



II International Congress

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BOOK OF ABSTRACTS

Research Centre for Spatial and Organizational Dynamics
University of Algarve, Faro, Portugal

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TECHNICAL INFORMATION

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Role of Absorptive Capacity in the Eco-innovation Process: Systematic Literature Review

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ABSTRACT

Eco-innovation is any innovation that makes significant progress in achieving sustainable development. Conceptually, the eco-innovation process may differ from other innovations, specifically on the information searching and absorptive capacity of external knowledge. This paper aims to describe the empirical contributions already made to the role of absorptive capacity in eco-innovation processes. For this purpose, a systematic review of the literature were carried out in the Web of Science and Scopus databases, which nine articles were obtained. The empirical results indicate that the absorptive capacity is positively related to eco-innovation, and that the articles have a mostly quantitative approach, using secondary data and economic analysis techniques. In addition, it has been found that a R&D status condition has significant correlation and reflects an absorptive capacity of the firm. On the other hand, eco-innovation processes do not differ from traditional innovations in terms of internal R&D spending. The articles also stress that the eco-innovation is a long-term process and that the regulatory role of public policies is mandatory.

Keywords: Absorptive Capacity, Eco-innovation, Systematic Review of Literature.

Evaluation of Customers Satisfaction in Hypermarkets: The Impact of National Culture and SERVQUAL Dimensions

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ABSTRACT

The importance of the retail industry for the Portuguese economy coupled with the criticality of the retailing market for its growth and the relationship between service quality and effectiveness of business deliver the motivation for this study. The aims of this research focus on the intend to develop a methodology for assessing the impact of service quality in hypermerkats of Bragança city on customer satisfaction and behavioural intentions and to specifically comprehend a conceptual model to analyse if (1) the national culture directly influences the perceived service quality (in the five dimensions of SERVQUAL) and indirectly contributes to customer satisfaction and (2) this impacts directly on the intent to return and recommend services and if the intention to return directly influences the recommendation of services. This research is of particular importance to the literature retailing and practitioners, once there are few studies in this field applied to the Portuguese hypermarkets retailing.

Keywords: Customer Satisfaction, Hypermarkets Retailing, Service Quality, Bragança.