# Blurring organizational issues and social phenomena in the age of technology: a multidisciplinary perspective

*Nemesio Castillo*

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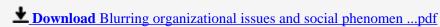The predominant view in economic theory until the crisis of the '70s, argued the great enterprise was the key player in the innovation process, this was conceived as an activity that unfolded in specific areas, with clear responsibilities and predetermined objectives. This operating structure of the innovative process was functional demand model that favored the standardization of production. The innovative process was developed predominantly by firms that had a domain oligopolistic market from which they made windfall with which financed the research and development activities. In this context, the role of Smes in the innovation process is limited to covering the portion of the market that big companies left.

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