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TECHNOLOGICAL CAPACITIES AND INNOVATIVE PERFORMANCE OF BIOTECHNOLOGY IN BRAZILIAN COMPANIES: STUDY OF FOUR CASES

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Abstract

The objective of the study presented in this article is to identify the Technological Capacities and the Innovative Performances of technology-based companies in the biotechnology sector. This is an exploratory research that uses the case study method. The data has been collected by means of direct observation, documentation analysis and interviews with the managing owners and directors of R&D of biotechnology companies. Four Brazilian companies, two in Rio Grande do Sul, one in São Paulo and the last one in Rio de Janeiro, were evaluated considering the levels of Technological Capacity in three dimensions: (a) Technological base: characterization of the technical and human resources; (b) Technological strategy: position of the organization in the market and owner's style of management; (c) Innovation: qualification efforts and also the Innovative Performance. The results showed that two of the four companies have the Technological Capacity to generate new technologies and adopt offensive technological strategies. The other two companies show the capacity to modify and adapt technology. However, a relationship between the Technological Capacity and Innovative Performance as measured by traditional indicators such as number of new products and services launched in the market in the last three years and number of patents was not found. Some other findings are the barriers for the development of innovations mentioned by the managers such as financial problems, the delays in the regulation of new products due to the inefficiency and insufficient qualification of the personnel in charge of registration in governmental organs.

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