

FOSTERING REGIONAL DEVELOPMENT THROUGH AN ENTREPRENEURIAL INNOVATIVE SPARK POLICY

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Agradecimento à órgão de fomento:

Os autores gostariam de agradecer à Secretaria do Desenvolvimento Econômico e Trabalho (SEDET) e a Fundação Cearense de Apoio ao Desenvolvimento Científico e Tecnológico (FUNCAP) pelo acesso aos dados e aos entrevistados do Programa Clusters Econômicos de Inovação.

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Introdução

Innovative entrepreneurship has gained prominence in literature and practice as a means of promoting the economic development of regions, especially in emerging economies (Castro, Soares, Moreira & Silva, 2023; Guimarães & Gimenez, 2021; Pradhan, Arvin, Nair & Bennett, 2020; Qianyue, 2023). A field gaining prominence in entrepreneurship research is the role of governments in entrepreneurial ecosystems. Public policies can help develop entrepreneurship at the regional level through actions that strengthen the regional ecosystem of entrepreneurship and innovation.

Problema de Pesquisa e Objetivo

There is still considerable room in the literature to clarify how public policies can specifically contribute to fostering the creation and development of entrepreneurial ecosystems in the early stages of their evolutionary cycle the objective. It is necessary to investigate how these government efforts have been directed toward regions in developing countries that still have nascent innovative entrepreneurship ecosystems. The objective of this research is to understand how a spark public policy promotes the initial development of a regional entrepreneurship and innovation ecosystem.

Fundamentação Teórica

By fostering knowledge spillovers, providing robust institutional support, and creating conducive environments for entrepreneurship, regions can drive innovation, economic growth, and resilience (Qian & Acs, 2023). The integration of entrepreneurial activities into regional development strategies not only supports economic objectives but also contributes to social and environmental sustainability (Wagner et al., 2021). Entrepreneurial ecosystems, therefore, offer a foundation for creating value for regional development, highlighting the importance of collaboration among the triple helix.

Metodologia

The research object involved actors, such as researchers, policymakers and entrepreneurs, that participated in the Economic Clusters of Innovation Program (ECIP), a public innovation policy linked to the government of the state of Ceará, based on a joint action of the secretaries of the government. The data collection procedures took place using research instruments, which were represented by primary and secondary data, publications, semi-structured interviews. For the data analysis of the research, codifications were performed based on emerging concepts based on Gioia et al. (2013) approach.

Análise dos Resultados

From the analyses conducted in this study, we conclude that the main benefits generated by the program were related to the knowledge spillovers created, the connections established between Triple Helix actors, the fostering of entrepreneurial orientation for researchers, and the accumulated learning by the participating startups. Based on the experience of the PCEI Program, we have outlined the above analytical framework with the steps followed by the program to move the initial seeds of an entrepreneurial ecosystem, starting from this Spark Policy.

Conclusão

This research allowed for the analysis of how synergies between public, academic, and business institutions can be leveraged to promote innovation, foster entrepreneurship, and drive regional

development. Additionally, the research provides empirical data to evaluate the implemented policy, helping to adjust strategies and actions to maximize positive impacts. Understanding these dynamics can also reveal best practices and specific challenges of different regions, offering a valuable guide for policymakers and stakeholders in promoting nascent entrepreneurial ecosystems.

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