Influence of the management of the innovation in the business performance of the family business: Application to the printing sector in Colombia

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Abstract

The purpose of this study is to analyze whether the impacts of innovation on business performance between family and non-family businesses differ within the Colombian Graphic Sector. The study academically allows to deepen the way in which the familiar companies carry out the processes and the generation of capacities for the innovation, This is complemented very well with the proposal of quantitative models applied to the innovation management carried out by these companies, which makes an important contribution in the knowledge of these, since family businesses are considered by most countries as the main driver of their economies [1–5]. On the other hand, it is considered that family businesses, which constitute between 80 and 90% of companies worldwide, are an important driver of GDP and employment growth [6]. This research is a retrospective study on the organizational performance of the Graphic Sector companies in Colombia. Information was obtained from 107 companies regarding the variables: sales, operating expenses, sales expenses, non-operational expenses, sales costs and service provision, total equity and net profit before taxes, between 2006 and 2012. Subsequently, in 2016 a representative sample of 104 companies was taken and a questionnaire was carried out to obtain specific information about them, such as example, if they are familiar, the product type and information related to the innovation management they develop. To measure organizational performance, the ROA and ROE financial indices are calculated annually.

keywords

Family business, Financial indicators, Non-family business, Organizational performance, Printing industry & graphic communication.