

**INNOVATION TRAJECTORIES OF MANUFACTURING COMPANIES IN
COLOMBIA:
GROUP-BASED MODEL APPROACH**

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Abstract:

Most empirical research in the field of innovation is centred on finding out the determinants of innovation performance, usually with static models. It is rare to find works dealing with the formation and the evolution of innovative behaviour among firms, which are the actors of innovation. Many of the studies made in the traditional static approach and their recommendations also neglect the importance of diversity of innovative behaviour among firms.

This article is geared to grouping industrial firms by their innovation trajectories over time; finding out the prevalent organizational attributes of each group of firms; comparing trajectories and attributes of firms innovating in products new to the firm with firms innovating in products new to the national and international markets. A new light is shed on firm strategy and public policy related to innovation. Recommendations for the strategic choices of firms and for public policy are defined for different classes of firms, defined by their specific history. The results obtained lead to suggestions of strategy and policy not based on the static characteristics of firms but on their evolution through time.