



II International Congress

Interdisciplinarity in Social and Human Sciences

11th - 12th May 2017

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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Innovation Management in Micro and Small Commercial Enterprises: An Analysis of the Level of Innovation

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ABSTRACT

Micro and Small Enterprises (MSE), mostly the commercial MSE are considered the most dynamic and elastic forms of activity. In the economy, the foundation and development of these are important for the creation of the so-called “normal” economic environment. In the recent past, it was enough for enterprises to meet their needs in a profitable way to stay on the market, but that scenario has changed dramatically. At present it is necessary to be one step ahead towards the future, because the strategies that have worked well in the past are not guarantees of sustainable success. The key to longevity and business competitiveness lies in innovation. Accordingly, the main objective of this research was to present a conceptual model of innovation research in commercial MSE to analyse (1) the innovation level of commercial MSE, (2) how the innovation presents itself in the commercial MSE as a result of its business environments and (3) what are the determinants of innovation as a function of geographic location. This research is of particular interest to commercial MSE in developing countries, such as Brazil, given the greater relevance of innovation activities than innovation itself, and can provide subventions for the formulation of innovation policies.

Keywords: Micro and Small Commercial Enterprises, Innovation, Brazil, Management.

Algorithmic Society, Pluriactivity and Universal Basic Income (UBI). Un Utopy for the XXI Century?

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ABSTRACT

We are witnessing a sequency of disruptive innovations with great impact on the labour markets in the near future. From one side, we have the digital revolution, the algorithmic society, the platform economy, and the thecnological applications (app), in the way of the so called «uberization of society». On the other side, we have the social impact on the labour market in the way of pluractivity and pluri income. Notwithstanding, this is also the context of a great promise already in course, the so called «collaborative economy» and the most promising a genuine utopy for the XXI century, the Universal Basic Income (UBI). At stake is the social organization of the labour world and the mix of several income sources concerning pluractivity. This is also the case of the Universal Basic Income (UBI).

Keywords: Algorithmic Society, Disruptive Innovation, Pluriactivity, Pluri Income, Universal Basic Income (UBI).

Como vêm os Jovens a Escola do Século XXI?

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