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# The customer knowledge management and innovation

*La administración del conocimiento y la innovación*

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## Abstract

Innovation is a key factor to increase the competitive advantage for business. When the Innovation is improved by the Knowledge Management, it does in the firms based on the sense of information: for, from and about the customers and is called: Customer Knowledge Management. So, the aim of this study is to solve: which are the latent factors between Innovation and Customer Knowledge Management relationship? To achieve it, a questionnaire was designed and applied to the 500 Chief Executive Officers from the small & media enterprises software sector in Guadalajara, Mexico, that are part of the value chain, involving: designers, manufacturers and suppliers. The study applied the Structural Equations Model as a quantitative method to discover the underlying relationships amongst the most relevant variables between Innovation on Customer Knowledge Management, as: Driver of Innovation, Support, other Sources of Knowledge, Satisfaction, Experience and Performance with a total of 15 indicators.

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*JEL classification:* M10, O30

*Keywords:* Innovation stages; Customer Knowledge Management; Business

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## Resumen

La Innovación es un factor clave para incrementar la ventaja competitiva de los negocios. Cuando la innovación es mejorada por la Administración del Conocimiento, lo hace en las Firmas basadas en el sentido de la información: para, desde y acerca de los consumidores y se llama: Administración del Conocimiento del Consumidor. Así, el propósito del presente estudio es resolver: ¿cuáles son los factores latentes de la relación entre la Innovación y la Administración del Conocimiento? Para lograrlo, un cuestionario fue diseñado y aplicado a 500 directivos de empresas medianas y pequeñas del sector del Software de Guadalajara, México, que son parte de la cadena de valor, involucrando a: diseñadores, manufactura y proveedores. El estudio aplicó el Modelo de Ecuaciones Estructurales como método cuantitativo para descubrir las relaciones de las variables subyacentes más relevantes entre la Innovación sobre la Administración del Conocimiento del Consumidor como: Conducción de la Innovación, Soporte; otras Fuentes de Conocimiento, Satisfacción, Experiencia y Desempeño con un total de 15 indicadores.

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Códigos JEL: M10; O30

Palabras clave: Etapas de innovación; Administración del Conocimiento del Consumidor; Negocios

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## Introduction

In this moment, are considered as important key factors to develop competitiveness in business: Innovation (INNOV, [Chesbrough, Vanhaverbeke, & West, 2006](#)) and the Customer Knowledge Management (CKM, [Garcia-Murillo & Annabi, 2002](#)). So, this study is aimed to identify the CKM variables, factors and indicators that are influenced by INNOV of the 500 Chief Executive Officer (CEO) from the Small & Media Enterprises (SME) belonging to the Software Sector in Guadalajara, Mexico (SSG) considered as one of the most successful industrial sectors in the creation of innovation. This work is presented for explanation in: (1) contextual reference, problem, research questions, hypotheses and rationale for the study; (2) the theoretical framework, which is a collection of concepts about INNOV and CKM, closing with the design of the questionnaire; (3) Methodology; (4) Results; (5) Analysis of Results, Discussion and finally; (6) Conclusions. One sector, that is considered successful, fast-growing and highly dependent on value creation and innovation generation is the SSG. According to [INEGI \(2014\)](#), in Guadalajara City located in Jalisco state, there are around 500 firms that are directly or indirectly related with SSG, which have opportunities to develop them into the Digital Creative City program. This program, was officially announced on January 30, 2012 by President Felipe Calderon to enable 1000 acres, with an investment close to 1000 million USD looking for create 20,000 jobs in 10 years. Disney, Pixar Studios and Disney already have shown interest in joining to the *Jaliwood* concept of Mexico. The Global Innovation Index Report ([INSEAD, 2013](#)) ranked our country on site 63/142, with direct consequence on its competitiveness level, which is located on site 55/144 according to The Global Competitiveness Report 2013–2014 ([WEF, 2014](#)). Hence, the importance for identifying and promoting in a systematic way, the major factors such as the relation between CKM influenced by INNOV to get more and new competitive advantage.

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