

Área: Estratégia e Organizações / Redes de Empresas

Palavras-chave: estratégia, grupos de relação

Dia: 23 Hora: 14:00 Sala: 4 - ST4 Estratégias e Organizações: Redes de Empresas I

Produção de flores: um enfoque sobre formas associativas e cadeia produtiva

Dalva Maria Righi Dotto (UNISC), Luciane Vandréia Dahmer (UFSM), Fernanda Feddern Neutzling (UNISC)

The present article aims to discuss the competitiveness of the flowers producers in Brazil and, specially, in the central area of the state of Rio Grande do Sul. Therefore, it was decided to study the partnership in net model, being this of horizontal form, and of a same productive segment. The main benefits of working in a partnership methodology, the strategic alternatives which aim to enlarge the competitiveness in the market, the continuous delivery of value to the customer, besides the productive chain proposed for the producers of the area were tried to be shown.

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Redes de cooperação: um fator chave na política industrial moderna

Alexandra Eugenia Arellano Guerrero (USP), Reinaldo Pacheco da Costa (USP)

This paper presents an analysis of the Brazilian Industrial Policy for small and medium sized industries (SMI's). The recent literature about the theme was revised and a comparison was made between two well-known success models of industrial policies - Korea and Japan, where the key was an adjusted and specific industrial policy implementation. Some industrial Brazilian government policy instruments to support development were analysed. The conclusion is that cooperation networks and partnering in its several forms between SMI's is the main requisite for employment and economic development.

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Palavras-chave: produção, redes de cooperação, política industrial

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Redes produtivas: revendo a metáfora da corrente

Márcia Cristina Esteves Agostinho (UCG), Gilberto Teixeira de Castro (AMBEV)

This paper aims at presenting the net metaphor as a more suitable image of actual supply chains. Our methodology is based on observing cases of transformation in two supply chains that are very influent in our economy: the car and the beverage industries. These examples illustrate a possibility for utilization of concepts from the complexity theory - such as adaptation, co-evolution and positive feedback. Hopefully, this approach will help supply chains management to become a more successful activity.

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Palavras-chave: redes, cadeia produtiva, complexidade

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A emergência da mesoanálise como forma de avaliação de cadeias produtivas e da competitividade empresarial sistêmica

Francisco José Kliemann Neto (UFRGS), Peter Bent Hansen (UFRGS)

This paper analyses the evolution, during the last decades, of new forms of enterprise's relationships, searching for growth in competitiveness in a globalized competition