

INNOVATION IN UTILITY CRAFTSMANSHIP: ANALYSIS BASED ON HUMAN CAPITAL

José G. Vargas-Hernández¹
Lic. Jonathan Daniel Chávez Ascencio²
M.S.C. Omar Cristian Vargas González³

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

JEL Codes: D24, E23, E24, J24, O31.

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1. Research professor, Department of Administration, University Center for Economic and Managerial Sciences, University of Guadalajara, Periférico Norte 799 Edif. G201-7 Núcleo Universitario los Belenes Zapopan, Jalisco, 45100, México E-mail: jvargas2006@gmail.com
2. Maestría en Negocios y Estudios Económicos, Centro Universitario de Ciencias Económico-Administrativas. Universidad de Guadalajara, Mexico E-mail: djonathan_chavez@hotmail.com
3. Master in Computer Systems, Tecnológico Nacional de México - Instituto Tecnológico de Ciudad Guzmán, Av. Tecnológico 100, Ciudad Guzmán, Jalisco, 49000, México E-mail: ocvargas@itcg.edu.mx