

CAPACIDAD DE ABSORCIÓN Y DESEMPEÑO INNOVADOR EN ORGANIZACIONES INDUSTRIALES Y COMERCIALES EN LA COSTA CARIBE DE COLOMBIA

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RESUMEN

En un contexto empresarial caracterizado por cliente exigentes, alta competencia y mayor velocidad de las transacciones, las empresas deben responder de forma rápida para garantizar su supervivencia en los mercados. Así, la innovación y la forma en que las organizaciones obtienen los nuevos conocimientos necesarios para responder a estos retos resulta fundamental para estimular el desempeño de una empresa. En ese sentido, este estudio analiza el nivel en el que influye la identificación, asimilación, transformación y explotación del conocimiento externo (Capacidad de Absorción) en la innovación de productos y procesos de la organización (Desempeño innovador), considerando elementos de la organización como la edad de los gerentes, el sector y el tamaño de la empresa. Se utilizó la metodología PLS-SEM y una base de datos compuesta por 373 empresas industriales y comerciales de la costa caribe de Colombia. Los resultados muestran efectos significativos entre la capacidad de absorción y el desempeño innovador, además se halló que la edad, el sector y el tamaño de la empresa ocupan un papel catalizador en estas relaciones.

Palabras clave: *Desempeño innovador, Capacidad de absorción, Innovación, PACAP, RACAP*

ABSTRAC

In a business environment characterized by demanding customers, fierce competition, and faster transactions, companies must promptly respond to ensure their survival in the marketplace. Therefore, innovation and the way organizations acquire new knowledge needed to address these challenges are fundamental determinants of business performance. Accordingly, this study analyzes the degree of influence of the identification, assimilation, transformation, and exploitation of external knowledge (absorptive capacity) on an organization's product and process innovation (innovative performance). It considers organizational elements such as the age of managers, business sector, and firm size. This study employs Partial Least Squares-Structural Equation Modeling, using a database of 373 industrial and commercial firms from the Caribbean coast of Colombia. The results reveal significant effects between absorptive capacity and innovative performance. Furthermore, the results demonstrate that age, sector, and firm size play a catalytic role in these relationships.

Keywords: Innovative performance, Absorptive capacity, Innovation, PACAP, RACAP.

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