



## Applicability of non-intensive innovation in the coffee, guava and raw sugar cane production in Colombia

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# Applicability of non-intensive innovation in the coffee, guava and raw sugar cane production in Colombia

**KEY WORDS: COFFEE, RAW SUGAR CANE, GUAVA, INNOVATION, NON-INTENSIVE INNOVATION**

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## **ABSTRACT**

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The University Corporation Minuto de Dios-UNIMINUTO- through the faculty of Business Sciences, specifically the Business Administration program in the face to face modality, has developed a macro-research project titled “*Quantification of the Multiplier Effect of the Capabilities of Soft Innovation in the Enterprise and its Effect on the Iberoamerican progress and welfare (CEMCIL)*”. This project is linked to the “Management, Participation and Development – GEPADES MD” research group.

The present research article highlights some of the findings of the junior research group. Its aim is to show the findings from a systematic literature revision about non-intensive innovation practices in the coffee, guava and raw sugar cane distribution chains at a national level. According to Abreu, (2012) exploratory research is done in order to increase the knowledge about slight innovation, which was defined by Blanco Mesa & Baier Fuentes (2017), applied to those three particular products; in this way, the aim is to study the variables or factors that could be related to slight innovation, in each of the named products.

It is well known that innovation is one of the fundamental pillars for economic and societies’ development. It is influenced by the social dynamics and the behavior of consumers who are looking for access to products and essential services which are cheap and have a good presentation.

With regards to the products that are analyzed in this research, coffee is considered a dynamic product in the Colombian economy that contributes to economic evolution, job creation and to the stability of the coffee producing regions of the country; thus, evidence from the year 2017 showed that it was a product that highly contributed to the growth of the Colombian economy. However, even though coffee is one the most recognized products

worldwide and of the national economy, the new world economic dynamics, in the case of the coffee sector, brought a substantial decrease in the participation of the GDP in the last years.

On the other hand, in the case of guava and in relation to slight innovation there was hardly any evidence in Colombia and Latin America according to the literature review. Instead, many cases about technological innovation were found, as well as improvements in water usage, organic compost application, genetic improvement and the prevention of frost-bites in guava crops.

Finally, with regards to raw sugar cane, it was found that production significantly changed in the last few years, given the improvements in terms of quality and transformation of the product. Furthermore, the time of the productive process has been minimized, associative work between actors has been implemented and there have been improvements in the marketing strategies in order to respond to market demands.

Thus, this article aims to show the essence of the slight innovation concept in three fundamental products of the Colombian economy. The purpose of slight innovation is to be able to optimize existing resources to generate products and services directed at specific markets. It includes elements such as creativity and the transfer and knowledge diffusion between the different interest groups, which can also contribute to value creation through the resolution of problems meeting organizational and social needs.

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