

Relação entre Inovação e Desempenho Organizacional: Estudo De Caso em uma Empresa de Pequeno Porte**Cleber Tedesco, Esp.**

IFRS - Campus Farroupilha

Farroupilha, Rio Grande do Sul-Brasil

ORCID ID: 0009-0004-6121-0033

Tânia Craco, Dr.

IFRS - Campus Farroupilha

Farroupilha, Rio Grande do Sul-Brasil

ORCID ID: 0000-0002-6622-1602

Abstract

This single case study aims to analyze the relationship between innovation and organizational performance in a small business. Innovation is considered a significant factor for improving organizational performance, allowing companies to achieve competitive advantages and achieve their strategic objectives. Although the relevance of innovation is clear, understanding how it impacts the performance of organizations is still a significant theoretical challenge in the area of innovation. Therefore, an applied research, exploratory and qualitative approach, was employed, with the following specific objectives: to identify the innovative practices in the company under study, as well as the indicators of organizational performance and to present the impact of innovations under it. Innovative practices were identified as sharing ideas, anticipating scenarios, collaborating with customers, space for observations in the market, continuous improvement, launching a new product and autonomy for experimentation aligned with the organizational culture with the ability to take risks. In this context, it is observed that the innovations implemented by the organization contributed positively to organizational performance in 2022.

Keywords: design thinking; OKR; Kaizen; tactical management; continuous improvement.