Article **RINOE Journal**
December 2017 Vol.1 No.1 1-12

Key Factors of Innovation Capacity: Labor Confidence and Innovative Culture.

AGUIRRE-CHOIX, Ricardo*†

Universidad Autónoma de Nuevo León. Pedro de Alba S/N, Ciudad Universitaria, San Nicolás de los Garza, N.L.

Received July 28, 2017; Accepted December 20, 2017

Abstract

This research determines the key factors of innovation capacity in Small and Medium Enterprises (SMEs) of professional services, the problem that characterizes this economic sector is that they present lack of job confidence and deficient innovative culture with the objective of determining the Key factors that encourage the capacity for innovation in the companies under study. The research was carried out with the employees to know the perception of the Innovation Capacity. The research is a causal and non-experimental type and is based on a quantitative approach, generating a measurement instrument to measure the variables under study, applying multiple linear regression analysis, identifying that Labor Confidence and Innovative Culture are factors that encourage Capacity Of Innovation with a R^2 of 62.40%.

Key Factors, Innovation Capacity, Job Trust and Innovation Culture

Citation: AGUIRRE-CHOIX, Ricardo. Key Factors of Innovation Capacity: Labor Confidence and Innovative Culture. RINOE Journal- International economy. 2017.1-1:1-12.

* Correspondence to Author (email: choixricardo@gmail.com)
† Researcher contributing first author.

1. Introduction

Professional service companies are not exempt from getting on the boat of knowledge and innovation. Services since the seventies has been the response to the global economic crisis and has had an impact on growth around the world, this being a key factor for globalization. Mexico does not exempt itself from the globalization process or from the changes forced by the economic effects at world level, the demographic growth, the modification of the geographical distribution of the population were the main causes of the economic changes in the seventies in the country (Sainz and Garcia, 2008).

Seen in this way, it is difficult for companies to work in isolation in the new international economic context. For this reason, there are factors that encourage economic growth, where the services sector will contribute in two ways: producing development and social welfare and playing a strategic role in increasing the competitiveness of companies and the entire economy (Almejo and Campos, 2013).

One of the factors analyzed in the present investigation is what Jassawalla and Sashittal (2003) establish that trust makes tolerant members to the advantage of doubt when something out of the ordinary happens, makes the participants of the teams more sensitive to the orientations, aspirations, also allows them to be open to take their true thoughts in formal and informal interactions to propose new ideas and innovative solutions, overcoming fears and social censorship.

Another factor analyzed for the present investigation is what Cejas (2007) analyzes, where he assures that studying the culture in a company is a difficult task, because it assumes that organizations have their own personality, likewise the Oslo Manual (2005) ensures that the innovation within the companies is different in each sector, for the service sector the most common innovation is that of processes and this is carried out continuously taking into account that within the company the principles, values, procedures are produced by the actions of each member and is defined by cultural events outside and inside it.

Due to the aforementioned, there are factors that encourage the innovation capacity including all the integral activities of the organization and the internal behavior, situation that becomes complicated the analysis since each company is unique and has resources and characteristics that make them different. The empirical evidence and the concepts presented in the theoretical framework seek to explain the relatively slow progress of innovation capacity Ritchie and Brindley (2005).

1.1 Justification

Most of the investigations are carried out with a defined purpose and should be significant enough to justify its realization. It should also explain why it is convenient to carry out the research and what the benefits are (Hernández, Fernández, and Baptista, 2014).

This research determines the key factors that encourage innovation capacity in professional services companies, through the analysis of the variables under study where companies in the region can mitigate the problems that characterize them to cope with changes technology and innovation to which they are immersed.

ISSN-On line: 2524-2032

The results obtained in this research can serve as a methodological guide applied to other economic sectors and be replicated to know the analysis perspective in the region or the country in question. With the creation of the measurement instrument applied to another population, shows or context different to the companies under study here proposed propitious to the generation and dissemination of knowledge closing the theoretical and practical gaps that could be generated.

Another of the tangible benefits of this research is that the government will be able to provide support and streamline regulations that facilitate the creation of new professional services companies as explained (Blili and Raymond, 1993, Hii and Neely, 2000 p.5; Porter, 2001, Ritchie and Brindley, 2005, Santos, Dorrego and Jardón 2011).

1.2 Problem

Based on the above, the research problem is that professional services companies are characterized by a deficiency in labor trust and innovative culture Rousseau, et al., (1998), which allows them to determine the factors that encourage the ability of innovation (Taruté and Gatautis, 2014).

It is important to emphasize and take as reference the aforementioned, in order to respond to the problem raised with the following question: What are the key factors that incentivize the capacity of innovation professional services companies?

1.3 Hypotesis

Based on the variables theoretically analyzed in the present investigation, the general hypothesis and the multiple linear regression model are presented, where the explanation of the dependent variable is sought in terms of two dependent variables.

Labor trust (H1) and innovative culture (H2) are key factors that encourage innovation capacity in professional services SMEs in Ciudad Obregón. Below the proposed graphic model:

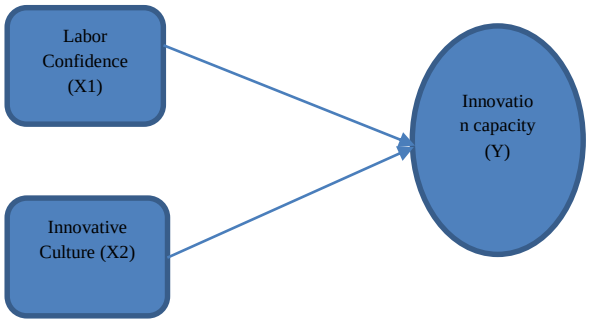

Figure 1
Source: Self made

1.4 Objectives

1.4.1 General objective

Determine if the labor confidence (CL) and the innovative culture (CI) stimulate the capacity of innovation in the SMEs of professional services established in Ciudad Obregón, Sonora.

1.4.2 Specific objectives

- Review the theoretical and conceptual framework that allows to identify if (CL) and (CI) incentivize innovation capacity.
- Develop a measurement instrument to know the perception of employees in the companies under study.
- Define the study population of SMEs to determine the representative sample.
- Validate the measurement instrument to perform item debugging based on exploratory factor analysis.
- Apply the instrument to obtain data and analyze it.
- Analyze the statistical results that lead to the analysis of the results and conclusions.

ISSN-On line: 2524-2032

2. Theoretical framework

In this section we present the suggested procedures to carry out the present research on the revision of theories about innovation capacity (Y) as a dependent variable in relation to the independent variables: Labor Confidence (X1) and Innovative Culture (X2) a The purpose of establishing guidelines for research and to generate a measurement instrument, with the purpose of obtaining quantitative information on the impact of these variables on professional services SMEs..

2.1. Innovation capacity

In order to study Innovation Capacity it is necessary to analyze the internal factors of companies and according to Cohen and Levinthal (1990) they are difficult to evaluate in practice and are an important explanatory factor to develop innovation in companies.

From the perspective of Barney (1991), he analyzes the Capacity for Innovation as a strategy of improvements for companies. On the other hand, from the point of view of Forsman (2011) analyzes the capabilities of companies to exploit and explore the opportunities presented with the purpose of developing new products or services.

Taking the aforementioned authors as reference, the capacity of the company is important in the supply and maintenance of competitive advantages and in the application of the strategy. The literature analyzed proposes the theory of the point of view based on resources to explain why a company grows. This theory contributes in the understanding of how the company obtains and maintains a competitive advantage over others within the same industry, facilitating the definition of Innovation Capacity Yang, Zhang and Ding (2015).

Based on the literature analyzes, definitions of Innovation Capacity are presented:

Wonglimpiyarat (2010) defines it as the necessary process to improve and create new technologies. On the other hand Forsman (2011) defines the capacity for innovation as a continuous improvement of the capabilities and resources that the company possesses in order to explore and exploit the opportunities for the development of new products / services and to satisfy the needs of the market. .

For Santos, Dorrego and Jardón (2011) is defined as "the internal potential to generate new ideas, identify market opportunities and implement tradable innovations by applying existing resources and capabilities".

For this reason the present investigation takes as reference the theory of the point of view based on the resources since it is based on the set of individual resources to perform certain tasks and activities. According to Barney (1991), he assures that companies have different resources and capacities to implement improvement strategies.

According to the aforementioned, the following is inferred: various authors have studied the capacity for innovation from their perspectives and their context, however, some differ in their content. The concept must be considered from different levels and from a broad perspective and this will depend on the resources and capabilities of each company.

Below is a brief analysis of the key factors that determine the Innovation Capacity, in order to offer a methodological guide that allows SMEs to mitigate the problems outlined above by presenting a general context:

ISSN-On line: 2524-2032

2.2 Labor Confidence

In the research conducted by Peterson (2004) argues that if employees of a company are recognized first as members of a better society, this recognition strengthens self-esteem and positive impact on attitudes in the organization where he works. This situation causes confidence within organizations.

Below are definitions about this factor:

The study carried out by Rubio y Espada (2009) on several definitions in the subject concludes that trust is the heart of the exchange of knowledge and the success of business agreements and as a need to achieve the interactions of the company, the collective work that facilitates the debate, learning, innovation to improve dialogue and group relations.

In the research carried out in a casino on the trust that employees have in the company they work Lee, Song, Lee, and Bernhard (2013) define it as those expectations (positive or negative) that people have about relationships and behaviors within the organization, taking into account the interactions of all related parties.

As part of the literary analysis carried out on this variable, applied studies of this factor are presented:

In their research conducted Cegarra, Briones, and Ros (2005) analyzed 151 SMEs in Spain from different economic sectors where they conclude that each company has its own characteristics and depend largely on the nature of the sector they belong to, in addition to the strategies taken in the past and in the beliefs and personality of the leader. Therefore according to the authors the trust will depend on each organization since the companies are different.

In the research carried out by Jain and Jain (2016) in Denmark, they analyzed the work trust that is carried out within a hospital, concluding that the reliability perceived by the employees starts from the interpersonal trust vertically and also horizontally within the organization.

In the same sense, the research carried out by Rezvani, Chang, Wiewiora, Ashkanasy, Jordan and Zolin (2016) assure that confidence is a psychological state that includes the intention to accept the vulnerability of positive expectations of the intentions or behaviors of others people including elements of independence, risk, favoring creativity, problem solving and knowledge dissemination.

For this reason and as a reference part of this research, the issue of job trust focuses on research conducted in a casino where Lee, Song, Lee, and Bernhard (2013) concluded that trust can be (positive or negative), in addition keep people close to relationships and behaviors within the organization, taking into account the interactions of the parties involved.

2.3 Innovative Culture

The following factor analyzes the scientific research carried out by Ceja (2007), which states that culture plays different roles within organizations; Decision-making is based on and interpersonal relationships are directed between the members of the company. Specifically where one of the functions of the culture are: Innovation and risk taking which feed employees to be innovative and correct risks. For this reason Dobni (2008) says that there has been interest in the study of innovative culture especially in academic and professional fields.

ISSN-On line: 2524-2032

In the same sense, Hernández and Valencia (2007) analyzed the culture of Colombian innovative companies, concluding that each organization is an open system; that is to say, they present their own cultural system, which determines their organizational form and work processes, for this reason they reflect the behavior of all the members of the organization.

Based on the above, the following concepts are presented: according to their research Cañamares and Ruiz (2009) define the innovative culture as: the set of knowledge, practices and individual and collective values which determine the way of acting and also promote the society to create new knowledge and innovation.

In the same sense in the scientific research of Tomislav, Tonći and Sutić (2013) in Croatian companies are in agreement with the established by Dobni ensuring that the company must be innovative and with certain infrastructure to support the processes of generating value and claim that the Innovative culture must take into account risk tolerance. As part of the literary analysis carried out on this variable, applied studies of this factor are presented:

Filgueiras and Castro (2012), affirm that companies need an attitude of innovation, apply and exploit knowledge to achieve the result successfully, adapt and evolve, this intention will depend on the culture and the context in which it is applied. Based on what determines Ceja (2007) in its research in Venezuelan companies, argues that culture can have a negative effect on the effectiveness of the company when it is widely shared and when it is internalized in the members of the organization.

As can be seen, the analysis carried out by the authors coincides unanimously that the innovative culture is a key factor in the innovation process but will depend on the strategies and behaviors of the organization.

3. Research Methodology

3.1 Research Type

This research is of a causal type since it is desired to determine whether labor trust and innovative culture encourage innovation capacity, and it is based on a quantitative approach. This, according to Creswell (2003), points out the possibility of creating knowledge and seeks to measure the impact of the variables under study by contrasting the objectives and hypotheses given by answering the research question. Also Edmondson and Mcmanus (2007) ensures that quantitative research addresses questions of other researchers and seeks to clarify specific aspects of existing theories.

3.2 Design of the investigation

Given the nature of the research, the design of the research process is: Non-Experimental since the results are presented as they happen without pretending to manipulate the variables under study Hernández, Fernández and Baptista (2006).

3.3 Analysis method

To carry out the present investigation whose objective is: To determine if the labor trust (CL) and the innovative culture (CI) stimulate the capacity of innovation in the SMEs of professional services established in Ciudad Obregón, Sonora. A measurement instrument was developed which was applied to 55 employees of different SMEs in order to know their perception on the Innovation Capacity in each company. In the social sciences, the methodological tools have been sophisticated in the development of research and increasingly complex models that try to explain reality have been designed and tested. The SPSS, is one of the statistical programs most recognized by researchers for the treatment of data and statistical analysis for testing hypotheses in the field of social sciences.

ISSN-On line: 2524-2032

This tool has the ability to work large databases and simple analysis (Bisquerra, 1989). To select the statistical technique, researchers are required to take into account the size of the sample and the characteristics of the data (Hair, Ringle, and Sarstedt, 2011). To test the hypotheses of the present investigation, a multiple linear regression analysis will be carried out through the software SPSS version 21. The research analysis unit was the professional services SMEs selected from the National Statistical Directory of Economic Units (DENUE), with a total of 123 SMEs and the study subjects were the employees of trust or responsible for each SME under study. We applied the finite simple random sample for that population resulting in a total of 55 SMEs under study.

The Materials: In order to collect the data, general talks were held with the employees of the SMEs in order to know the perception of each one. The measurement instrument was applied where the two key factors of the Innovation Capacity in the companies where they work are included. The measurement instrument was composed of a total of 21 questions distributed by each factor analyzed according to the theoretical framework as follows:

- 7 questions related to Innovation Capacity (CI).
- 7 questions related to Labor Trust (CON)
- 7 questions related to the Innovative Culture (CUL).

A Likert scale was used for the construction of the variables considering 1 (totally agree) 2 (Partially disagree) 3 (Neutral) 4 (Partially agree) and 5 (Totally agree). The delimitation of the Likert metric was defined according to the experience of the owners of SMEs of professional services in the region through opinion interviews.

The items were written by the researcher taking into account the literature and also the terminology suitable for the respondents. The procedure of the present investigation was carried out in the following manner:

1. The key factors that encourage the Innovation Capacity of SMEs of Professional Services were determined through the generation of variable starting from the items used in the instrument.
2. An Exploratory Factor Analysis was applied to determine the integration of the two factors and it was observed that 5 items did not obtain a level of correlation greater than 0.4. which were eliminated (see table 2).
3. The selected sample was 55 SMEs of professional services according to the determined finite random sample.
4. The importance and monitoring of the application of the measuring instrument with a Likert scale with 5 elements was determined.
5. The necessary information was collected.
6. The technical criteria were validated and the results were analyzed through the multiple linear regression model obtained from the instrument.
7. Interpretation of the statistical results obtained.

4. Results

This section presents the statistical analysis of the data collected from the 55 respondents, which allows showing the results obtained for the verification of the research hypothesis. To verify that the set of items coincides with each of the factors that are identified, an Exploratory Factor Analysis (AFE) was carried out, demonstrating that each item of the measurement instrument is integrated into each Rositas variable (2014).

Below is the result of the AFE:

components	Components		
CON1	0.761		
CON2	0.814		
CON5	0.688		
CON6	0.839		
CON7	0.828		
CUL42		0.844	
CUL43		0.672	
CUL45		0.831	
CUL46		0.793	
CI34			0.790
CI35			0.871
CI36			0.636
CI37			0.837
CI38			0.836
CI39			0.654
CI40			0.782

Table 1 Matrix of main components rotated with the varimax method. Prepared by SPSS.

The application of the EFA of table 1 allowed to reduce the items for each factor or groups with which the total variance explained is 69.95% with a total of 16 items eliminated 5 of them (two of the variable Labor Trust and three of the variable Innovative Culture) it was observed that they did not obtain a level of correlation greater than 0.40 which were eliminated.

Once the results of the AFE were obtained, the reliability of the instrument of the measurement instrument was made through Cronbach's Alpha. According to (Lévy and Varela Mallou, 2003) the result must have a scale greater than 0.60 in exploratory studies, this value being as necessary for the present investigation and the reliability of content of a scale refers to the correspondence between the attribute that it is intended to measure and the content of the sample of items that make up the scale. Below are the results of Cronbach's Alpha by variable:

Variable	Entry items	Output items	Cronbach's Alpha
Innovation Capacity (CI)	7	7	0.889
Labor Trust (CON)	7	5	0.802
Innovative Culture (CUL)	7	4	0.860
	21	16	

Table 2 Results of Cronbach's Alpha.
Own preparation with SPSS

As can be seen in table 2 with the input and output items, it is stated that these are valid, reliable because the Cronbach Alpa by varibale have a value greater than .60, therefore, the provisions of (Lévy and Varela Mallou, 2003).
In the same sense, it is verified that there is internal validity of the measurement instrument and how the items refer to the same variable that we want to measure through the Kaiser-Meyer-Olkin test and Bartlett's sphericity test. The results were as follows: follow:

KMO and Bartlett's test		
Sampling adaptation measure of Kaiser-Meyer-Olkin.		.824
Bartlett's sphericity test	Approximate Chi-square	293.533
	gl	36
	Sig.	.000

Table 3 KMO test and Barlett test. Prepared by SPSS.

The result of table 3 shows a (KMO) of 0.824 and the Bartlett sphericity test was significant of .000. When carrying out the aforementioned tests, we proceed to perform the multiple regression model by applying the successive steps method so that it is shown which of the independent variables has the highest correlation, the results are as follows:

Model summary[c]				
Model	R	R square	R corrected square	Durbin-Watson
1	.766[a]	.587	.580	
2	.790[b]	.624	.610	2.271
a. Predictor variables: (Constant), CULX2				
b. Predictor variables: (Constant), CULX2, CONX1				
c. Dependent variable: CIY				

Table 4 Summary of the multiple regression model (Adjustment Goodness). Prepared by SPSS.

As can be seen in table 4, two models were chosen, which is chosen as number two, since it is the one that best explains to the dependent variable Innovation Capacity with the variables Labor Confidence and Innovative Culture with an explained variance of 0.624, which means that the R2 explains 62.40% and represents a good quality fit of the model. Likewise, the Durbin Watson statistic presents a result of 2,271 below the established range (between 1.5 and 2.5), which means that the residuals are independent. The following is the statistical result F and the significance of the model:

ANOVA[a]				
Model		Sum of squares	F	Sig.
1	Regression	21.900	75.425	.000[b]
	Residual	15.388		
	Total	37.288		
2	Regression	23.275	43.186	.000[c]
	Residual	14.013		
	Total	37.288		
a. Variable dependiente: CIY				
b. Variables predictoras: (Constante), CULX2				
c. Variables predictoras: (Constante), CULX2, CONX1				

Table 5 ANOVA (Analysis of Variance). Prepared by SPSS

The result of the presented F statistic allows to decide if there is a significant linear relationship between the dependent variable and the independent variables taken as a whole. Likewise, the column "Sig." Presents a value of .000, that is, less than 0.05, indicates that there is a significant linear relationship. Next, table 6 with the coefficients is presented in order to construct the regression equation (1), being the following:

Coefficients[a]					
Model		Coefficients not standardized	t	Collinearity statistics	
		Beta		Tolerance	FIV
1	(Constant)	.759	2.252		
	CULX2	.768	8.685	1.000	1.000
2	(Constant)	.332	.882		
	CULX2	.607	5.478	.590	1.695
	CONX1	.256	2.259	.590	1.695

Table 6 Coefficients Prepared by SPSS.

$$Y = 0.332 + 0.607\ (CULX2) + 0.256\ (CONX1) \qquad (1)$$

Likewise, the result of the "Variation Inflation Factor" (IVF) is less than 5, which determines that there is no presence of collinearity in the independent variables with respect to the dependent variable. H1 is accepted: Labor Confidence is a key factor that encourages innovation capacity in the professional services companies established in Ciudad Obregon, where the provisions of Rubio y Espada (2009) are confirmed, since in their research it shows that Labor Confidence favors interactions, collective work, improves dialogue and group relations, improving innovation within organizations.

In the same sense, also the analyzed literature is in agreement with the established by Lee et. al., (2013) since it is inferred that there are positive interactions between people who work in the companies under study. On the other hand H2 is proven: Innovative Culture is a key factor that encourages innovation capacity in professional services companies established in Ciudad Obregón and goes hand in hand with Ceja (2007) where it states that in companies object of study employees present the functions of an innovative culture, which are: initiative to innovation and character in decision making and ability to correct risks. In addition it is inferred that they are organized and good organizational form which is reflected in the behavior of the members of each company.

In the same sense, table 7 shows that there is no presence of collinearity between the variables:

Collinearity diagnostics[a]						
Model		E-values	Condition index	Proportions of variance		
				(Constant)	CUL X2	CONX1
1	1	1.977	1.000	.01	.01	
	2	.023	9.176	.99	.99	
2	1	2.961	1.000	.00	.00	.00
	2	.024	11.076	.90	.37	.04
	3	.015	14.121	.10	.63	.95
a. Dependent variable : CIY						

Table 7 Diagnosis of collinearity. Prepared by SPSS

As shown in the previous table, model two does not present problems of collinearity since the condition index does not exceed 15.

5. Conclusions

With the present investigation the objective described is confirmed, which was: To determine if the labor confidence (CL) and the innovative culture (CI) stimulate the capacity of innovation in the SMEs of professional services established in Ciudad Obregón, Sonora. In this same sense, the specific objectives described were met and the findings found are presented:

The obtained results confirm that the labor confidence and the innovative culture stimulate the capacity of innovation since they are congruent with the analyzed literature and it is the reflection of the perceptions of the respondents and represent the reality of the companies object of study; that is, Labor Confidence and Innovative Culture can be characteristics that internally describe the factors that encourage Innovation Capacity. The main contribution of this research is to serve as a methodological guide to be replicated in other economic sectors in order to know the perspectives of employees in other regions of the country.

With the results obtained, the generation and dissemination of knowledge is fostered, closing theoretical and practical gaps that could be generated, with this the government will be able to grant support and expedite the regulation for the creation of new professional services companies.The low number of participating companies serves as a limiting factor in this research, for this reason it is possible to expand the sample and in this way generalize the results obtained. It is advisable to continue carrying out analyzes with the different indicators that encourage Innovation Capacity considering areas of improvement for the organizations analyzed.

For future research it would be interesting to analyze external factors that encourage Innovation Capacity such as government regulations, competition and clients to know their perfectiva externally and generate valuable information for the companies under study.

6. References

Almejo, R. y Campos M. (2013). Especialización y desempeño en sectores de uso intensivo del conocimiento de las ciudades mexicanas, 2000-2010. Recuperado de: http://www.conapo.gob.mx/es/CONAPO/Especializacion_y_desempeno_en_sectores_de_uso_intensivo_del_conocimiento_de_las_ciudades_mexicanas_2000-2010

Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of management*, *17*(1), 99-120.

Bisquerra Alzina, R. (1989). Introducción conceptual al análisis multivariable. Vol. II.

Blili, S., & Raymond, L. (1993). Information technology: Threats and opportunities for small and medium-sized enterprises. International *journal of information management*, *13*(6), 439-448.

Cañamares, M. C., & Ruiz, E. M. (2009). *Percepción de la innovación: cultura de la innovación y capacidad innovadora.* (pp.192-216). Recuperado de: http://biblioteca.hegoa.ehu.es/system/ebooks/17793/original/Innovacion_y_conocimiento.pdf#page=192

Cegarra, J., Briones, A., & Ros, M. (2005). La confianza como elemento esencial para la mejora de la cooperación entre empresas: un estudio empírico en pymes. *Cuadernos de Administración, julio-diciembre*, 79-98.

Cejas, E. D. (2007). La cultura y la responsabilidad social: binomio estratégico en las organizaciones. *Visión gerencial*, (2), 231-244.

Cohen, M., & Levinthal, D. (1990). Absorptive capacity: a new perspective on learning and innovation. *Administrative science quarterly*, 128-152.

Creswell, J.W. (2003). *Research Design: Qualitative, quantitative, and mixed method approaches.* 2° ed. Thousand Oaks: Sage Publications.

Dobni, C. B. (2008). Measuring innovation culture in organizations: The development of a generalized innovation culture construct using exploratory factor analysis. *European Journal of Innovation Management*, *11*(4), 539-559.

Edmondson, A., & McManus, S. (2007). Methodological fit in management field research. *Academy of management review*, *32*(4), 1246-1264.

Filgueiras, S., & Castro, M. (2012). La capacidad de absorción para la innovación: estudio de caso en la Generación Distribuida Cubana. *Ingeniería Energética*, 33(3), 217-228

Forsman, H. (2011). Innovation capacity and innovation development in small enterprises. A comparison between the manufacturing and service sectors. *Research Policy*, *40*(5), 739-750.

Hair, J., Ringle, C., Sarstedt, M. (2011). PLS-SEM: En efecto, una bala de plata. *Journal of Marketing Theory and Practice*, 19, pp. 139-151

Hii, J. y Neely, A. Innovative Capacity of Firms: on why some firms are more innovative than others, 7th International Annual EurOMA Conference 2000, Ghent, Belgium, June 2000.

Hernández Sampieri, R., Fernández, C. y Baptista, P. (2006). Metodología de la investigación (Cuarta ed.). México: Mc Graw Hill.

Hernández, G. C., y Valencia, J. N. (2007). Perfil cultural de las empresas innovadoras. Un estudio de caso en empresas metalmecánicas. *Cuadernos de administración*, *20*(34), 161-189.

Jain, A. K., & Jain, A. K. (2016). The mediating role of job satisfaction in the relationship of vertical trust and distributed leadership in health care context. *Journal of Modelling in Management*, *11*(2), 722-738.

Jassawalla, A., y Sashittal, H. (2003): The DNA of culture that promote product innovation, *Ivey Business Journal Online*, Vol. 1, pp. 1-6.

Lee, C., Song, H., Lee, H., Lee, S., & Bernhard, B., (2013). The impact of CSR on casino employees' organizational trust, job satisfaction, and customer orientation: An empirical examination of responsible gambling strategies. *International Journal of Hospitality Management*, *33*, 406-415.

Lévy J., & Varela, J. (2003). *Análisis Multivariable para CienciasSociales* (Primera ed.). Madrid, España: Pearson, Prentice Hall.

Manual de Oslo. (2005). *Guía para la recogida e interpretación de datos sobre innovación*. Luxembourg: OECD.

Peterson, D.K., (2004). The relationship between perceptions of corporate citizenship and organizational commitment. *Business Society*, 43 (3) (2004), pp. 296–319.

Porter, M. (2001). "Strategy and the Internet." Harvard Business Review March: 62-78.

Rezvani, A., Chang, A., Wiewiora, A., Ashkanasy, N. M., Jordan, P. J., & Zolin, R. (2016). Manager emotional intelligence and project success: The mediating role of job satisfaction and trust. *International Journal of Project Management*, *34*(7), 1112-1122.
Ritchie, B., & Brindley, C. (2005). ICT adoption by SMEs: implications for relationships and management. New Technology, Work and Employment, 20(3), 205-217.

Rositas, J. (2014). Los tamaños de las muestras en encuestas de las ciencias sociales y su repercusión en la generación del conocimiento. *InnOvaciOnes de NegOciOs*, *11*(22). 235-268.

Rubio, I., & Espada, C., (2009). Análisis de evaluación de la confianza en la industria automóvil ¿Hemos llegado a la confianza identificativa? *Investigaciones Europeas de Dirección y Economía de la Empresa*, 15(2), 143-158.

Saiz, J., & García, M. (2008). Externalización de servicios y alianzas estratégicas. En la nueva economía del conocimiento. *Economía industrial*, (370), 135-141.

Santos, H., Dorrego, P., & Jardón, C. (2011). El capital estructural y la capacidad innovadora de la empresa. *Investigaciones Europeas de Dirección y Economía de la Empresa*, 17(3), 69-89.

Tarutė, A., & Gatautis, R. (2014). ICT impact on SMEs performance. *Procedia-Social and Behavioral Sciences*, 110, 1218-1225.

Tomislav Baković, Tonći Lazibat y Ines Sutić, (2013) "Radical innovation culture in Croatian manufacturing industry", *Journal of Enterprising Communities: People and Places in the Global Economy*, Vol. 7 Iss: 1, pp.74 – 80.

Wonglimpiyarat, J. (2010). Innovation index and the innovative capacity of nations. *Futures*, *42*(3), 247-253.

Yang, C., Zhang, Q., & Ding, S. (2015). An evaluation method for innovation capability based on uncertain linguistic variables. *Applied Mathematics and Computation*, *256*, *160-174.*