

MANAGEMENT OF INNOVATION IN WINE COMPANIES OF TEQUISQUIAPAN, QUERÉTARO, MEXICO

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ABSTRACT

The management of innovation in companies in the wine sector represents a learning opportunity for other productive organizations to face local and regional competition. It is a fact that improving the results in the management of these businesses requires designing linked strategies that allow the creation of a culture of innovation.

The research that we present deals with innovation and the ways in which it is managed in wine companies to make a proposal for viable alternatives that improve their indicators of customer service, profitability, sales, costs, prices and, in general, in the factors of competitiveness.

A research methodology has been selected that provides us with comprehensive elements for a better analysis and facilitates the understanding of the wine sector to position itself in this economic zone.

Keywords: Management, Innovation, Wine companies, Tequisquiapan.

1. INTRODUCTION.

The information we present aims to analyze the forms of innovation management in wine manufacturing companies in the economic zone of Tequisquiapan, Querétaro, Mexico. This implies an investigation applying the Organizational Management Modernization Model (MMGO), focusing on the variables of people, processes and measurement of innovation, relationships, support technologies and innovative culture.

An analysis of the conditions of innovation management developed by wine companies is presented, such as the organization and the innovation process, the functions of the personnel, support technologies, measurement and the culture of innovative work.

The conclusions and recommendations have the sense of proposing specific strategies that must be applied so that companies in this sector can improve their competitiveness, which translates into positioning, market share, profitability, leadership and long-term sustainability.

The work of innovation in the wine sector is a challenge in its management as it has specific conditions that allow it to increase its competitiveness. Now it is no longer enough to produce wine and market it in the factory or distribution centers, innovation is required to design strategies and manage customer service, that is, to create an innovative culture.

Scope and perspective of the investigation.

The research maintains its scope in analyzing the actions of the wine companies of Tequisquiapan, Querétaro in Mexico. The management of innovation and the proposal of strategies that can improve its competitiveness are addressed.

The research perspective focuses on promoting lines related to the prospective of innovation for companies in the sector and long-term sustainability.