

Received 28th July, 2019

Received in revised form

21st August, 2019

Accepted 20th September, 2019

Published online 30th October, 2019

Key Words:

Innovation; Internationalization;
Export companies.

*Corresponding author: Julio Cesar Zilli

ABSTRACT

The internalization process carried out in interaction with innovation is an alternative to organizational performance when facing a competitive scenario. Putting both together form a strategic pair in the pursuit of international competitiveness. Considering such scenario, this study aimed to identify the role of innovation in the process of internationalization of the exporting companies of southern Santa Catarina state. Methodologically, it was characterized as quantitative, descriptive research comprising secondary data analysis and field survey. Data collection was carried out with the application of a questionnaire via Google Docs, together with 12 exporting companies from a variety of industries. In the scope of innovation, these companies invest mainly in products and processes, without using financing tools. Finally, it is comprehended that the majority only allocates between 1% and 5% of its revenues towards innovation, concluding that innovation still has an average performance in the internationalization of its activities.

Copyright © 2019, Julio Cesar Zilli et al. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Citation: Julio Cesar Zilli, Amanda Locks, Patricia de Sá Freire and Elenice Padoinengel. 2019. "Innovation in the Brazilian exporting companies", *International Journal of Development Research*, 09, (10), 30909-30914.

INTRODUCTION

Innovation is not limited by the search for new products, but also by creating relationships with new markets that are considered mature (Tidd; Bessant and Pavitt, 2008). Innovation plays a prominent role in a knowledge-based economy; however, until recently, knowledge about it was scarce. In recent years, many studies have been developed aiming to collaborate for the better understanding of it. In a broad context it is possible to notice evidence pointing to innovation as a determining factor in national economic growth as well as in the scope of international trade. Research and Development (R&D) activities, for example, allow companies to absorb and produce knowledge, not only technologically, but also on a wide range of products ranging from management to production (OECD, 2007). In Bessant and Tidd's view (2009) innovation is a matter of survival since if companies are not committed to making changes in their products / services, as well as in the manner in which they offer them to the market; they can be ousted by other organizations. Considering this, firms such as those located in the European Community countries invest around 700 billion dollars a year in R&D.

The relationship between innovation and internationalization can be seen as a two-way street. Arbix, Salerno and De Negri (2004) point out that both have direct influence and are interconnected in the pursuit of competitiveness of firms. As increased competitiveness can originate from innovative technologies acquired through internationalization strategies, internationalization can also occur by increasing the innovative power of companies. The authors further argue that by internationalizing, the company comes in contact with new markets, new quality standards as well as new technologies that can later be transformed into a greater capacity for innovation. Since this research has focused on the southern region of Santa Catarina state, specifically in the Associação dos Municípios da Região Carbonífera - AMREC (Association of Municipalities of the Coal Region), it should be noted that the economy of this region has its own characteristics. The greater Criciúma city area comprises large national and international firms dedicated to the ceramic tile industry. There is also the presence of polymer, paint, coal, apparel, metalworking and chemical manufacturing industries. The agricultural sector, in turn, has a relevant participation, highlighting the municipalities of Orleans, Nova Veneza, Içara, and Forquilha, with the presence of integrated

agribusinesses, as well as activities related to winemaking and viticulture (Zilli, Gianezini, Vieira, 2015). The trade balance of the South region of Brazil in 2016 showed a surplus of US\$/FOB 75,559,221. The most prominent cities with surplus balances were: Forquilha (US\$/FOB 80,191,046), Nova Veneza (US\$/FOB 50,229,290) and Cocal do Sul (US\$/FOB 27,206,281), where exports surpassed imports. On the other hand, the municipalities where imports exceeded exports were: Criciúma (US\$/FOB -121,290,793) and Morro da Fumaça (US\$/FOB -1,107,710). Despite the registered trade deficit on those cities, the total balance of the region was not negatively affected (Brazil, 2017). Considering this, it can be noticed that the economy of southern Santa Catarina has increased its performance in recent years, proving that new internal and external opportunities were created for the companies in the region. This was possible due to the competitiveness that some sectors can achieve through innovation (Mattei, 2011). Within this context, this study aims to identify the role of innovation in the process of internationalization of the exporting companies from the southern Santa Catarina state region. The article was structured in five sections. The first session refers to this introduction, presenting a contextualization, as well as the research question. Next, the theoretical framework is presented focusing on innovation and internationalization. The methodological procedures complete the third section, followed by the presentation and discussion of the research results. Finally, in the fifth section the final considerations emerge, followed by bibliographical references.

LITERATURE REVIEW

Innovation and internationalization aspects are the highlights of this section.

Innovation and Internationalization: According to Cavusgil, Knight and Riesenberger (2010, p.24), "[...] trade among nations opened the world for innovation and progress," making it possible to perceive the old relationship between innovation and internationalization. According to Fleury and Fleury (2007) with the excess of production capacity present in organizations today, competition among global players becomes brutal and requires a permanent policy focused on innovation. Similarly, in a dynamic economy, exporting firms that rely only on natural competitive advantages and favorable prices are at risk, since international perception shows that the country's competitiveness is related to its ability to invest in knowledge and in innovations, especially those of technological origin (Tigre, 2006). According to Stal (2010, p.144) "[...] opting for internationalization is a strategic decision". However, often times a company may decide to export just to dump production surpluses more quickly. For the author, the act of going beyond exports demands planning towards the international market as a whole, since it requires improvement in quality, product sophistication and innovative capacity. However, in order to enter the international market, the exporter will often need to modify and adapt his products to achieve higher and more demanding quality standards than those of his country of origin. According to Tigre (2006), the investment needed to promote these changes become a key point of decision making that corroborates with the abandonment of commercialization by Brazilian exporters. Brazil is known for its history of instability of economic policies related to crucial elements present in the external

market. Such condition hinders the process of learning and international insertion. Frequent discussions have attempted to reduce this vulnerability and generate progress for the country by searching for increasingly strategic, innovative and internationally competitive industries (Silva, 2004). Given the Brazilian context, Stal (2005) argues that innovative efforts happen too late specially in emerging countries since they lack infrastructure, thus hindering the generation of competitiveness when compared to developed countries that have structured institutes and more robust research centers.

However, numerous experiments show that even with difficulties faced by emerging countries in the innovative scope, the achievement of the same proves to be one of the great reasons for an effective international insertion and conquest of new markets. This fact is discussed and evidenced by Porter (1989: 649), since: "Competitive advantage is fundamentally about improvement, innovation and change. Companies gain an advantage over international rivals because they perceive a new basis for competition or discover new and better ways of competing in the old way." Therefore, innovations that create competitive advantage are not restricted to the internal or external markets, they must be perceived and used in both. The firm that has the capacity to identify needs on both markets that rivals did not perceive or chose to ignore is the company that will create competitive advantages (Porter, 1989). Still regarding Brazil, Salerno and Kubota (2008) point out that the country had an increase in the number of scientific productions in the international field, demonstrating the growing number of active researchers and achieving a world participation index higher than the index of exports from the country. Nevertheless, even with the present national scientific knowledge, indexes that measure the rate of innovation, research and development did not have corresponding expected growth.

According to Tigre (2006, p.159), "a flexible and innovative business culture is essential for international competitiveness" where international markets demand more from the innovative and changing capacity of organizations, excluding from the game those who do not show themselves capable of such. Even with the present challenges, both in internationalization and in innovation, numerous motivational factors arise in the consciousness of organizations. The search for new opportunities, reduction of production costs, evolution and knowledge acquisition causes these risks to be seen through new perspectives (FREITAS, 2003). Therefore, it is observed that the internationalization occurs in an organic way for innovators, either by the perception of new opportunities abroad or the decrease of the domestic market growth rate, thus shifting efforts towards interesting challenges ahead (Hoch, 2011). However, even though the relationship between innovation and internationalization is clear, it is still difficult to implement an innovative culture in Brazilian companies since, historically, they are oriented towards the generation of short-term profits, thus disregarding foreign markets possibilities. Because of the great intrinsic risks and the uncertainty of return on investment they end up leaving innovation in the background, (Arbix, Salerno, De Negri, 2004; Freitas, 2003). The next section presents the methodological procedures that supported the development of the research.

MATERIALS AND METHODS

This study was characterized, for purposes of investigation as a descriptive research. As for the research design, it comprises secondary data analysis and field survey through a quantitative analyses approach based on the guidelines of Diehl and Tatim (2004). The population was based on exporting companies belonging to several sectors linked to the economy of southern Santa Catarina, more precisely the Associação dos Municípios da Região Carbonífera - AMREC (Association of Municipalities of the Coal Region), one of the three microregions that make up the southern part of the state.

In order to determine the population, a list of exporting companies for the year 2016 of the AMREC region, prepared and made available by the Brazilian Ministry of Industry, Foreign Trade and Services (MDIC) has been used. Since the overall objective of this paper is to identify the role of innovation in the process of internationalization of the exporting companies of the southern Santa Catarina, it was understood that it would be relevant and proper for the reaserch to only consider companies where innovation directly affects products and services. Thus, international trade consulting firms and trading organizations were removed from the list, leaving a balance of 121 exporting companies.

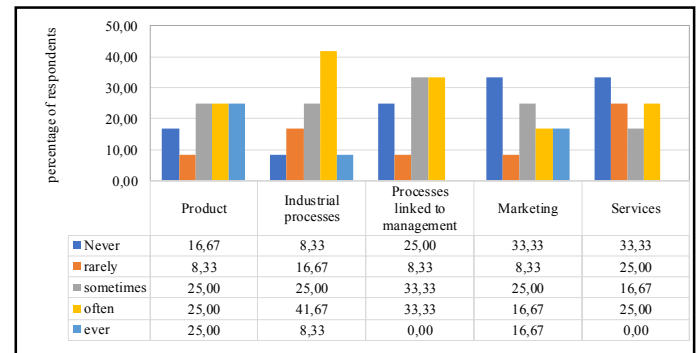
Regarding sampling, Lakatos and Marconi (2003) define it as a small part of the original population, chosen in a timely manner. Thus, the research collection instrument was applied in 75 companies taking into account their accessibility and availability. Reinforcing this idea, Gil (2008) defines the non-probabilistic sampling of accessibility as the selection of elements in which they have access, representing, thus, the universe of the research. The research was applied using a questionnaire (Mathias; Sakai, 2013) via Google Docs with the 75 companies selected, from June 1 to 15, 2017, effectively obtaining 12 returns, representing 9.92% of the population (121 exporting companies). For the analysis of the data, the technique of simple frequency analysis of the answers was used and following the guidance of Duarte and Furtado (2014, p.142), which indicates that "more important than pointing out the representativeness of the quantitative results is to reflect and interpret what they mean, extrapolating to other sources and information at work and making inferences." In the next section we bring the presentation and discussion of research findings.

RESULTS AND DISCUSSIONS

In this topic we discuss innovative practices in the international market, with emphasis on the main destinations for investment in R & D, innovative practices profiles and the panorama of the introduction of innovations in the last year.

Innovative practices in the international market: In its broadest definition, innovation is classified as something new, directly linked to the market and seeking to generate value for those who develop it, either by actually applying it to the organization or by selling it to others (Schumpeter, 1982, Tidd, Bessant and Pavitt, 2008). This section seeks to define and analyze the most relevant elements linked to the innovative profile of the twelve companies inquired. The aim is to understand the areas in which they apply their innovation investments, their difficulties related to their application, and

especially how they evaluate the impact of innovation in their international activities. Figure 1 shows the areas of investment in R&D activities of the companies analyzed.



Source: The authors (2017)

Figure 1. Main destinations for investment in R&D activities

According to the Oslo Manual (OECD, 2007), the types of innovation focus on *i) Product / Service Innovation ii) Process Innovation iii) Innovation in Marketing and iv) Organizational Innovation*. In the research it was found that the habit of investing in innovations is more representative in industrial processes, where 41.6% of companies report investing frequently, as well as in processes linked to management, also characterized as organizational innovation, with a total sum of 33.3%. On the other hand, 33.3% of companies report never targeting their investments for innovation in services and marketing, making it clear that their focuses revolve around innovations in processes and products. In order to identify the innovative profile of the twelve companies surveyed, Table 1 (A) discusses the internal instruments to stimulate innovations as well as whether the company uses public financial support to carry out these activities.

Table 1. A Profile of innovative practices.

Sector	%	Internal instruments	%	Public financial support	%
Metalworking	41.67	No	41.67	No	41.70
Ceramic Tile	25.00	Yes	16.67	No	25.00
		No	8.33		
Agrifood	16.67	Yes	16.67	No	16.67
Nonmetallic Minerals	8.33	Yes	8.33	FINEP	8.33
Chemical and Plastic Products Industry	8.33	Yes	8.33	No	8.33

Source: The authors (2017)

It is noticed that there is equality between companies that own (50%) and do not have (50.00%) internal instruments to stimulate internal innovations by their employees. According to Alencar (1995) providing means for employees to exercise their ideas brings innumerable short and long term benefits to both the organization and the individual. In terms of public financial support for the development of innovations, only 8.30% (one company) reported having made use of it in the last year, more specifically through FINEP, a fund agent linked to the Ministry of Science, Technology, Innovation and Communications (MCTIC). Still talking about the innovative profile of the companies under study, Table 1 (B) presents issues pertaining to the ability to perceive opportunities, innovation itself and how R & D has been helping the company in external operations.

Table 1. B - Profile of innovative practices

Sector	%	Perceiving the need for innovation	%	Capacity to view opportunities	%	R&d aid in external activities	%
Metalworking	41.67	Sometimes	33.33	Sometimes	16.67	Never	8.33
				Often	8.33	Sometimes	16.67
				Always	8.33	Often	8.33
				Rarely	8.33	Always	8.33
Ceramic Tile	25.00	Rarely	16.67	Never	8.33	Often	16.67
				Often	16.67	Always	8.33
				Always	8.33		
Agrifood	16.67	Sometimes	16.67	Sometimes	16.67	Sometimes	16.67
Nonmetallic Minerals	8.33	Sometimes	8.33	Often	8.33	Often	8.33
Chemical and Plastic Products Industry	8.33	Rarely	8.33	Always	8.33	Always	8.33

Source: The authors (2017)

Table 2. Overview of the introduction of innovations in the last year

Intoduction of Innovations		Metalworking	Ceramic Tile	Agrifood	Nonmetallic Minerals	Chemical and Plastic Products	Total
New produtes	Yes	41.67	25.00	16.67	0.00	8.33	91.67
	No	0.00	0.00	0.00	8.33	0.00	8.33
Design or packaging changes	Yes	25.00	25.00	16.67	0.00	8.33	75.00
	No	16.67	0.00	0.00	8.33	0.00	25.00
New selling methods	Yes	16.67	8.33	0.00	8.33	8.33	41.67
	No	25.00	16.67	16.67	0.00	0.00	58.33
New methods of logistics	Yes	8.33	25.00	8.33	8.33	0.00	50.00
	No	33.33	0.00	8.33	0.00	8.33	50.00
New support methods for systems	Yes	0.00	25.00	16.67	8.33	8.33	58.33
	No	16.67	0.00	0.00	0.00	0.00	16.67
Creation or acquisition of trademarks	Yes	0.00	0.00	0.00	0.00	8.33	8.33
	No	41.67	25.00	16.67	8.33	0.00	91.67
New industrial process	Yes	25.00	25.00	16.67	0.00	8.33	75.00
	No	16.67	0.00	0.00	8.33	0.00	25.00
New forms of management	Yes	16.67	8.33	8.33	8.33	8.33	50.00
	No	25.00	16.67	8.33	0.00	0.00	50.00
Differentiated services	Yes	25.00	16.67	0.00	8.33	8.33	58.33
	No	16.67	8.33	16.67	0.00	0.00	41.67
Total		41.67	25.00	16.67	8.33	8.33	100.00

Source: The authors (2017)

Table 3. Innovation in external processes

Sector	%	percentage of revenue for innovation	%	impact of innovation in external action	%	starting point of innovations	%
Metalworking	41.67	Below 1%	25.00	0,00%	8.33	Matrix for the subsidiaries	41.67
		Between 1 and 5%	8.33	2% to 24%	16.67		
		Above 20%	8.33	25% to 49%	8.33		
				100,00%	8.33		
Ceramic Tile	25.00	Between 1 and 5%	25.00	2% to 24%	25.00	Matrix for the subsidiaries	16.67
						Both	8.33
Agrifood	16.67	Between 1 and 5%	16.67	2% to 24%	16.67	Both	8.33
						Matrix for the subsidiaries	8.33
Nonmetallic Minerals	8.33	Between 5 and 10%	8.33	2% to 24%	8.33	Matrix for the subsidiaries	8.33
Chemical and Plastic Products	8.33	Between 5 and 10%	8.33	50% to 74%	8.33	Matrix for the subsidiaries	8.33

Source: The authors (2017)

The metalworking industry is the most difficult to perceive when innovations, both in products / services and in management / processes, are necessary, since 33.33% of them report experiencing such difficulties "sometimes" and 8.33% "often". Porter (1989) reports that only companies that have the capacity to identify innovation needs that competitors did not perceive or choose ignore will be the companies that will create competitive advantages. It is also noticed that the ceramic tile industry was the most important, with 16.67% of companies rarely having difficulties to perceive the need for innovation. When we question them about their ability to visualize opportunities and take advantage of them, 50% of them feel that they are always or frequently capable of doing so. On the contrary, 50.00% feel the opposite, demonstrating that there is still a division between the perception of the

companies, in which, it must be stimulated and trained, as it becomes vital these days. R&D aid in external activities has proved to be satisfactory, since 58.33% of companies feel that this aid has an "always" or "often" impact on cross-border operations. This point is reinforced by Mais (2010) since in order to overcome difficulties related to the country's bureaucratic structure; companies in Santa Catarina constantly invest in R & D in order to achieve a differentiated position when compared to those with a governmental culture of external incentive. Table 2 provides a broad overview of the innovation introduction scenario identified in the companies under study. It also seeks to address issues related to the introduction of innovations, both products/services and management and processes, as the main types of innovation

(OECD, 2007). It can be noticed that 91.60% of the companies in southern Santa Catarina prioritize the orientation of their innovative activities to the creation of new products. Then, both with a representativeness of 75.00%, are the new or significantly improved changes in design or packaging (excluding seasonal changes) and in industrial processes. The introduction of new services is represented with 58.30%, and it should be mentioned that the agrifood sector in its entirety (100% of the companies) did not introduce new or significantly improved services during the last year and 58.30% for systems support, an indispensable resource for carrying out activities in organizations. The introduction of new forms of management represented a medium impact, reaching 50% of companies, as well as the introduction of new methods of logistics (50%). Regarding the creation or acquisition of brands, explained by Hrdlicka et al. (2008) as the practice with the highest degree of control, and consequently, with the highest degree of risk involved, it is noted that this was not performed by the majority of companies (91.67%), where only one company, of the chemicals and plastics industry reported having entered the creation or acquisition of brands in the last year. Following the focus of innovation in the internationalization of the companies under study, we sought to understand, in fact, how much they are destined for innovation, origin and destination, as well as the performance regarding external action. Table 3 shows the results obtained. When analyzing the percentage of revenue for innovation, the metalworking industry, an area known for demanding constant innovations, was the only one company (8.30%) mentioning allocating more than 20% of revenue towards innovation. Pintec (2014) points out that these investments, despite still being low, are linked to the high costs of innovation, to excessive risks as well as insecurity and the fear of the "new". Regarding the impact of innovation on external performance, 66.67% of the companies in the last six years described having had a 2% to 24% impact on their international activities, representing on an international context a medium performance of innovation by the southern Santa Catarina firms.

Final Considerations

This study aimed to identify the role of innovation in the process of internationalization of the exporting companies of southern Santa Catarina. As far as the universe of innovative practices is concerned, it can be noted that most of the analyzed companies invest mainly in innovation of processes, both industrial and related to management, as well as products. They claim, however, that they allocate between 1% and 5% of their revenue towards innovation, which represents a low investment, taking into account the importance of innovation in the pursuit of international competitiveness. The use of public financial support does not show as much representativeness in the analyzed companies, since only one of them has already made use of it. Similarly, the use and existence of internal instruments linked to innovation by employees are present in only half of the organizations. It is noted that many organizations find it difficult to perceive when changes in both products / services and management / processes are necessary, bringing with them competitive obstacles. In the last year most companies introduced new products, new industrial processes, and new services as well as made significant changes in the design of their products.

However, in relation to the influence of innovation in the internationalization process, the surveyed organizations feel that in the last six years the use of innovation has generated an average impact on the company, increasing its performance in the foreign market by 2% to 24%. Given the importance of this subject, as a proposal, it is suggested the continuous and consistent implementation of an innovative culture for organizations interested in competing at high levels in the world market, as well as the search for information on the existing financing lines for the development of innovation projects. Therefore, future studies can deepen the theme in question and extend it to other regions of both Santa Catarina and Brazil, in order to outline the innovative and international profile of local companies, as well as to apply it with a larger number of organizations, as this was a limitation of the current study.

Acknowledgments

UNESC, through the Support Program for Research Groups and the Management and Strategy in International Business - GENINT / UNESC.

REFERENCES

- Alencar, E. L. S. 1995. Desenvolvendo a criatividade nas organizações: o desafio da inovação. *Revista de Administração de Empresas*, São Paulo, v. 35, n. 6, p.6-11.
- Arbix, G.; Salerno, M.; De Negri, J. 2004. *Inovação via internacionalização, faz bem para as exportações brasileiras*. Brasília: IPEA.
- Bessant, J.; Tidd, J. 2009. *Inovação e empreendedorismo*. S/L: Bookman.
- Brasil. 2017. Ministério da Indústria, Comércio Exterior e Serviços. Sistema de Análise das Informações de Comércio Exterior. *Aliceweb*. Disponível em: < <http://aliciweb.mdic.gov.br/>>. Acesso em: mar. 2018.
- Cavusgil, S. T.; Knight, G.; Riesengerger, J. R. 2010. *Negócios Internacionais: estratégia, gestão e novas realidades*. São Paulo: Pearson.
- Diehl, A. A.; Tatim, D. C. 2004. *Pesquisa em ciências sociais aplicadas: métodos e técnicas*. São Paulo: Pearson Prentice Hall.
- Duarte, S. V.; Furtado, M. S. V. 2014. *Trabalho de conclusão de curso (TCC) em ciências sociais aplicadas*. São Paulo: Saraiva.
- Fleury, A.; Fleury, M.T. Internacionalização das empresas brasileiras: em busca de uma abordagem teórica para os *late movers*. In: Fleury, A; Fleury, M.T. (org). *Internacionalização e os países emergentes*. São Paulo, Atlas, 2007.
- Freitas, A. M. Z. 2003. *Estratégias competitivas: um estudo no setor de confecções das empresas de médio porte de Colatina/ES*. 102 f. Dissertação (Mestrado em Engenharia de Produção) - Programa de Pós-Graduação em Engenharia de Produção, UFSC, Florianópolis.
- Gil, A. C. 2008. *Métodos e técnicas de pesquisa social*. 6. ed. São Paulo: Atlas.
- Hoch, C. G. 2011. *A relação entre a internacionalização e a inovação na empresa: um estudo de caso*. 128 f. Dissertação (Mestrado) - Curso de Administração, Porto Alegre.

- Hrdlicka, H. et al. 2008. Internacionalização de uma empresa familiar na área de eletromedicina: Fanem. In: Vasconcellos (org.) *Internacionalização, Estratégia e Estrutura*. São Paulo: Atlas.
- Lakatos, E. M.; Marconi, M. A. 2003. *Fundamentos de metodologia científica*. 5. ed. 5. reimp. São Paulo: Atlas.
- Mais, I. 2010. *Inovação e desempenho exportador de empresas catarinenses: uma perspectiva institucional*. 160 f. Dissertação (Mestrado) - Curso de Administração, Centro de Ciências Sociais Aplicadas, Universidade Regional de Blumenau, Blumenau.
- Mathias, S. L.; Sakai, C. 2013. *Utilização da ferramenta Google Forms no processo de avaliação institucional: estudo de caso nas faculdades Magsul*. Ponta Porã.
- Mattei, L. 2011. *Economia Catarinense: crescimento com desigualdades regionais*. In: V Encontro de Economia Catarinense, Florianópolis. Anais do V Encontro da APEC. Criciúma: APEC, v. 1. p. 01-01.
- Ocde. 2007. *Manual de Oslo: diretrizes para a coleta e interpretação de dados sobre inovação*. 3. ed.. Tradução FINEP.
- Pintec. 2014. *Pesquisa de inovação*. Disponível em: <http://www.pintec.ibge.gov.br/downloads/PUBLICACA/O/PUBLICAÇÃO_PINTEC_2014.pdf>. Acesso em: 25 set. 2017.
- Porter, M. E. 1989. *A vantagem competitiva das nações*. 7. ed. Rio de Janeiro: Campus Ltda.
- Salerno, M. S.; Kubota, L. C. 2008. Estado e inovação. In: Negri, J. A. de; Kubota, L. C. (ed.). *Políticas de Incentivo à Inovação Tecnológica*. Brasília: Ipea, Cap. 15. p. 13-64.
- Schumpeter, J. A. 1982. *Teoria do desenvolvimento econômico: uma investigação sobre lucros, capital, credito, juro e o cicloeconomico*. São Paulo: Ed. Abril Cultural.
- Silva, C. L. 2004. *Competitividade & estratégias internacionais: Discutindo a Cadeia de Valor*. Curitiba: Juruá.
- Stal, E. 2005. Multinacionais brasileiras: o papel da tecnologia na conquista do mercado externo. *Revista de Ciências da Administração*, Florianópolis, p. 227-248.
- Stal, E. 2010. Internacionalização de Empresas Brasileiras e o Papel da Inovação na Construção de Vantagens Competitivas. *Revista de Administração e Inovação*, São Paulo, v. 7, n. 3, p.120-149.
- Tidd, J.; Bessant, J. R.; Pavitt, K. 2008. *Gestão da inovação*. 3. ed. Porto Alegre: Bookman.
- Tigre, P. B. 2006. *Gestão da inovação: A Economia da Tecnologia no Brasil*. Rio de Janeiro: Elsevier.
- Zilli, J. C.; Gianezini, M.; Vieira, A. C. P. 2015. *O Porto de Imbituba no Desenvolvimento do Sul de Santa Catarina*. XV Mostra de Iniciação Científica, Pós-graduação e Extensão, Caxias do Sul. Disponível em: <<http://www.uces.br/etc/conferencias/index.php/mostraucs/ppga/xvmostrappga/paper/viewFile/4144/1287>>. Acesso em: 08 abr. 2017.
