

## 2nd International Forum on Cooperative Law

# Technological Innovation, Cooperatives and Globalization in the Brazilian scenario

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- This article seeks to discuss the possibility of self - management ventures using technological innovation strategies to cope with increased competition.



# Challenges in Brazil

- ✓ 1) they had their origin in the bankruptcy of "traditional" companies inheriting debts,
- ✓ 2) there was no culture to stimulate innovation;
- ✓ 3) lack of resources for investments in research or modernization of the production line.

# International scene

- ✓ Assuming that internationalization requires long-term coherent decisions and a considerable capital inflow.
- ✓ export, alliances, direct investment and organization of a cooperative.

# Big Science

This model, called "Big Science", creates various products resulting from scientific research whose products are absorbed by privately owned companies that adapt them to make available to consumers.

All discussions of innovation and technology, whether in the state, universities or companies, are based on the private commercial productive model, excluding cooperatives and, to a lesser extent, state-owned enterprises from public discussions or policies. There is a theoretical (and practical) lapse in the discussions on innovation and science applicable to cooperative ventures.

# Challenges

- 1) The discussions about the Science, Technology and Innovation dialogue with the cooperatives?
- 2) Which parts of the discussion about science, technology and innovation do cooperatives benefit from?

# Solidarity Economy

- (1) collective character of experiences (they are not therefore individual forms of production and consumption, typical of the "informal economy" in its strict sense);
- (2) generalization of self-employment relationships;
- (3) exercise of collective control of the enterprise (of its information, flows, income, etc.);
- (4) "citizen insertion" of the initiatives: respect for the consumer and the environment, active participation in the community in which it is inserted, political articulation with other solidarity economy initiatives, denunciation of unethical market mechanisms, etc."

- International commercial opening in the 1990s.
- Destruction of Brazilian industry.
- Employment crisis.
- Cooperatives arise as an alternative.





# Solutions

In self-management ventures it is possible to identify innovation in the way of managing the company, it would be a step forward of toyotism in what concerns the greater autonomy of the worker and an attempt to unite the thinking of the action. Already in the productive process much of the self-management ventures still use the Fordist model or a hybrid between Fordism and Toyotism since self-management seeks to give the worker greater autonomy. However, this is a slow process, since workers must first incorporate their new position as worker members, qualify themselves to better perform their activities and may be proposing continuous improvements in the productive process.

# Solutions

The greatest technical contribution to the productive process and the management of cooperatives will only occur through their participation in technical courses and courses on cooperatives, as this will become more technically independent and aware of their new position vis-à-vis the cooperative and understand the importance of thinking about the business strategically in the short, medium and long term.

# Solutions

The training of the cooperative is essential, but the participation of the universities and development entities as well. The partnership with researchers who were interested in transforming their research into socio-technical possibilities, seeking the introduction of a new technology or accessible to these companies aiming at the competitiveness of these companies in the market. This would open up a new field of work for the universities and the real possibility of these undertakings fulfilling their purpose, the replacement of workers in the market and a decent quality of life.