

## INNOVATION IN UTILITY CRAFTSMANSHIP: ANALYSIS BASED ON HUMAN CAPITAL

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### Abstract

The objective of this work is to determine the relationship between human capital and artisanal innovation, nowadays, in Tonalá Jalisco, artisanal pieces are produced in an innovative way, either ceramic or any variant of the mud technique, but what a substantial part of the business is what makes innovative business thinking possible. The Intellectus model, created by Eduardo Bueno in 2011, is used as a reference, distinguishing intellectual capital in three types of capital, but for the purpose of this study only analyzed the relationship of human capital with respect to artisanal innovation, the study was conducted in 2018 to 73 craft economic units, it was obtained through the technique of chi square that if there is a positive dependence on human capital and the innovation.

**Keywords:** Competitive advantage, craft, human capital, innovation

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