Intellectual Property As A Competitive Factor For Small Businesses

Nelson Javier Cely Calixto 1, Romel Jesús Gallardo Amaya 2, Gustavo Guerrero Gómez 3

1 Faculty of Engineering, Francisco de Paula Santander University Cúcuta, Colombia, https://orcid.org/0000-0002-2083-6978
2 Faculty of Engineering, Francisco de Paula Santander Ocaña University, Colombia, https://orcid.org/0000-0002-4740-4841
3 Faculty of Engineering, Francisco de Paula Santander Ocaña University, Colombia, https://orcid.org/0000-0002-4316-7113

Abstract

Innovation is essential for the growth and longevity of companies, this is considered as a skill that allows to increase sales and turn the organization into a value entity. Protection rights over the brand are determining pillars in the creation of creative and commercial strategies, which allow the company that develops them, to have the capacity to generate knowledge aimed at innovation and good internal management in the company. This research seeks to justify how the validation of exclusive faculties as the differentiating factor, contribute significantly to business development and the increase in competitive capacity in companies, managing to greatly increase intangible assets such as knowledge and knowledge about the industry. In the country, speaking specifically of the city of San José de Cúcuta, the origin of the products is a significant characteristic that acts as a differentiating entity and increases its level of competitiveness, generating support for shoe-producing micro-entrepreneurs in the city, who Through this strategy, they can safeguard their articles nationally and abroad, based on this the information that the client has about the good quality and notoriety of their articles. Companies that do not use the origin of the products as a differentiating factor may, in the same way, take advantage of the brand's notoriety if they carry out marketing strategies disseminating benefits similar to those of the origin of the products.

Keywords: Creative and commercial character, competitiveness, organization, differentiating factor, economy, development, management.

Introduction

Currently, knowledge and knowledge have become the main distinguishing factors of companies that compete every day to dominate the market (Choez & Moreira, 2020). On the other hand, according to Zarta (2019), in today's commerce, knowing how to correctly manage intellectual capital allows companies to increase their competitive capacity compared to other companies; this ability contributes greatly to the creation and implementation of improvements to production processes and products as such (Mora, Alarcón, & López, 2020). According to Medina, Mantilla, & Camargo (2019), The rights of protection over the brand and the knowledge
acquired from experience in the industry are important assets that the organization must use in its favor to take the lead in creating trends and high standards. sales rates. One of the significant knowledge to take into account is the denomination of origin, which allows creating a differentiating factor from the products or services of other companies, which gives the company a quality of exclusivity (Hernández, Ramírez, & Corrales, 2018).

Innovation is essential for the growth and longevity of companies, this is considered as a skill that allows to increase sales and turn the organization into a value entity (Muñiz, Merino, & Guijarro, 2018). Trademark protection rights are determining pillars in the creation of creative and commercial strategies, which allow the company that develops them to have the capacity to generate knowledge aimed at innovation and good internal management in the company (Villamizar, Morales, & Monsalve, 2019). This research seeks to justify how the validation of exclusive faculties as the differentiating factor, contribute significantly to business development and the increase in competitive capacity in companies, managing to greatly increase intangible assets such as knowledge and knowledge about the industry.

Investigation Development

**Competitiveness**. This term is defined by Cusihuamán, (2018), as "the ability of companies to generate more sales and more customers than other organizations in the market". On the other hand, according to Mejía, Barreroo, & Gómez, (2019), Competitive ability can be examined in different magnitudes. On the one hand, the macro level can be detailed, where competitiveness studies the degrees of sustainability for as long as organizations may have to generate value for themselves and their social and economic environment (Maynez, Valles, & Gómez, 2018). For example, a nation has competitive ability when it has the appropriate equipment and infrastructure, collaborators equipped with the necessary knowledge and other factors that lead them to develop competitive advantages (Germán, Melo, & Salazar, 2018). On the other hand, it is finds the micro level, which details the competitive level of companies, in this area, important factors are at stake such as market leadership, the intellectual capacities to make decisions of a commercial nature, and quality management and adequate cost management (Acosta, Plata, & Torres, 2019). The competitive company has acquired the ability to produce large volumes at low cost or has positioned its product in the market thanks to its quality (Bernal & Ibarra, 2019). A company that has the ability to create a differentiating factor from other companies and that manages to maintain it over the years is also considered successful (Muñoz, Inda, & Alvarez, 2019).

**Material intellectual.** According to, Munoz, lombeida, & Mosquera, (2021), "The intellectual material is typical of the people what created various concepts either methods used in the exercise from the industryAnd trade". These creations are productof process creative from the individuals, that combine ideas and elements that can be perceived by the senses (Salas, Obredor, & Mercado, 2019). Intellectual material is based on a task or procedure, it does not have a tangible material object, although this in some way helps to preserve its existence (Durán,
Acedo, & Gonzáles, 2018). For this reason, it has been deduced that it is important to consider an element in which said idea can be reflected or represented, as well as the difference that exists between spiritual creation, where, on the one hand, the idea is developed as it is thought, and on the other hand, it seeks to capture physical reality, since this allows the idea to be transmitted more easily and preserved over time (Lara & Guitiérrez, 2021).

The concept of "intellectual material" includes both the creations resulting from the creative process of individuals, as well as the perspective that these creations belong exclusively to the people who designed them (Mazo, Arenas, & Peláez, 2018). The material, which consists of the rights that the law grants to authors and the rights of protection over the brand, detail the power that the creators have over their inventions and the patents or exclusivity of their brand, which were developed in an original way. thanks to their creative processes (Sisra, 2020). This is reflected in two essential factors: the ownership of the idea or invention of the creators with patrimonial and moral quality, and their ability to get the most economic and material benefit possible from their brand or idea, when third parties do use of your idea or brand (Cruz, Ibarra, & Olivares, 2020).

The concept of industrial property has various meanings, in most cases it has been called the ability of inventors to make the most of their creations exclusively (Sánchez, Castillo, & Guerrero, 2018). In summary, from this, industrial property could be defined as the ability of creators to exclusively take full advantage of processes or plans related to the industry and certain commercial identifiers created by themselves. Industrial invention is also known as creative processes that are aimed at creating tools that transform natural resources (Bringas & Flores, 2018). Creation is an intangible resource that allows providing a solution to certain problems that may arise in industrial processes, and that has the ability to provide an expected effect (Luciani, Morales, & Ordoñez, 2019). In a few words, it is an idea created by an individual that unites the use of a material driven by natural forces, in order to obtain a result that meets the needs demanded by people, achieving a solution for a technical problem that lacked results. useful (Gómez, 2018).

The value of intellectual material in the competitiveness of production companies

The footwear production sector participates in an important way in the generation of employment, in the growth of the country's economy and its interaction in the manufacturing Gross Domestic Product indices (Alzate, Hurtado, & López, 2018). Despite this, according to Capacho & Villamizar, (2021), "In recent years, there has been a considerable reduction in its participation due to the minimal growth of its operating activities." Well, in the last twenty years, the sector of production of raw materials for footwear has presented instability in its development, thanks to the great influence and welcome that the large Vietnamese, Chinese and Filipino workforce has had, considerably increasing its competitive capacity around the world (Cortes & Ardila, 2021). As a result of this, the sector in recent years has suffered a drop in its production, the drop in rates of shipments abroad and great weakness in the face of foreign merchandise that arrives in the country; Much of this problem refers to the lack of unity in the
production processes by the companies, the various changes in the market, and unfair competition (Barrero, Mejía, & Triana, 2020).

Footwear from foreign countries becomes relevant in the country's market for the year two thousand and eight, the country competes with Asian countries in terms of affordable footwear prices, and with European countries in terms of quality and fashion. (Naranjo, Medina, & Mendez, 2021). According to Capacho & Villamizar, (2021), the footwear producer market in Colombia seeks to have as a reference the production processes carried out by the United States, in which small manufacturers stand out with the capacity to produce quality articles and involved in the current standards of fashion. In the same way, it is desired to optimize the production channels between the industries of the sector, in order to make the contracting of a third party a process that benefits the growth of companies with little influence in the market, the main idea is to direct companies to convert their long sales processes into short ones (Carrasco, Mendoza, & López, 2021).

The short cycle in business is based on quickly identifying the requirements that customers have, and providing an effective solution to these requirements by uniting the companies that are dedicated to manufacturing through distribution and sales channels, just as it seeks to provide speed to the supply chain, having as pillars high productivity and good logistics management (Pérez, Jiménes, & Buitrago, 2018). On the other hand, the long business cycle is responsible for being at the forefront, producing large quantities of product and with slow response tendencies, which complicates compliance with the requirements demanded by customers (Guardiola, Rueda, & Avendaño, 2020). The production of footwear in San José de Cúcuta is characterized by the development of designs alluding to trends inspired by the American style, the producers strive every day to be at the forefront of trends in leather, lasts, soles and fittings, which generally they come from foreign countries (Monroy, Arcos, & Delgado, 2017).

Despite this, the competitive capacity of the footwear producing companies is minimal; however, there is a conglomerate of companies that have the capacity to compete abroad, and other congregations that strive daily to develop quality standards that allow them to enter foreign countries (Acevedo & Arias, 2019). The footwear production sector competes more significantly in low prices than in differentiation factors, the footwear production chain focuses on the customer (Sayago, Cárdenas, & Cristancho, 2020) In this consumer target audience, the most important consumers are brand manufacturers and retail customers. Consumers who buy in large quantities mark an important strength in the agents in charge of providing the products. In this type of production chains, the added value consists of the capacity that the company develops to market the items, obtaining a considerable profit margin (Yañez & Miranda, 2018). Customer-oriented production chains obtain their sources of profit and importance thanks to the companies that participate in the final part of said chain (Cruz, Díaz, & Rueda, 2020).

In this way, strategies that increase good quality printing or become interesting for customers, generate an increase in the competitive capacity of the company that, with the help of good cost management, manage to make a difference among other companies. of the sector. As long as
the product is easily recognized and chosen by consumers, the task of marketing it will become easier, the client will not show apathy with the economic value of the product, and it will help said article generate better profit rates, which It will benefit the distribution chain and will allow the company to interact in the market in a significant way (Vargas, 2019).

The origin of the product is one of the most important factors in the intellectual material, this characteristic is difficult to imitate, since several factors would have to coincide in the same area, for this reason, this particularity is an element that can make a difference from the competition for a long time (Granadillo, link to the article, where quality and trust prevail, which also impacts 2019).

conclusions

The origin of the products is an important differentiating factor in the high competitiveness of the current market, this contributes to giving consumers a better impression of good quality about the products, which engages the customer with the product and makes them a loyal consumer. .

For this, it is necessary to create a strategy that arouses customer interest in good quality and that due importance is given to the company, in order to achieve a significant image that directs customers to buy from it.

On the other hand, the origin of the products becomes a significant factor in the legal field, since they are given a treatment similar to that of the brands that manufacturers and service providers associate in common, in order to generate a differentiating character in products, making the consumer believe in

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