

## **INNOVATION AND PERFORMANCE IN IBERO-AMERICAN SMALL BUSINESS**

**Salomon Montejano Garcia**

Autonomous University of Aguascalientes, Mexico

**Gonzalo Maldonado Guzman**

Autonomous University of Aguascalientes, Mexico

**Maria del Carmen Martinez Serna**

Autonomous University of Aguascalientes, Mexico

### **ABSTRACT**

In a business environment with a high level of uncertainty and in a new era of economical globalization of the 21st century, the acquisition of higher competitive advantages and the

increase of business revenue have become one of the most important priorities of enterprises, mostly in small and medium-size ones. In order to achieve these goals, organizations have to adopt and implement innovation activities as part of their routine because the level of performance depends mostly on the ability of enterprises to develop and manage innovation. Thus, with a sample of 1,970 small and medium-size enterprises of 20 Ibero-American countries, this research analyzes the relation between innovation and the level of business revenue. The results obtained show that there is a strong influence of innovation in the level of performance of small and medium-size enterprises.

---

[Full Text PDF Format](#)