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Innovación from Emerging technologies for business competitiveness*

La innovación desde las tecnologías emergentes para la competitividad empresarial

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Abstract

In the field of business management, the integration of emerging technologies plays a fundamental role in administrative and operational activities. On the other hand, innovation becomes a critical factor in optimizing processes in these organizations. This study aims to analyze the role of emerging technologies as a critical element of innovation and competitiveness. A systematic review of the literature is carried out using a qualitative-descriptive approach to investigate the impact of implementing emerging technologies on business competitiveness. Both the production process and the corresponding marketing actions are examined. In addition, successful cases of companies that adopt emerging technologies are presented, and the triangulation methodology is used to analyze these cases. This article reveals the most relevant factors that directly influence the brand's position in the market after adopting these emerging technologies. These findings provide valuable empirical contributions and contribute to understanding how emerging technologies can drive innovation and competitiveness in business.

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Resumen

En el ámbito de la gestión empresarial, la integración de tecnologías emergentes juega un rol importante en las actividades administrativas y operativas. La innovación, por otro lado, se convierte en un factor clave para optimizar los procesos en estas organizaciones. El propósito de esta investigación es examinar el papel de las tecnologías emergentes como elemento clave de innovación y competitividad. Se lleva a cabo una revisión sistemática de literatura, empleando un enfoque cualitativo- descriptivo, con el fin de investigar el impacto de la implementación de tecnologías emergentes en la competitividad empresarial. Se examina tanto el proceso productivo como las acciones de marketing correspondientes. Además, se presentan casos exitosos de empresas que adoptan tecnologías emergentes y se utiliza la metodología de triangulación para analizar estos casos, este artículo revela los factores más relevantes que influyen directamente en la posición de la marca en el mercado tras la adopción de estas tecnologías emergentes. Estos hallazgos proporcionan aportes empíricos valiosos y contribuyen a la comprensión de cómo las tecnologías emergentes pueden impulsar la innovación y la competitividad en el ámbito empresarial.

Palabras Clave: Innovación, Tecnologías Emergentes, Competitividad, Empresas

SUMMARY

INTRODUCTION. - RESOLUTION OUTLINE. - I. Research problem. - II. Methodology. - III. Writing plan. - 1. Key factors for business success in the incorporation of innovation and emerging technologies. - IV. Research results. - 1. - Knowledge management and emerging technologies as a source of business competitiveness. Cinépolis Gran Plaza MAZATLÁN case. - 2. Impact of emerging technologies on tourism: COLOMBIANOR CASE. - 3. Technological innovation is a key factor in the competitive advantages of the baking context in the Department of La Guajira. - 4. Impact of disruptive technologies in the teaching-learning process: Universidad Técnica de Manabí (UTM) online case. - CONCLUSIONS. - REFERENCES.

Introduction

In a constantly evolving business scenario, innovation is positioned as an essential element for the success and sustainability of companies. In this context, emerging technologies played an important role by offering new opportunities and solutions that boosted business competitiveness. The strategic and efficient adoption of these technologies allowed companies to optimize their processes, improve their performance, and differentiate themselves in a globalized market (Pérez, 2018, p.15).

Globalization significantly transformed business activity, leading to the search for new models that continuously improve their levels of competitiveness. It led companies to explore new markets, incorporating various competitiveness scenarios that led to the exploration and adaptation of new strategies to finally satisfy customer demands (Pérez-Sisa, 2020, p.5). Today, companies are concerned about having technological tools that allow them to continuously measure internal processes and make the relevant adjustments according to the planned goals (Fontalbo-Herrera et al., 2017, p.23).

According to Smith (2019), in the current organizational context, companies have been confronted with continuous challenges to preserve their competitiveness and adjust to rapid changes in the market. In this context, Emerging Technologies emerged as strategic tools that allowed companies to drive innovation and achieve a sustainable competitive advantage.

Likewise, these technologies also demonstrated their ability to transform business models, improve operational efficiency, and enhance the customer experience (Pérez, 2018, p.9). The implementation of emerging tools was of utmost importance, as they provided benefits and were also considered an important axis to increase performance and utility, with their contributions to administrative control, technology management, and employee or product registration, which is why their use allows for improved entrepreneurship within organizations and has a direct impact on them. (Muñoz et al., 2019, p.45). Likewise, it can be observed how organizations have chosen to use innovative methodologies, techniques, and procedures in order to increase performance (Amaro-Rosales & Robles-Belmont, 2020, p.34). Therefore, in this study, the influence of emerging technologies in different areas of business management was examined, from the optimization of internal processes to marketing strategies and product development.

The objective of this work was to examine and review the role of Emerging Technologies as a key element of business innovation and competitiveness. To achieve this, a research methodology that combined the literature review and case study analysis was used. Through the literature review, relevant information on Emerging Technologies and their impact on the business environment was collected and analyzed. In addition, cases of companies that successfully implemented these technologies to improve their competitiveness were selected and studied. The results of this study demonstrated that Emerging Technologies can provide companies with significant competitive advantages, allowing greater operational efficiency, better data-driven decision-making, and customization of products and services, as well as the creation of new ways of interacting with customers. To conclude, the importance of companies being attentive to Emerging Technologies and being proactive in their adoption is highlighted. The need for a culture of innovation and a willingness to constantly experiment and adapt to technological advances was also highlighted.

Resolution scheme

1. Research problem

What is the impact of Emerging Technologies as a key element in business innovation and competitiveness?

2. Methodology

In developing this systematic literature review, a type of descriptive study based on evidence from the administrative field was used (M. Estrada et al., 2021, p.21) where it was possible to reveal the elements that helped and also evidenced how companies facilitated competitiveness, as well as the influence of new technologies on it. Initially, bibliographic references were used to support the study theoretically using descriptive elements such as business innovation, emerging technologies, and competitive capacity. Finally, the information triangulation methodology was applied, which is defined as an approach that involves the collection and processing of information from different perspectives with the purpose of contrasting it and offering interpretations (Feria & Mantilla, 2019, p.14). From there, the coherence of the information that was taken in relation to innovation and the influence of emerging technologies as fundamental components of competitiveness and business success was verified. Next, the study and analysis of successful cases were carried out in order to identify the previously

examined elements, following the methodological procedures established by (Bravo, 2021, p.4):

- The purposes of the systematic literature review were defined. In this phase, all existing theories on business success using emerging technologies were addressed descriptively with a focus on the elements of competitiveness and business innovation.
- The bibliographic search was determined. In this phase, the inclusion and exclusion criteria of the bibliographic databases used in this research were defined.
 - a. Data collection and information sources. This systematic review was carried out with different types of databases, considering the following criteria:
 - Original documents: Some of these main sources are scientific articles, books, scientific journals, conferences, and others.
 - Secondary sources: These are compilations, summaries, and publications in the field of specific knowledge; catalogs, systematic reviews, and databases can be used.
 - Complementary documentation: These sources are used to complement information, such as national and international institutions, such as libraries and scientific societies.
 - b. Search planning. Once the databases have been established, the essential elements are taken into account in order to find synonyms that relate to the object of research.
 - c. Selection criteria. They were determined based on the objectives of the systematic review, including the title, authors, summary, and findings of each of the articles found, carrying out a reading in order to perform an analysis and integrate the research.
 - d. Structure of the information. A script was made with the purpose of giving a guide to the writing towards a clearer and more organized scheme.
 - e. Writing the article: Finally, after having all the information clear, the article is written, taking into account the stylistic qualities according to Vivaldi: clarity, conciseness, simplicity, and naturalness (Vivaldi, 2018, p. 7).
- During the review of the documents and research linked to the object of study, terms were used in both English and Spanish from various sources of information in order to enrich the collection of data.

3. Writing plan

3.1 Key factors for business success in the incorporation of innovation and emerging technologies

In the search carried out in journals and databases indexed with all the criteria and descriptors used, it was possible to determine the sector and the incidence that contributed to the achievement of the companies. The documentation collected can be observed as a summary in Table 1.

Table 1. Summary of the scientific articles found

References	Abstract	Applied sector
(Acosta & Plata, 2019)	The research argued that the application of emerging technologies in companies favored competitiveness since it allowed for an economic increase through job creation,	Knowledge management applied to the business sector of Ecuador

	investment, and trade, which was in line with the possibilities in the market.	
(Lesmes-Silva et al., 2020)	A study was carried out that related competitiveness and the needs of users in the agro-economic sector, providing solutions through the implementation of emerging technologies, so its importance lay in the fact that it can be analyzed from different perspectives, which made it more competitive.	Competitiveness management applied to the agro-economic sector.
(Buitrago Mejía et al., 2019)	According to the research, it was argued that the level of competitiveness increased when working together with emerging technologies.	The tourism sector of micro and small businesses
(Benavides Reina & Pedraza-Nájar, 2018)	Competitiveness included, through the generation and application of knowledge, the ability to design processes that would speed up the identification of new possibilities and overcome eventual technical and organizational challenges.	Knowledge management applied to the productive and service sector
(Barrios, 2019)	He argued in his study that one of the most relevant aspects of the processes of industrial transformation was the implementation of technological innovations, thus becoming a factor of business competitiveness.	Agro-industrial sector Espinal - Tolima
(Isaza & Dalmutt, 2022)	A study was conducted to characterize the innovation processes in SMEs through emerging technologies as a competitive strategy by SMEs.	Business sector Colombia – Brazil
(Ramírez & Cortés, 2020)	In this work, the importance of the design and implementation of an information system was made known with the purpose of making the processes and services in an organization more efficient.	Business sector in Colombia
(Gamboa, 2021)	A review was carried out on the concept of innovation for organizations, which allowed for achieving a differentiating factor and a high level of productivity.	Business sector SME or business
(Jairo Márquez, 2022)	The relationship between emerging technologies in higher education and organizations in the way of transmitting knowledge was analyzed.	Knowledge management
(Trujillo-Valdiviezo et al., 2021)	Emerging technologies and the articulation with the 4.0 era were analyzed as a reality or utopia in companies in Peru.	Application of technological tools in the business sector of Peru
(Sánchez et al., 2019)	It is argued that innovation is an important axis for creating intentional change and discovering new forms of management in order to achieve better performance within organizations.	Analysis of business innovation in the state of Aguascalientes
(Villena et al., 2019)	He argued that the implementation of the BIM (Building Information Modeling) methodology as an emerging technology made it possible to analyze the information of infrastructure from the design phase to the exploration phase, as well as reducing costs in the project life cycle and improving its competitiveness.	Application of new technologies in the construction sector
(G. Estrada & Montero, 2019)	Technological innovation is characterized as an important element in modern organizations, allowing the development of new ideas and concepts to strengthen the company.	Application of technological innovation management in the organizational sector
(Galo, 2018)	The importance of structural change in companies with the evolution of technology was analyzed, specifically with the application of emerging and information technologies, which create value and organizational structure.	Application of Information and Communication Technologies in companies
(Cevallos-Ponce et al., 2018)	This research was aimed at exploring administrative technology in order to apply it in different case studies of entrepreneurship and, at the same time, initiate a link for development on the strengthening and stability of business entrepreneurship.	Application of knowledge management in the business environment of Colombia
(Cisneros & Avila, 2020)	A model of new technology was proposed to improve the company's strategic decision-making linked to operating	Management and implementation of emerging

	regulations and also to help with internal organization in different sectors of the company.	technology in industrial manufacturing companies
(Fuentes, 2021)	Emerging technologies were implemented in order to optimize business performance, which is why company employees were trained in different technological tools. It was argued that the techniques and tools of current technologies could help in the management and administration of business growth and, in turn, can invest and have greater profitability through good management.	Implementation of emerging technologies for the PALMACEITE S.A. organization in the city of Santa Marta.
(Morais & Rosa, 2020)	The importance of the impact of technologies was recognized to help drive decision-making in a more agile way, as well as improve internal communication and reduce costs.	Business management in digital companies and businesses
(Patricia & Mercado, 2021)	Strategies were designed and implemented that were related to emerging technologies using the PETI method (Strategic Planning of Information Technology), with the aim that the business could achieve a better strategic position within the market and obtain better results in the sales, purchasing, billing, and customer service processes.	The case study applied to a Mexican company, Chocolate Factory
(Montenegro et al., 2018)	In their study, the adoption of technological and digital tools was carried out with the aim of improving the management of processes in the logistics and sales areas of the company.	Spare parts business sector Mairena Flores, Estelí
(Arrias et al., 2019)	The main benefits of a new technology and the adoption of the home office were analyzed, which allowed greater flexibility, productivity, the possibility of hiring professionals, and improved quality of life.	Logistics and commercial sector of the company Chispa y Sabor – Bogotá.
(Haubrich & Froehlich, 2020)	A study was conducted on female leadership in technology organizations using the concept of the fourth industrial revolution 4.0, Big Data, the Internet, integration systems, and cybersecurity, with the purpose of determining whether the trend of underrepresentation continues.	Technology and Information Companies in Brazil
(Gómez & Martínez, 2020)	This study evaluated how technological tools were able to drive the advancement of innovation in the field of companies such as restaurants and when implemented, examined the impact on customer service.	Cybersecurity and telecommunications sector
(Juiana Márquez, 2021)	A model of new technology was proposed to improve the company's strategic decision-making linked to operating regulations and also to help with internal organization in different sectors of the company.	Implementation of emerging technologies in Herreros restaurants in commune five of Cali.

Source: own elaboration.

During the systematic literature review, it was identified how organizations or companies from different sectors could implement innovation methods and techniques by applying emerging technologies, which allowed them to improve their productivity and keep them in the market. The research study revealed that emerging technologies have been an element of success in the various productive sectors. Table 2 details the most relevant elements for the development of innovation and emerging technologies in business techniques, which directly affects their competitiveness.

Table 2. Essentials for business success when embracing innovation and emerging technologies

Success factors	
Knowledge Management	Benefit
Accessibility	Appropriation
User Experience (UX)	

Source: own elaboration.

4. Research results

In the success stories given in the following section, key elements were identified in different areas of the companies that, at that time, focused on providing new knowledge with the purpose of continuing to position themselves in the regional, national, or international market, thanks to the application of innovation and emerging technologies.

4.1 Knowledge management and emerging technologies as a source of business competitiveness. Cinépolis Gran Plaza MAZATLÁN case

Emerging technologies, such as those applied in the entertainment industry, played an essential role in improving business competitiveness (Espinoza et al., 2023, p. 12). A prominent case is Cinépolis Gran Plaza Mazatlán, which has recognized the importance of technological innovation in offering a cutting-edge entertainment experience to its customers. The company Cinépolis is a film organization in Latin America; it ranks fourth worldwide, currently located in the city of Mazatlán, Sinaloa, Mexico, characterized by being a company dedicated to the exhibition of digital films, presented in more than 2,200 theaters distributed in almost 230 complexes, located in seventy cities in Mexico and other countries in Central and South America. It also has approximately 900 sets around the world, 477 in Mexico, and specifically in the Mazatlán, Sinaloa complex. It has 100 active employees, and their work instruments are technological devices (Salazar, 2019, p.10). However, what factors influenced the stabilization of this company in America? One of the factors that intervened in internationalization was the integration of competitiveness into the business strategy. In addition, innovative didactics were used in conjunction with emerging technologies. From there, a computer security application was developed that focuses on the protection of the integrity and privacy of stored information, with the purpose of avoiding intruders to the databases, keeping it as a company with a large market share in the exhibition industry in the world. (Gabriel & Renterí, n.d.)

4.2 Impact of emerging technologies on tourism: COLOMBIANOR CASE

The impact of emerging technologies on tourism was profoundly transformative, as they redefined the way people traveled and experienced destinations. The adoption of solutions such as artificial intelligence, mobile applications, virtual and augmented reality, and automation-optimized travel planning, accommodation booking, activity search, and interaction with destinations (Lopera-Pérez et al., 2022, p.3)

Tourism is in a time of constant change, and due to the need for different realities, new technologies have been implemented to transform the activities and actions that occur in most tourism agencies. Thus, emerging technologies have become a fundamental axis for constant changes in these types of companies (Serra & Baidal, 2018, p.7). Emerging technologies are a fundamental element in achieving sustainability for Colombian SMEs. Therefore, this case study gives rise to the growth of tourism and innovation with emerging technologies at a regional, national, and international level, giving priority to competitive consolidation (Marcillo, 2019, p.9).

From here, business models based on digital marketing in the tourism sector become an indispensable tool to promote and carry out destinations worldwide and, at the same time, boost growth exponentially, becoming substantial elements to achieve economic growth, generating

a transformation of the techno-productive model, allowing tourism companies to take advantage of emerging technologies as a marketing strategy (López & Rodríguez, 2018, p.5).

4.3 Technological innovation is a key factor in the competitive advantages of the baking context in the Department of La Guajira

MSMEs have unique characteristics that allow them to foster technological innovations in various economic environments, which may include improvements in the organizational structure, more fluid communication both internally and externally, and greater control in decision-making. These characteristics provide MSMEs with a significant innovative capacity (Marcelo & Dávalos, 2021, p.2), which is why there is a need to incorporate technological innovation as a crucial element to achieve a competitive advantage in the bakery sector. The objective is to evaluate and delve into the new competitive environments that emerge through innovations in bakery companies. Therefore, topics and techniques of technological innovation were taken to help production procedures, allowing the use of different strategies to manage the technique of bread.

For this reason, in this sector, the link between technological innovation is a key element for the improvement of the production method (Sierra et al., 2018, p.9).

4.4 Impact of disruptive technologies in the teaching-learning process: Universidad Técnica de Manabí (UTM) online case

The implementation of digital tools in educational entities poses a challenge for education. Hence, teachers are one of the main actors in everything related to the application and use of these technologies in the processes carried out in teaching-learning, thus being very beneficial from the point of view of all didactic strategies, thus contributing to the progress of the educational process (Hidalgo, 2022, p.4). In this way, the teacher must have not only professional training in his field but also basic skills in matters of technological innovation in order to improve teaching methods (Acevedo, 2021, p.6). In this context, the Technical University of Manabí (UTM) adapted the incorporation of new didactic strategies for teaching-learning methods in its processes, but what has been the success? One of the key elements is the implementation of technological innovation to improve teaching in the professions, finally with the purpose of looking at the impact of the use of these technologies in all teaching and learning methods to establish a guide that allows teachers to acquire intrinsic skills to guide students as a fundamental axis of their teaching, favoring active and collaborative learning mediated by emerging technologies (Alcides & Hormaza, 2022, p.8)

The studies described made it possible to analyze the competitiveness factors in today's world. It was observed that knowledge management allowed Cinépolis Gran Plaza Mazatlán México to realize, through a survey focused on questions related to the topic of computer security, the importance of information when it is processed and stored on a computer and even more so when it circulates with terminals connected simultaneously through the company's networks. For this reason, computer security tries to prevent the misuse of information through Hardware and Software firewalls: firewalls help by blocking unregistered users trying to access the network, also allowing them to use complex passwords, making special use of encryption to protect information, concluding that computer security is of great help to the infrastructure of computer equipment, keeping them safe. Colombian case about tourism used methodologies in companies based on tourism marketing as a relevant tool to promote world-class

destinations, allowing economic growth and productive performance through the impact of new technologies, promoting the emergence of various ways to travel, and giving possibilities for tourism business sector in Colombia to unite these emerging technologies. In the bakery sector, the Department of La Guajira managed to implement a technological innovation as a key factor in sales and productive and administrative processes, taking into account that human capital is the basis for the application of this innovation. In the teaching-learning processes of the Technical University of Manabí (UTM) case, it was possible to measure the impact of the application and use of disruptive technologies as pedagogical strategies in online courses in order to strengthen the methodologies carried out by teachers, making learning more active and collaborative. Consequently, disruptive tools are based on cheaper technologies and are easy to implement in any environment, whether educational or business.

Conclusions

Within the study carried out, positive findings were obtained that allowed a general characterization of organizations in different sectors. In addition, it was possible to conclude that the impact of emerging technologies and innovation are key factors in making companies more productive; these technologies allow new changes and evolution in production processes.

Likewise, this article allowed us to learn about influential factors such as the success of companies in the implementation and innovation of their processes through emerging technologies.

Knowledge management had the objective of enhancing innovative processes in organizations with the purpose of becoming a fundamental strategy to achieve business competitiveness.

When strategies were implemented through emerging technologies, all users who were part of this process needed to develop technological skills and competencies that would help them with all the advantages that these tools offered within the company.

Emerging technologies, such as computer security and Internet marketing, in the contexts of tourism and higher education, in addition to the advantages they had contributed from the point of view of productivity and learning methods, had significantly contributed to well-being and quality of life in society.

The qualities of MSMEs have given them the ability to implement technological innovations, playing an important role in the sustainability of microenterprises and constant changes.

Finally, the implementation of technological innovation has been fundamental since it favored companies to develop their processes more efficiently and effectively when offering the service of their products; in the same way, it manages to optimize different activities in the commercial area.

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