

KNOWLEDGE INTENSIVE BUSINESS SERVICE, COMMUNICATION AND INNOVATION: LITERATURE REVIEW AND FUTURE AGENDA

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Introdução

Transformations driven by new technologies and digitalization have redefined the value of service innovation, highlighting Knowledge-Intensive Business Services (KIBS) as essential actors. Recognized as sources and generators of innovation, KIBS rely on knowledge exchange and interaction, where communication plays a key role.

Problema de Pesquisa e Objetivo

Despite the recognized importance of KIBS, there is limited systematic understanding of how communication processes—internal and external—interact with innovation activities. This study aims to map the research landscape on the relationship between KIBS, communication, and innovation, providing a conceptual overview and identifying emerging trends.

Fundamentação Teórica

KIBS, encompassing professional, technology-based, and creativity-based services, collaborate closely with clients to generate innovation. Internal communication fosters knowledge sharing and creativity, while external communication supports co-creation and customer-oriented innovation. Marketing and client engagement enhance absorptive capacity and facilitate the translation of knowledge into practical innovations.

Metodologia

A bibliometric and qualitative approach was applied. Three international databases were consulted, and the PRISMA methodology guided article selection. A total of 62 articles were analyzed, and clustering techniques identified major themes and patterns.

Análise e Discussão dos Resultados

Five main clusters emerged: (1) service innovation and KIBS, (2) KIBS and innovation performance, (3) KIBS and communication, (4) KIBS and knowledge management, and (5) KIBS and customer orientation. Findings highlight the critical role of communication, the necessity for digital adaptation, and the centrality of client engagement in innovation generation.

Considerações Finais

The study contributes theoretically by clarifying the interplay between communication, innovation, and KIBS. Managerially, it guides knowledge transfer, client collaboration, and innovation performance. Socially, it aligns with UN SDGs 8 and 9, emphasizing the role of innovation in sustainable economic development.

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Palavras Chave

Communication, Service Innovation., Knowledge Intensive Business Service.

Agradecimento a órgão de fomento

The author would like to acknowledge the financial support received from the Foundation for the Coordination of Higher Education Personnel Improvement (CAPES).