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## ENTREPRENEURSHIP AND INNOVATION: THE CASE OF COMPANIES THAT USE SOCIAL NETWORKS TO PROMOTE PRODUCTS IN BACABAL – MA\*

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### ABSTRACT

**T**he emphasis that has been gaining in the middle entrepreneur is the social networking tool in which are used by companies to promote products or services and when well directed and managed can provide great benefits to the company. Therefore, this study had as general objective to analyze how the companies from Bacau use social networks to promote their products. The specific objectives are: to describe the strengths and weaknesses to disseminate the products in social networks and to know the advantages in publicizing the products in social networks. This work is a case study and in this research was applied a questionnaire intended for the manager of the account in the social network and another for the manager of the marketing department of each company. In this it was noticed that the great majority of the stores use the social network because of the easy handling in divulging the products. In this can be considered that the social network makes possible the increase in sales of its products.

**Keywords:** entrepreneurship; innovation; social network; Small business

## 1. Introduction

According to Drucker (1994) innovation is understood as the use of new technological and market knowledge to develop new services to be offered to consumers. For Schumpeter (1984), innovation is the process of creating something new and destroying what is becoming obsolete. But for innovation to take place, a significant impact on the company's revenue must be made, so there must be an increase in company profits from this innovation.

The term innovation is quite broad, because there are innumerable types of innovation, for example, in the technological, financial, food. The innovation brings success and success for a company that means an increase in sales, in the number of clients and access to new markets, among other benefits.

New businesses are initiated when individuals perceive opportunities and mobilize themselves to obtain the necessary resources to implement them (JARILLO, 1989, SHANE, VENKATARAMAN, 2000, GARTNER, 2001 and VASCONCELOS, 2000).

Innovations are gaining more and more space in society, in companies is also no different, in a market context, innovation means to produce and market goods and services in order to meet and satisfy customers. With this, social networks appear as a tool of great importance for companies, so entrepreneurs aim to profit through this technological tool. Innovation is directly linked to creativity, with entrepreneurs investing in it as a way to reach a particular audience, and facilitating customer access can represent a significant number of profits. "It is necessary to unite productive reasoning and innovative action, resulting in competitive advantage" (COSTA, 2008).

In this context, Joseph Alois Schumpeter explains that "innovation is the impulse that drives capitalism, resulting in new consumer goods, new methods of production or transportation, new markets, new forms of industrial organization that capitalist enterprise creates" (Schumpeter , 1984, p.112).

Faced with an innovative world, companies seek change, because if new technologies and demands of society are not adequate, they can cause significant losses in them, and so it is necessary to seek new knowledge, to innovate, since capitalism and innovation are Tools that move society. Social networks as fruits of technology and innovation are gaining more and more space in companies because, to some degree, facilitate the work of disseminating the product, service or the image of the company itself, and is therefore called as a new tool for business marketing .

According to Souza (2012, p 34) "The concept of network is today a reference for companies adapted to new forms of economic organization, but also as a model of social relationship ... based on cooperation, reciprocity and shared values. Currently, the sociological aspect is the most striking distinguishing factor of the networks perspective within the organizational studies "

As the network structure favors cooperation between people, according to Porter (1985), the information strategies of organizational networks are impacting on the productivity and scale of innovation and even on the formation of new businesses. In this way, one obtains the best use of human capacities: intelligence, creativity, motivation and information (SOUZA, 2012, p.34).

For Grandori and Soda (1995; 2005) social networks are characterized by informality among participants. They can be symmetrical, without the centralization of a power, in which everyone has the same capacity of influence. Because of this informality and decentralization of power, how to know if employees are working correctly with the social network?

It is then that organizational learning is inserted "which has as its main objective to result in innovation, in which people continuously improve their abilities by working together in research or in more complex matters, in order to raise awareness for profound personal modifications ... (TOMAÉL; ALCARÁ; DI CHIARA , 2005).

Therefore, it is important to have knowledge about organizational learning in order to correctly manage a social network, and if the employee is not endowed with this knowledge, it is up to the company to pass it on because learning companies are "organizations that have within them the embryo of learning and Of innovation "(ESTEVEES, 2002, p.10).

The research problem is based on the point of view of Junqueira et al (2014, p. 13) social networks have been growing a lot in recent years and have become an important communication tool since it provides interactivity with a large audience and in real time.

The ability to connect with thousands of people from different profiles, age groups, lifestyles, attracts not only individuals but also organizations. Organizations perceiving this great influence are using this tool to promote their brand, products and services directly through the networks and social media, thus creating a greater rapprochement with their clients.

It is understood that one of the strengths of the use of social networks is connectivity with clients in real time, because, in this way the entrepreneur can maintain an open channel with its clientele, however, also considers the main weak point is inefficiency of the control of the Companies in the entertainment channel that involves employees and other people so it is asked: how important is social networking in the positive and negative context for a company?

This study is essential, because it understands that part of the companies considered small and medium sized located in the municipality of Bacabal are seeking the virtual environment as a way to offer the products. The study had as general objective to analyze how the companies from Bacau use social networks to promote their products. Specifically, this study aimed to describe the strengths and weaknesses to disseminate the products in social networks and to know the advantages in publicizing the products in social networks.

## **2. Material and methods**

The present research is a case study that deals with the retail companies of clothes that use the social networks to divulge their products and are established in Bacabal. The research methodology used is characterized as descriptive, of a qualitative and quantitative nature. In the research, the following data collection techniques were used: interview with the social network account manager. And in this script they were asked about the creation of this communication channel; How the products were disclosed before the social network; What was the purpose of the dissemination of the products in the social network; What advantages the company expects by advertising its product on the social network.

The managers of the marketing departments of each company were also interviewed. To that end, they asked about the strengths and weaknesses perceived in the dissemination of the products in the social network. It is understood that this research meets the precepts of Yin (2010), which defines case study as an empirical research that investigates a contemporary phenomenon, in this case, the use of social networks in the organizational context.

It had as an analysis the 10 (ten) companies of the municipality of Bacabal that use facebook and instagram as a way of publicizing their products. The observation unit was the commercial managers of Bacabal's clothing retailers. According to Malhotra (2001), the non-probabilistic sample can be collected by accessibility, when there is an opportunity or the aid by the company studied in making the Research internally.

### 3. Results and discussion

In the retail companies of women's and men's, adult and children's clothing, the commercial manager of each store and the person responsible for the dissemination of the products in the social networks were interviewed. In total there were 10 (ten) small and medium sized stores interviewed.

In the interview with nine people from each company who planned the social network said that the creation of this communication channel was to connect directly with customers and that 50% of these have always used social networks. Regarding the purpose of the dissemination of the products in the social network among 10 companies, seven said that they were to reach a larger audience, two affirm that it intends only to divulge the store and the product and that only one individual believes that thus an increase in sales. Regarding the advantages of advertising products on social networks, 90% of the companies said that this means of publicity provides an increase of customers, of profits and thus approaching them, in addition, it is fast and easy to handle. On the other hand, 10% of the companies did not answer this question. Initially, it sought to analyze data from the interview with the commercial manager of the bacabalense stores according to Chart 1.

According to the survey the age of commercial managers corresponds to the following percentage (50%) are aged between 20 to 30 years, (40%) 31 to 40 years, (10%) between 41 to 50 years. Through these results, he realizes that most of these professionals are quite young. The researchers also wanted to know the professional training of Bacabal store managers according to chart 2.

The training of commercial managers corresponds to (60%) I have completed the 2nd degree, (30%) with the full superior and (10%) with the master's degree in his academic life. In graph 3, the main results are presented in strengths and weaknesses to divulge the products in the social networks.

From the analysis of this graphic it is noticed that the great majority of the stores describes the social network, how easy to handle it and efficient in divulging its product, therefore, reaches a certain public of fast way, and increasingly approaches the client Hegel III and Armstrong (1999) report that if you do not convert your customers into virtual communities, someone else will do it for you. However, Nanni and Cañete (2010, p. 13) say that companies that have adopted the social network as a strategy to communicate with their customers are growing more than those that do not yet use this tool.

It can be said strategically that the lack of perception regarding the weak point is justified by the increase in the demand for products available in social networks and therefore, companies post the goods on a daily basis, and thus are able to keep connected with their customers - Interchanges and most of them say "customers buy more products released on social networks" said the interviewees.

Another point analyzed by the researchers in relation to non-compliance with the weak point was the type of target audience of these companies, since 67% of them confirmed that they are looking for social networks in the female sex between the ages of 18 and 30, Very young people, however, with the monthly income between 1 to 4 minimum wages and according to the company is within the economic reality of Bacabal - Maranhão.

#### **4. Conclusion**

In order to evaluate how Bacabal companies use social networks, it was necessary to search 10 companies that use the Internet as a way to offer the products and in this show that most companies that use this medium to promote believe in the possibility of improving the Sales, therefore, the social network is a very efficient way to contact the customer immediately.

Based on the analysis of this may consider that most managers understand that the uses of social networks in short are of great advantages, as was verified from the interpretation of data collected and exposed in the charts.

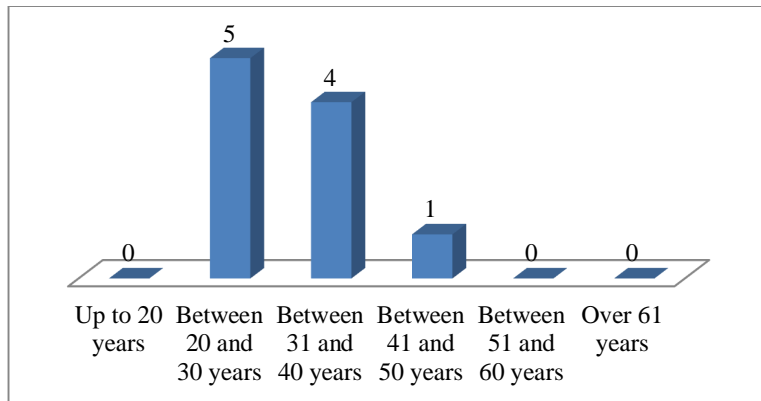
Finally, it can be seen that managers note that there are no weaknesses in disclosure through the use of social network, therefore, believes that it is satisfactory to use this method in order to maximize profits, to bring the customer closer to the store and to make their own disclosure without That there is a need to pay extra for it.

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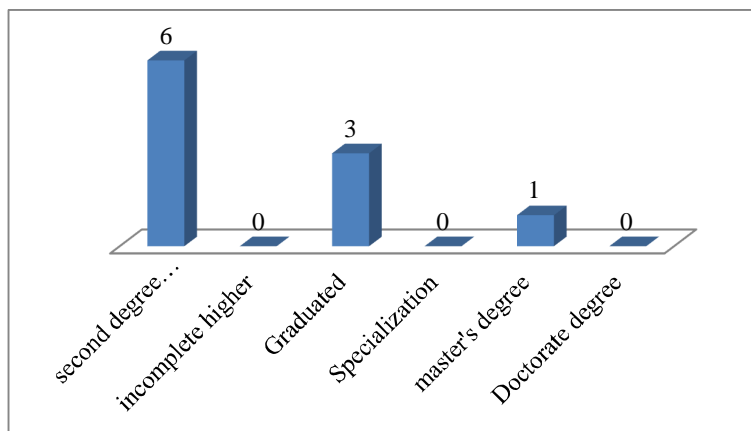
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**Annexes**

**Chart 1 - Age of business managers**



**Chart 2 - training of business managers**



**Chart 3 - The strengths and weaknesses in the disclosure of the products in the social network**

