

The Interplay of Entrepreneurship, Innovation, Creativity, Family Business Management, and Regional Development: A Strategic Framework

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Abstract

This study examines the relationship between creativity, innovation, and family business management within the context of regional development in the Alto Vale do Itajaí region, Santa Catarina, Brazil. Adopting a qualitative multiple-case study approach, data will be collected through semi-structured interviews, document analysis, and participant observation. The research aims to identify management practices that foster creativity and innovation and to analyze their contribution to organizational performance and regional development. The study is grounded in the literature on creativity, family business management, innovation, and regional development. The central hypothesis is that family businesses that adopt creative and innovative management practices possess a greater capacity to contribute to regional development. The principal outcome of the research will be the development of a Framework for the Analysis of Strategic Proximity between Management Style and Creativity, providing a tool to assess the extent to which managerial approaches are aligned with creativity-driven practices and innovation processes.

Keywords

Entrepreneurship and Innovation, Family Businesses, Creative Management Practices, Strategic Management, and Regional Development.

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Biographies

Mr. Charles Roberto Hasse holds a Master's degree in Modern Business Management from the Regional University of Blumenau (FURB), a specialization in Academic and University Management from the Santa Catarina State University (UDESC), a specialization in Managerial Accounting and Finance, and a Bachelor's degree in Accounting from the University Center for the Development of Alto Vale do Itajaí (UNIDAVI). He began his academic career in 1998 at SENAI in Rio do Sul, Brazil, and joined UNIDAVI's Technical High School in 1999, where he taught Accounting and Business Organization. Throughout his career at UNIDAVI, he has held several leadership positions, including Advisor for Extension Projects, Extension Coordinator, Vice President for Graduate Studies, Research and Extension, and Vice President for Academic Affairs. He currently serves as Vice President for Research, Extension, and Innovation while continuing to teach in the areas of applied social sciences, engineering, computing, natural sciences, and health sciences. Mr. Hasse is actively engaged in academic, governmental, and community organizations, contributing to higher education, research, innovation, and regional development. He serves on various university councils and committees and collaborates as an ad hoc consultant with institutions such as FAPESC, SEBRAE, and ACADE. He has led and supported numerous social and economic development initiatives in the Alto Vale do Itajaí region, particularly in education, healthcare, entrepreneurship, and innovation. He also played a key role in establishing and managing UNIDAVI's Technology Incubator (GTEC), the University Forest Garden, and the Wood Museum. Currently, he serves as President of the Management Agency of the Regional Innovation Center, fostering innovation and sustainable regional development.

Dr. Maiko Rafael Spiess holds a Bachelor's degree in Social Sciences from the Regional University of Blumenau (FURB), a Master's degree (2010), and a Ph.D. (2014) in Science and Technology Policy from the State University of Campinas (UNICAMP). During his doctoral studies, he was a visiting researcher at the Department of the History of Science at Harvard University from 2012 to 2013. He also completed a specialization in Artificial Intelligence and Machine Learning at PUC Minas in 2023. He is a tenured professor in the Department of Social Sciences and Philosophy and a faculty member of the Graduate Program in Regional Development (PPGDR) at FURB. He also coordinates the Center for Technoscience Studies, where he leads research on the social, political, and territorial dimensions of science, technology, and innovation. His research interests include the Sociology of Knowledge, Sociology of Science and Technology, Science and Technology Policy, Regional Development, Disaster Management, Food and Cultural Identity, and digital methods, with a particular focus on Artificial Intelligence, Machine Learning, and Natural Language Processing. In addition to his academic activities, Dr. Spiess works as an instructional designer, developing educational materials for distance learning programs at FURB's Division of Teaching Modalities. His interdisciplinary work bridges social sciences and emerging technologies, contributing to both academic research and innovative educational practices. He is also the author of the independently published fiction novel "Tempus Fugit" (2025), reflecting his interest in combining scientific inquiry, creativity, and storytelling.

Professor Lilian Adriana Borges holds a Ph.D. in Manufacturing Engineering and Operations Management from the University of Nottingham, United Kingdom (2010), with degree validation by the Polytechnic School of the University of São Paulo (USP). She completed a postdoctoral fellowship at the Federal University of Rio Grande do Sul (UFRGS) in 2022. She earned a Bachelor's degree in Business Administration with a specialization in International Trade from UNICENP (1995), as well as a specialization in Economic and Financial Management (2002) and a Master's degree in Production Engineering and Systems (2005), both from the Pontifical Catholic University of Paraná (PUCPR). Her academic and professional expertise spans operations management, manufacturing strategy, advanced manufacturing technologies, and the economic evaluation of technology investments. She has extensive teaching experience, having served as a tutor in graduate programs at PUCPR and as a teaching assistant and examiner in postgraduate courses at the Nottingham University Business School. Currently, she is a Full Professor in the Medical School at UNIDAVI, where she teaches Digital Health Skills and Environment and Health. She has served as Research Coordinator at UNIDAVI since 2014 and as Coordinator of GTEC/NIT since 2021, promoting research, innovation, entrepreneurship, and technology transfer. Her research interests in health include hospital operations, epidemics and pandemics, and tropical diseases. Since 2020, she has been a member of the COVID-19 Humanities Network of Brazil's Ministry of Science, Technology and Innovation (MCTI). She also conducts research on business incubation, intellectual property, innovation ecosystems, and startup development. In addition, she served as Vice President of the Board of the Norberto Frahm Innovation Center and coordinates the Quality Education Axis of the Universities for Peace Forum (FOUP).