



Quality measurement of the public policy São Paulo State Technological Parks System (SPTEc)

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Abstract. Despite the development of technological capacity to innovate occur primarily within companies, other organizations and institutions of the Innovation System (IS) can contribute to this process. The Public Power of the State of São Paulo has carried out several initiatives in Science, Technology & Innovation for the maturation of its innovation system. One of them is the São Paulo State Technological Parks System (SPTEc). Understanding the causes and consequences of transformations and reconfigurations of innovation systems through path development requires looking at how agents bring change to the system level (Hassink et al., 2019). Considering this context, this paper (branch of a doctoral thesis) made a model to measure the perceived quality of public policies for Innovation System from the point of view of users. The analysis framework brings as original contribution a model to measure the perceived quality of public policies in innovation. This paper is based on a bibliometric analysis and systematic analysis on quality in the public sector and systems of innovation. To build up a websurvey on the quality of public policy SPTEc. Through descriptive analysis, it was possible to verify the quality of public policy in 5 determinants of quality: project quality, process quality, quality of the relation, quality of the result and reliability (RHEE; RHA, 2009). Factor analysis allowed the regrouping of quality attributes into new determinants for SPTEc public policy. Finally, the multiple regression analysis allowed us to analyze the dependence relationship between the variables. It was observed that the public policy SPTEc is immature in terms of process quality, quality of the relation and quality of the result, needing intervention of improvement with higher priority on them. In addition, we identified the determinants that should be prioritized in the implementation of SPTEc public policy in a possible reformulation. Finally, the attributes of quality that generate the greatest effect in terms of increase in user satisfaction are shown, as well as those that generate decrease in satisfaction if they have an increase in their performance, which allows to analyze which attributes should be prioritized in terms of maintenance or performance. The results indicates that much remains to be done to improve public policy because gaps were found in the following determinants: project quality, quality of the process, quality of the relationship, as well as the quality of the result. About the maturity of the innovation system in the State of São Paulo, it can be classified as mature in terms of project quality and reliability. On the other hand, it is classified as immature in terms of process quality, relationship quality and result quality. In this sense, the following measures are suggested with the objective of promoting the greatest satisfaction of users of this public policy: In terms of project quality, a study is needed aimed at understanding in more depth (or reviewing) users of public policy, which will make it possible to adjust the execution of public policy as an instrument for facilitating innovation; In terms of process quality, actions related



to: Facilitating access to researchers and R&D professionals are necessary: measures can be taken to encourage interaction between the productive and knowledge sectors, such as holding congresses, seminars, interaction rounds, mapping demands and technological offers between universities and companies, innovation awards, among others initiatives aimed at fostering university-company relationships or between companies and other IS institutions such as technical schools, research institutes or organizations providing technological services; Facilitation of access to relevant technological services: SPTec needs to carry out a research to understand the specific demands of the installed companies with regard to the provision of relevant technological services (that actually create value for the innovative process) and that allow these companies to access new markets; Provision of financing lines for carrying out innovative activities: assistance in accessing financing lines for innovation it is necessary; Providing access to high-level TI: it is necessary to survey the technological base installed in the SPTec parks, as well as mapping the needs in terms of TI infrastructure of the installed companies; Facilitation of access to international opportunities for joint research or FDI; Obtaining non-reimbursable financial resources from Development Agencies. In terms of the quality of the relationship, carrying out satisfaction surveys and dealing with complaints to verify the quality of public policy and ensure that it is providing the satisfaction of its users is needed and also more accountability. For this, it is suggested that annual reports be produced and disseminated, as well as the installation of an ombudsman channel. Providing an ideal atmosphere for innovation was considered a high intervention priority. It is suggested that innovations be carried out aimed at mitigating information asymmetries between agents, as well as providing governance mechanisms and reducing bureaucratic barriers to provide a greater relationship between companies and the knowledge infrastructure. In terms of the quality of the result, facilitating the maturation of the technological capacity for innovation, increasing the number of R&D projects, carrying out product and process innovations is necessary. It is also useful to map the innovations being developed by companies for a better understanding of the initiatives that the technology park can carry out to help the innovative process. In terms of reliability, actions related to the provision of resources necessary for innovation in ideal time and regularly are essential. Innovation depends on mitigating risks and providing assistance and interaction between the elements of the IS for it to occur, however the change in the strategy adopted by different governments puts at risk the support of incentive programs for Science, Technology and Innovation.

Keywords: Public Policies. Innovation System. Quality in the public sector.

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