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“INTEGRATING CLEANER PRODUCTION INTO SUSTAINABILITY STRATEGIES”

Innovation Management as a Factor in Small Business Competitiveness

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Abstract

Considering the characteristics of small businesses and has representation on the economy of the State of Ceara, the purpose of this article is to present the situation of innovation management in three small industries, as well as relevant aspects in the management, able to drive growth through dynamic improvements in processes and products. Survey data, combined with literature exploratory and descriptive, it was established that the management of innovation as a continuous process is a factor of great importance for a company to grow and strengthen its competitive position; being necessary, however, a model strategic, integrated and manageable to deal effectively with business innovation. The article presents the six dimensions of innovation management used by SENAI-CE as the basis of actions developed with the small scale industries, preparing them to take advantage of opportunities for financial incentives both government projects developed by the Federation System Industries.

Keywords: *Innovation Management. Competitiveness. Strategies. Small Business. Products.*

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