

“Innovation Marketing: an innovating link between Technology and Industry”

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1. Main Ideas

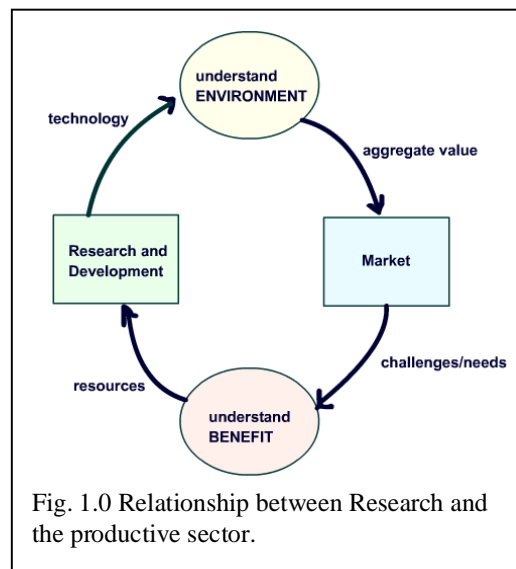
Innovation is not only the result of a strategic, planned decision. Is the result of a long, erratic and difficult process. It creates disturbances inside and outside the organization where it was developed; is, in short, both process and product.

If we fully understand how those aspects work we can construct a bridge between technology and the industrial sector.

Innovation Marketing is a method —that has been successfully tested in countries like France— used in public and private research institutes and corporations, to bring clues to the solution of this problem.

2. Results and Conclusions by the speaker

*Innovation as a Product.-
We can obtain the following relation in the interaction of Industry and the Technological priests. One and another are bonded by factors beyond their initial prospects, and clearly follow this pattern.*



In Mexico, only 10% of the investment in research is paying dividends, where 90% has not shown tangible, profitable results. But that's not all: according to the Mexican Secretary of Treasury and Public Credit (SHCP) 0.3 billion pesos were invested to Science and Technology National Council¹, and from that amount only 20% of that money is actually for innovating projects. Why is that? What is the remaining 80% working at? A desolating 0.02% of all the business in Mexico invest in Research and Development.

To the industrial leaders there is a profound ignorance of the benefits that science could do to improve their production. As long as the benefits prove to be clear, investments will increase in amount and variety, reverting the culture of benchmarking to a culture where the standards can be set by our own. Scientists will also need to redefine its priorities and may need to be flexible when deciding where and how to scope in its research.

3. Discussion: Setting the Goals

Since how the world has developed, it is always those who have the money the ones who define the scope of research. The biggest clients and therefore the biggest technology consumers are the government and the “big” companies. The Manhattan project, as well as the ARPANET were both military initiatives. UNIX could not be without Bell Labs. Yes, we need technology to promote development, but, who will benefit from it? A market where 85% of the business are small and medium enterprises, the “mom and dad” business that constitute majority?

I wish we can be more than technology-consumers. But in order to start creating our own we must (as a society, as the academy, as a government and industrial-commercial groups) set the objectives of this endeavor. We risk creating those bridges for the benefit of a few. We risk being aside of such a big event.

4. Conclusions

Among the most successful strategies for promoting economic growth there is the strengthen of the cooperation of researches and technology in general with the productive forces in a community.

It is shown that creating “knowledge” is the most profitable business, where the raw material comes primarily from the work of researchers and scientists, taking into practical use the cutting-edge of their respective areas.

A community must be willing to encourage scientific activities, as well as commercial ones, but not to isolate them, but to help them take advantages of their mutual needs and in this, it must make use of a very helpful position in fostering the best option for its future.

¹ Secretaría de Hacienda y Crédito Público. Expenditures for the fiscal year 2004, in http://www.shcp.gob.mx/english/docs/aep_2004.pdf [access, January 23th, 2005]