Measuring Innovation: Clusters and Competitiveness in Jalisco, Mexico.

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EXECUTIVE SUMMARY

The aim of this paper is to identify the relationship between a set of variables that determine the level of innovation for competitiveness development in the Guadalajara information and communications technologies (ICT) cluster. The results indicate that the implementation of Strategy (S), Value Added (V), Creativity (C), and National Government Policies (P) contributes to the innovation for the creation of competitive advantages, but with poor results. Future studies are proposed about the degree of interrelationships among firms in the same cluster and the contribution for Innovation for Competitiveness of Back Office and Front Office (FO) managers.

Keywords: Innovation, Cluster, Competitiveness, Measuring innovation, Innovation for competitiveness.

INTRODUCTION

Since the 1990s, Porter’s (Porter, 1998a,b,c) cluster definition as “a geographically proximate group of interconnected companies and associated institutions in a particular field, linked by commonalities and complementarities,” remains a major source of innovation that drives regional and national competitiveness. It is more applied to developed countries, but what happens in emerging countries? Mexico currently has in several states various clusters, including textiles, clothing, logistics and food (Aguascalientes), automobile (Guanajuato, Coahuila), footwear (Guanajuato), wine (Baja California), etc. But, according to the report of the WEF (2011), Mexico is ranked 66/139 with an immediate drop of 6 positions and a loss of 14 places since 2006.

CONTEXTUAL REFERENCE

Innovation, and clusters are two concepts that today are considered by governments, educational institutions, and companies to gain competitiveness in the new global economy. In recent years, the state of Jalisco, Mexico, has installed and developed various clusters such as that of information and communications technologies (ICT, Guadalajara, and Ciudad Guzman), footwear (Guadalajara), furniture (Ocotlán), and, more recently, multimedia (Chapala), medical tourism, textiles, clothing, leather and jewelry (Guadalajara and its metropolitan area), however, there are no reports of the extent to which they are related within the cluster respective innovation and competitiveness; such as the Mexican Institute for Competitiveness (IMCO, 2010), showing loss of Jalisco three places mainly by efficient and effective government indicators. This raises the following research question (RQ):
What is the conceptual model of measuring innovation for competitiveness (IFC) ex post, based on the cluster design variables (CDV), which allows the managers of these companies to recognize, assess, decide, and implement actions that transform these organizations to be competitive?