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Presentation of the content

In the first article we present *Technical-economic proposal for the establishment of a coffee liqueur plant in the Totonacapan region* by HERNANDEZ-ROMERO, Israel, HERNANDEZ-VAZQUEZ, Zaira and SANDOVAL-REYES, Francisca with adscription in the Universidad Veracruzana, in the next article *The labor stress and burnout síndrome in workers in the maquila industry in Los Mochis, Sinaloa, México* by CASTRO-BORUNDA, Zenia Isabel, OLAYO-VALLES, Jorge Alberto, NARANJO-CANTABRANA, María Guadalupe and VIZCARRA-CASTRO, Christian Alejandro with adscription in the Instituto Tecnológico Los Mochis e Instituto Tecnológico de Tláhuac, in the next article *Marketing actions of micro and small businesses in the city of Mérida, Yucatán* by GONZÁLEZ-HERRERA, Karina Concepción & CASTILLO-GALLEGOS, Aurea Licet with adscription in the Universidad Tecnológica Metropolitana in the next article *The financial function in the micro and small companies of Ixmiquilpan, Hidalgo* by LOPEZ-NUBE, Eloir, RANGEL-CHAVARRÍA, Francisco, GARCIA-RAMÍREZ, Oliver and VÁZQUEZ-RANGEL, Miguel Ángel with adscription in the Universidad Tecnológica del Valle del Mezquital.

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Technical-economic proposal for the establishment of a coffee liqueur plant in the Totonacapan region

Propuesta técnica-económica para el establecimiento de una planta de licor de café en la región del totonacapan

HERNANDEZ-ROMERO, Israel*†, HERNANDEZ-VAZQUEZ, Zaira and SANDOVAL-REYES, Francisca

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Abstract

This paper presents the design of a coffee liquor pilot plant that will be located in the city of Papantla Veracruz, in an area of 2500 m², the land has all the services and facilities to make the collection with a cost of approximate investment of \$ 30,000.00 Considering that the mechanical method will be used and that it may have the option of being scaled at the industrial level, the design of the fermenter, installation costs, labor, I am also carrying out a market study, for the sale of the product. When conducting a market study, we seek to obtain current information on the needs existing in the city of Papantla and its surroundings, in relation to liquor consumption, tastes, preferences, parameters that allow to delimit the demand and supply, as the unsatisfied demand of the sector. In the current world, the market and its structure are predominant factors for the development of any project, the market study, as it consists of determining the quantity of goods and services that companies are able to produce to meet the needs of the market. The population at a price level set by the competition.

Liqueur, Pilot plant, Schnapps, Tequila

Resumen

En este trabajo se presenta el diseño de una planta piloto de licor de café que será ubicada en la ciudad de Papantla Veracruz, en un predio de 2500 m², el terreno cuenta con todos los servicios y las facilidades para poder realizar el acopio con un costo de inversión aproximado de \$30,000.00. Considerando que se utilizará el método mecánico y que puede tener la opción de ser escalado a nivel industrial, se muestra también el diseño del fermentador, costos de instalación, mano de obra, se realizó un estudio de mercado, para la venta del producto. Al realizar un estudio de mercado se busca obtener información actual sobre las necesidades existentes en la ciudad de Papantla y sus alrededores, con relación al consumo de licor, gustos, preferencias, parámetros que permitan delimitar la demanda y oferta, como la demanda insatisfecha del sector. En el mundo actual el mercado y su estructura son factores predominantes para el desarrollo de cualquier proyecto, el estudio de mercado consiste en la determinación de la cantidad de bienes y servicios que las empresas están en posibilidad de producir para atender las necesidades de la población a un nivel de precio fijado por la competencia.

Licor, Planta piloto, Aguardiente, Tequila

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Introduction

The liquor market worldwide, is very variable, segmented and dependent on marketing strategies. There are many cultures that are rooted in their ancestral traditions and among these arise traditional drinks of the country, as is the case of tequila, brandy and wine, among other alcoholic beverages that have been linked as tradition, giving rise to being marketed in the outside.

The constant technological advance and the appearance of new products in the traditional gastronomy within the cultural segment show the need to carry out studies in the elaboration of artisanal liquor. [1]

The process and the application of correct traditional techniques, in the elaboration of artisanal beverages, is as important as its correct combination, in order to obtain from these its best attributes.

The theoretical and practical information about the elaboration and application of the liqueurs, to obtain an artisan liquor with authentic flavor of the region and to delight the most demanding palates. [2]

Within this work we present the design of the fermenter that was used during the process. The methodology that was implemented in this product was traditionally.

Methodology to be developed

Process

For the elaboration of coffee liquor, 300 grams of coffee were processed on a granatary scale and 500 grams of sugar. 500 mL of water and 500 mL of brandy were measured in a beaker, and then added to a flask. previously washed, 500 mL of brandy, then in a constant agitation grate, was placed in a beaker with 500 mL of water and 500 g of sugar was added, then it was allowed to stir for a time of 20 min for its dilution, Once the sugar was diluted, it was added to the bottle with brandy, finally the 300 g of coffee was added, a pod of vanilla and cinnamon was placed, finally it was shaken and the bottle was covered correctly; and let it rest for a period of 20 days.

For the preparation of coffee liqueur (Tequila)

They were used:

- 500 g of sugar
- 500 mL of water
- 500 mL of tequila (Widow of R)
- 300 g of coffee (Baptist)
- 1 vanilla pod
- Cinnamon

For the elaboration of coffee liqueur, according to the alcohol / sugar combination mentioned by Licata 2010; we proceeded to weigh 300 g of coffee on a grain scale and 500 g of sugar, 500 mL of water and 500 mL of tequila were measured in a beaker, and 500 mL of tequila was added to a previously washed bottle. in a constant stirring rack, it was placed in a beaker with 500 mL of water, then 500 g of sugar was added, then it was allowed to stir for a time of 20 min for its dilution, once the sugar was diluted, it was added in the bottle the tequila, finally add the 300 g of coffee, put 1 pod of vanilla and cinnamon, stir and cover the bottle properly; it is left to rest for a period of 20 days.

Results

In this section, the design of the fermenter is first known, where the coffee liquor is obtained, which is shown in figure 1.

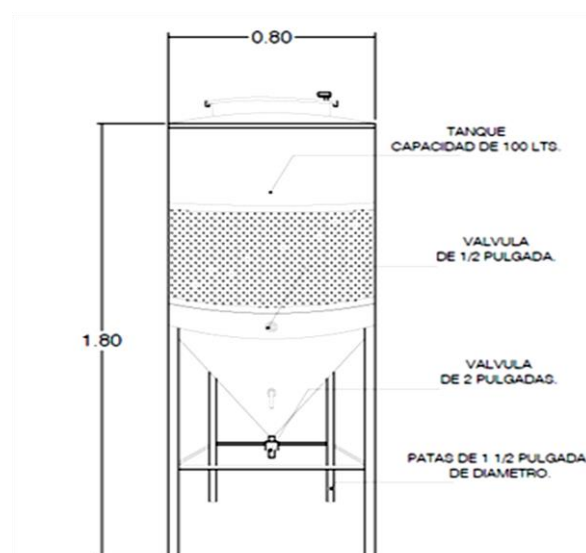


Figure 1 Fermentor design

Source: Self Made

The fermentor has a capacity of 20 L of production.

The diagram of the process for the obtaining of the liquor is presented where it is left to rest for a period of approximately 20 days to obtain the final product, Figure 2.

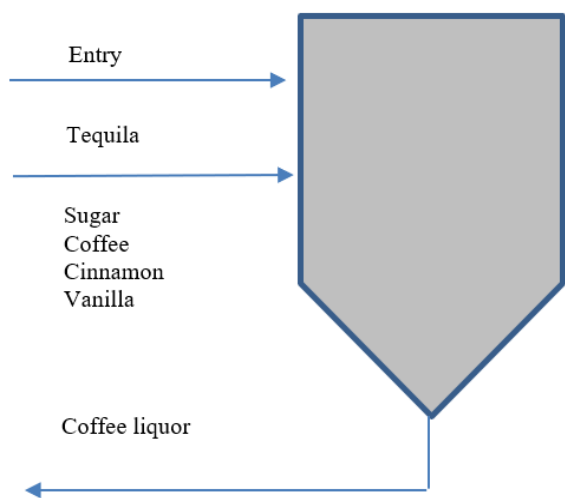


Figure 2 Fermenter process diagram
Source: Self Made

The plant that was designed for coffee liquor will be located exactly in Victoria, Valentín Gómez Farías 113, Papantla de Olarte, Veracruz, which is shown in figure 3.

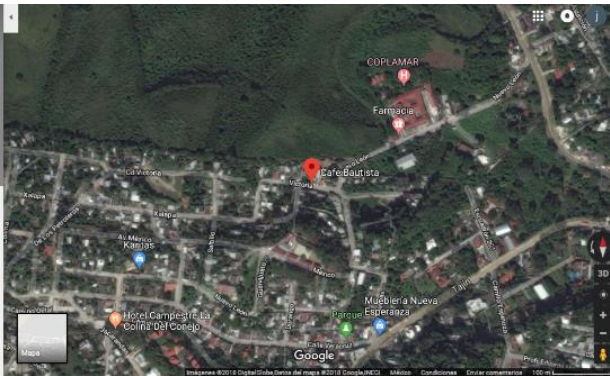


Figure 3 Location of the coffee liquor plant
Source (Own elaboration) Source (Google maps)

The following tables show the operating expenses, as well as an economic analysis, according to Urbina 2010 and Toledo Vesco 2007, of the investment for the preparation of the coffee liquor plant.

Operation	
Workforce	\$25,200.00
Boxes	\$448.00
Bottles	\$1,800.00
Mtto. Team	\$800
Light	\$490.45
Total	\$28,738.45

Table 1 Operating costs
Source: Self Made

Administration	
M. Administrative O.	M. Administrative O.
Secretary	Secretary
Vigilant	Vigilant
Adm.	Adm.
Assistant	Assistant
Light water	Light water
Phone	Phone
Office expenses	Office expenses

Table 2 Administration costs
Source: Self Made

Description	Cost	Units	Total cost
Fermentor	\$15,000	1	\$15,000
Work table	\$2,800	2	\$5,600
Containers	\$2,000	3	\$6,000
Transporter cart	\$2,428	1	\$2,428
Baptist Coffee	\$160.	10 kg	\$1,600
Vanilla	\$8,000	1 kg	\$8,000
Salaries	\$4,200	3	\$12,600
Exintor	\$910	2	\$1,1820
Schnapps	\$25	20 L	\$500
Tequila	\$150	20 L	\$3,000
Extractor	\$2,200	2	\$4,400
Total			\$60,948

Table 3 Economic analysis
Source: Self Made

According to the data in table 1, 2 and 3, they make a total investment cost of \$ 160,999.03 pesos MN, which is very important since the microenterprise is introducing in the local market to \$ 180 the 125 mL and \$ 250 the of 222 mL; selling 100 units of each monthly presentation has a total of \$ 43,000 pesos M.N, therefore with the above presented, the investment is obtained in the fourth month, thereafter would be profits.

Acknowledgment

Mainly to the Universidad Veracruzana for having allowed this project to be carried out in the best way possible within the facilities, in turn also a great contribution to the micro-business "Café Bautista".

Conclusions

As a final product, a quality artisanal liquor was obtained with raw materials from the region.

This work was carried out with the purpose of giving use to the raw material that is found in the Totonacapan region, and to obtain a monetary benefit with the realization of artisanal liquor of the region, highlighting the area with this product.

Once the coffee liqueur was obtained, it was given a ready presentation to go to the market and be commercialized.

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The labor stress and burnout síndrome in workers in the maquila industry in Los Mochis, Sinaloa, México

El estrés laboral y síndrome de burnout en los trabajadores en la industria maquiladora en Los Mochis, Sinaloa, México

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Abstract

The Burnout Syndrome (to be consumed or exhausted) is characterized by a progressive physical and mental exhaustion, an absolute lack of motivation for the tasks performed. The objective of this article is to analyze the stress of the workers who suffer the symptoms associated with the burnout syndrome, who are in employment in the maquila industry in the City of Los Mochis, Sinaloa, Mexico. The methodology used started from a descriptive investigation, carrying out the inductive and deductive method, with the survey technique and the Likert type instrument based on the Psychosomatic Problems Questionnaire (CPP) of Hock (1988) with 12 questions as contribution in relation to the Burnout syndrome with the Questionnaire (CPP), the following results were obtained: 66.15% of the respondents have the average stress level, 18.46% have the high stress level, which is a non-representative percentage, as well as 12.31% with very high stress level and finally 3.08% of low stress level.

Fatigue, Reduced productivity, Quality of life

Resumen

El Síndrome de Burnout (del inglés "burn-out": consumirse o agotarse) se caracteriza por un progresivo agotamiento físico y mental, una falta de motivación absoluta por las tareas realizadas. El objetivo del presente artículo es analizar el estrés de las(os) trabajadoras(es) que padecen los síntomas asociados al síndrome de burnout, que se encuentren en situación laboral en la industria maquiladora en la Ciudad de Los Mochis, Sinaloa, México. La metodología utilizada partió de una investigación descriptiva, llevando a cabo el método inductivo y deductivo, con la técnica de la encuesta y el instrumento de tipo Likert basándose en el Cuestionario de Problemas Psicosomáticos (CPP) de Hock (1988) con 12 preguntas como contribución en relación al síndrome de Burnout con el Cuestionario (CPP), se obtuvieron los siguientes resultados: el 66.15% de los encuestados tienen el nivel de estrés medio, el 18.46% tiene el nivel de estrés alto, lo cual es un porcentaje no representativo, así como el 12.31% con el nivel de estrés muy alto y por último el 3.08% del nivel de estrés bajo.

Fatiga, Reducción de la productividad, Calidad de vida

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Introduction

It is important to analyze the work stress of the workers of any company, particularly the maquiladora industry, because of the type of work that takes place there, since it is mostly physical / operative; as well as knowing the symptoms associated with the burnout syndrome; This problem is based on the fact that "75% of Mexicans suffer fatigue due to work stress, surpassing countries such as China and the United States" (IMSS, 2017); the labor consequences of those who suffer it are: reduction of productivity, decrease in the quality of life, physical and / or mental health problems (diseases), depression and anxiety disorders, family problems, risks of alcoholism and other addictions.

According to the (IMSS, 2017) there are several symptoms: emotional, cognitive, physiological and behavioral, for this reason it was important to determine the degree of stress and the way it affected the workers in maquila companies of Los Mochis, Sinaloa. In a physical way Burnout manifests as muscle pain and psychological affections that result in bodily discomfort, for which the "Psychosomatic Problems Questionnaire Associated with Stress (CPP)" was used, as well as the importance of the study of work stress, more beyond the Burnout syndrome, since such syndrome is a type of work stress, generated specifically in occupations that involve interpersonal relationship and provision of a service or work; stress is an instinctive protection mechanism, sometimes it is a useful tool, for example, in emergencies. However, it can cause symptoms if the response is continuous over time.

This can make the individual feel anxious, fearful, worried and tense. In the industry the working days are organized with aspects such as the way of organization of the shifts, the schedule, the night work, the number of working days and the frequency in the breaks in the working day, all of them play an important role in occupational stress, professional stress can wear down a person and lead to the so-called Burnout syndrome; Work stress is: "... where the increasing pressure in the workplace can cause physical and / or mental saturation of the worker, generating various consequences that not only affect health, but also their immediate environment as it generates an imbalance between the work and the personal" (IMSS, 2017).

García-Allen (2018) comments that being close to other people in situations of stress can increase the levels of cortisol of the observer (worker) and therefore in the fatigue of the employee known as the Burnout Syndrome - also called Burning Syndrome, melted, professional burnout syndrome, defining it also as:... a type of work stress, a state of physical, emotional or mental exhaustion that has consequences on self-esteem, and is characterized by a gradual process, by which people lose interest in their tasks, the sense of responsibility and can even reach to deep depressions (García-Allen, 2018).

The causes in the Syndrome can be due to several factors, some related to the person (tolerance to stress, frustration, among others.) And others with the company (work environment, leadership, among others); The most common causes according to García-Allen (2018) are: a) lack of control or the inability to influence the decisions that affect their work: schedule or workload, b) unclear job expectations, c) work with troubled people, d) differences in values, e) that work is not adjustment to the interests or skills of the worker, e) when a job is always monotonous or chaotic, f) lack of social support, g) imbalance between work, family and social life.

Según datos proporcionados por el IMSS (2017) los síntomas del estrés son:

Emotional: Anxiety, fear, irritability, bad mood, frustration, exhaustion, impotence, insecurity, demotivation, intolerance.

Behavioral: Decreased productivity, making mistakes, reporting sickness, speech difficulties, nervous laughter, brusque treatment in social relationships, crying, squeezing the jaws, increased consumption of tobacco, consumption of alcohol and other substances.

Cognitive: Difficulty concentrating, confusion, forgetting, thinking less effective, reducing the ability to solve problems, reducing the ability to learn.

Physiological: Muscles contracted, headache, back or neck problems, upset stomach, fatigue, infections, palpitations, agitated breathing, increased blood pressure, exhaustion, increased risk of obesity and cardiovascular problems, memory impairment, sleep problems (IMSS, 2017).

The burnout syndrome has been studied and its negative effects on workers' health and on the productivity of companies are recognized, as Petrone (2014) indicates, adding that this condition produces a decrease in the quality and / o productivity of work, a negative attitude toward people, deterioration of relationships with colleagues, increased absenteeism is very frequent and a low low threshold to withstand pressure and conflicts of any kind, among other factors. Finally, "... work-related stress constitutes a psychosocial risk factor for the health of individuals with important repercussions in the economic and social field ..." (Petrone, 2014).

Description of the method

The subjects of studies are the workers of the maquiladora industry of Los Mochis, Sinaloa; is a descriptive study "... because it tries to describe the most important characteristics of a given object of study with respect to its appearance and behavior using research tools" (UNAM, 2018), guaranteeing the anonymity of the worker and of the maquiladora in which he works, so that each participant can have a free opinion, 65 active workers were surveyed as a representative sample of the maquiladora industry. The methods used were the deductive and inductive, this reasoning is "... very useful for research. The deduction allows to establish a bond of union between theory and observation and allows to deduce from the theory the phenomena object of observation.

The induction leads to accumulate knowledge and isolated information "(Dàvila, 2006); the technique used was the survey, where data were included through an anonymous questionnaire, in which psychosomatic problems associated with stress (CPP) are investigated, since it allows to know to what extent the worker suffers from the symptoms associated with the stress, the original version was designed by Hock (1988). As a measure of reliability, Cronbach's Alpha was used, obtaining a .98 which is highly reliable. Subsequently, the results obtained were grouped in the following categories: Very low, low, medium, high and very high stress level.

Results

The 65 study subjects were surveyed in the year 2018, the surveys that were not completely completed were excluded and data was emptied.

		N	%
Cases	Valid	65	100.0
	Excluded ^a	0	.0
	Total	65	100.0

Table 1 Summary of data processing of the 65 subjects surveyed
Source: Own elaboration with data extracted from the SPSS

A questionnaire was constructed with the Likert scale with 12 items, it was applied to the study subjects and the Cronbach alpha was obtained to verify the reliability obtaining .983, which is excellent, proving with a high level of confidence. We used 12 items with the Likert scale with the answers with the following score: 1) Strongly disagree, 2) Disagree, 3) Indifferent, 4) Agree 5) Strongly agree.

The items used in the Psychosomatic Problems Questionnaire (CPP)

1. Impossibility of falling asleep
2. Jacks and headaches.
3. Indigestions or gastrointestinal discomfort.
4. Sensation of extreme tiredness or exhaustion.
5. Trend of eating, drinking or smoking more than usual.
6. Decrease in sexual interest.
7. Interrupted breath or choking sensation.
8. Decrease in appetite.
9. Muscular tremors (for example: nervous tics or blinking).
10. Punctures or painful sensations in different parts of the body
11. Strong temptations not to get up in the morning.
12. Trends to sweating palpitations

Table 2 Items used Work Stress Test called Psychosomatic Problems Questionnaire
Source: Hock (1988)

Cronbach's Alpha	N of elements
.983	12

Table 3 Alpha of Cronbach. Reliability statistics
Source: Own elaboration with data extracted from the SPSS

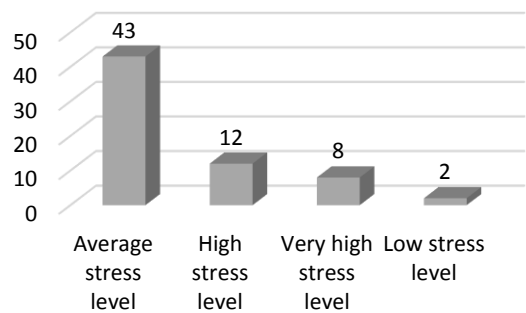
A final assessment was made according to the results obtained with 5 classifications of work stress in general. The sum of the values of all the answers can give a score between 12 and 60.

Final results: final evaluation of the results

Assessment	Results
0 to 12	Very low stress level
13 to 23	Low stress level
24 to 35	Average stress level
36 to 47	High stress level
48 to 60	Very high stress level

Table 4 Final results
Source: Own elaboration with data extracted from the SPSS

Finding that 66.15% of the workers have the average stress level, that is, it is a "normal" stress, so to speak, that impacts the workers (s), 18.46% of the high stress level, which is a non-representative percentage, as well as the 12.31% very high stress level and finally the 3.08% of the low stress level; that is, if there is a presence of work stress in the workplace.



Graphic 1 Grouped score on the final results of the Burnout syndrome survey
Source: Own elaboration with data extracted from the SPSS

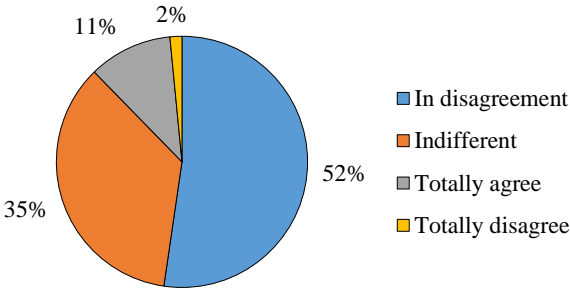
Final assessment	F	%	Valid%	% Accum
Average stress level	43	66.2	66.15	66.2
High stress level	12	18.5	18.46	84.6
Very high stress level	8	12.3	12.31	96.9
Low stress level	2	3.1	3.08	100.0
Total	65	100.0	100.0	

Table 5 Final assessment on the results of Burnout syndrome
Source: Own elaboration with data extracted from the SPSS

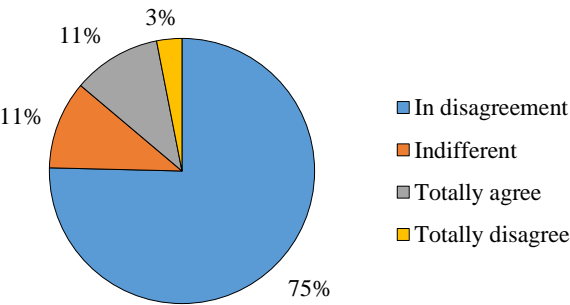
Items	Valid	Lost	Average	Standard deviation
1	65	0	2.66	.957
2	65	0	2.40	.981
3	65	0	2.63	1.206
4	65	0	2.57	1.104
5	65	0	2.57	1.060
6	65	0	2.65	1.082
7	65	0	3.05	.926
8	65	0	3.08	.907
9	65	0	3.09	.897
10	65	0	3.06	.933
11	65	0	3.09	.897
12	65	0	3.08	.907

Table 6 Table with statistical information (Items, number of respondents, lost numbers, mean and standard deviation)
Source: Own elaboration with data extracted from the SPSS

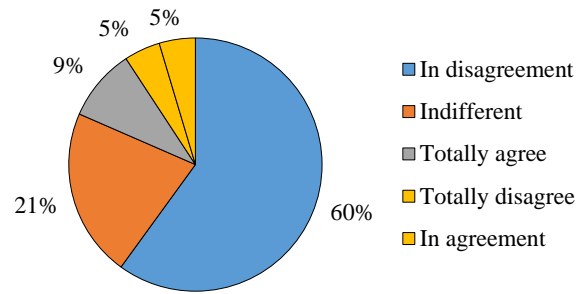
According to Hernández (2006) the calculation of the mean is the measure of central tendency most used and is defined as the arithmetic average of a distribution and is the sum of all the values divided by the number of cases used. Table 6 shows the statistical information where the 12 items are in the first column, that is, the number of questions asked in the instrument; in the second column it refers to the number of workers (s) who applied the survey, which are 65; in the third, the lost numbers are exposed and it is observed that the respondents did not leave any item unanswered, in the fourth column the average is shown, which occurs when the sum of all the answers is divided by the number of respondents (65) ; that is, in question 1 the sum obtained, is divided by 65 resulting in 4.68 which means that 2.66 is the average, a number that is between the range of these elements and finally the standard deviation.



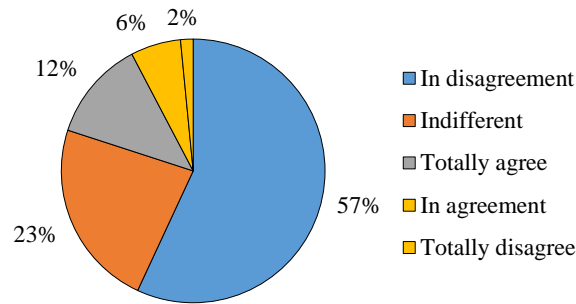
Graphic 2 Impossibility of falling asleep, CPP questionnaire
Source: Own elaboration with data extracted from the SPSS



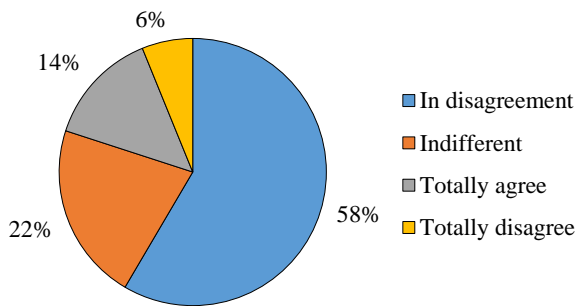
Graphic 3 Migraines and headaches, CPP questionnaire
Source: Own elaboration with data extracted from the SPSS



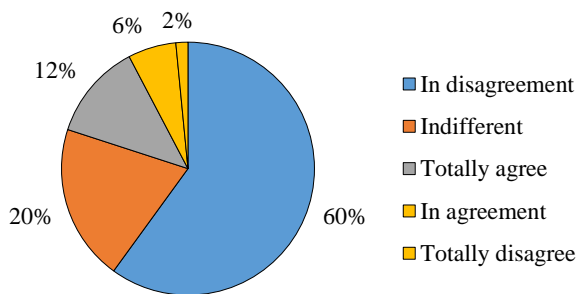
Graphic 4 Indigestion or gastrointestinal discomfort, CPP questionnaire
Source: Own elaboration with data extracted from the SPSS



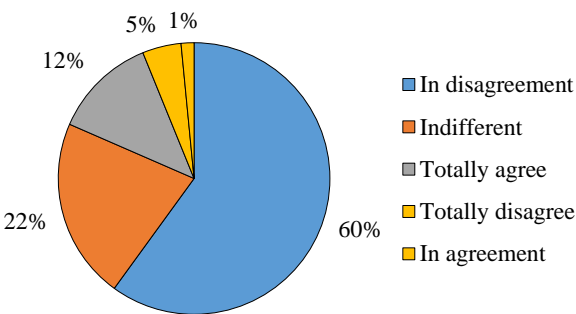
Graphic 8 Ragged breathing or choking sensation
Source: Own elaboration with data extracted from the SPSS



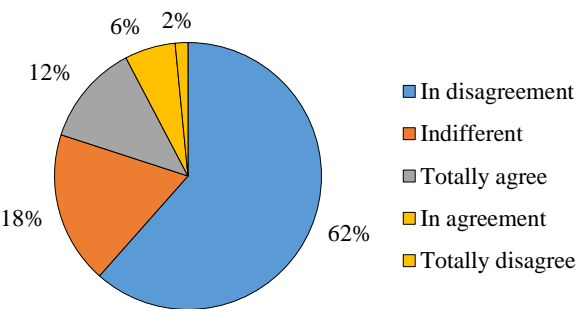
Graphic 5 Sensation of extreme tiredness or exhaustion, CPP questionnaire
Source: Own elaboration with data extracted from the SPSS



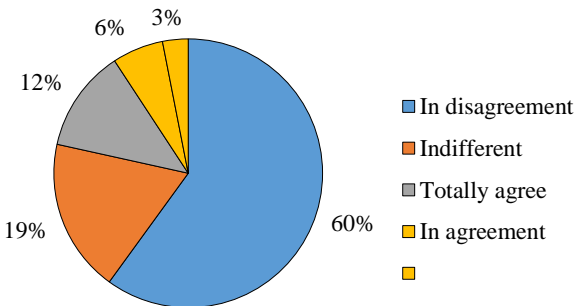
Graphic 9 Decreased appetite, CPP questionnaire
Source: Own elaboration with data extracted from the SPSS



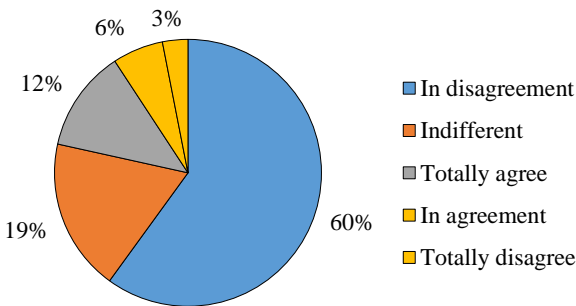
Graphic 6 Tendency to eat, drink or smoke more than usual, CPP questionnaire
Source: Own elaboration with data extracted from the SPSS



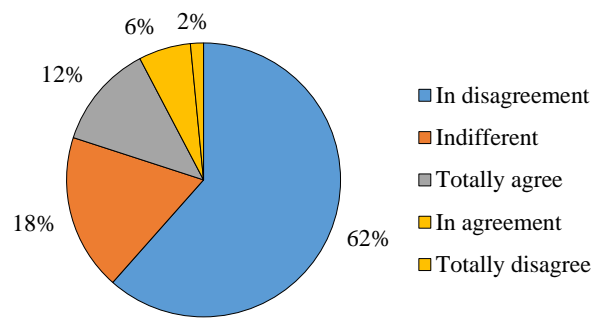
Graphic 10 Muscle tremors (nervous twitching or blinking), CPP questionnaire
Source: Own elaboration with data extracted from the SPSS



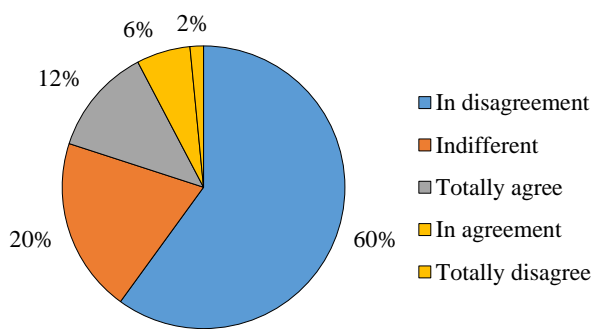
Graphic 7 Decrease in sexual interest, CPP questionnaire
Source: Own elaboration with data extracted from the SPSS



Graphic 11 Punctures or painful sensations in different parts of the body, CPP questionnaire
Source: Own elaboration with data extracted from the SPSS



Graphic 12 Strong temptations not to get up in the morning, CPP questionnaire
Source: Own elaboration with data extracted from the SPSS



Graphic 13 Tendency to sweat or palpitations, CPP questionnaire
Source: Own elaboration with data extracted from the SPSS

Conclusions

The objective of this study was to establish foundations in relation to the permanence of work stress, Burnout syndrome in the maquiladora industry of Los Mochis, Sinaloa; it was important to carry out this research to determine whether or not stress at work existed within these industries; In the industrial sector even more than in other sectors, it is essential to know the existence of these indicators and statistical data for the subsequent realization of works that allow to clearly understand the triggers of stress in this population.

From the analysis above it can be concluded that: the instrument used to measure the Burnout Syndrome is the Questionnaire of Psychosomatic Problems (CPP), which has a high internal consistency provided by Hock (1988) and also the reliability was measured with the statistical indicator of Cronbach's Alpha obtaining a .983.

It was found that 66.15% of the workers presented the level of average stress, and only 18.46% presented the high level of stress. These data do not necessarily corroborate the results of the IMSS (2017) that 75% of Mexicans suffer fatigue from work-related stress, since the highest percentage of workers surveyed presents the average level of stress, not high. In addition, in the items that ask about symptoms of fatigue, such as 1 on the impossibility of falling asleep, 4 on the feeling of extreme tiredness and 11 on the strong temptation not to get up in the morning, show results in which the indifferent response predominates, with 52%, 58% and 62% respectively; so the information obtained becomes relevant to better understand the impact of burnout syndrome among Mexican workers.

Recommendations

It is proposed to continue with the study of work stress in other areas and continue with the maquiladora sector, since the results show a slight difference between the statistics reported by the IMSS (2017) at the national level. This difference may be due to local social factors, which, if identified, could support some improvements in similar work environments that reduce the impact of work stress, both in Los Mochis, Sinaloa, and in other regions..

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Marketing actions of micro and small businesses in the city of Mérida, Yucatán

Acciones de mercadotecnia de las micro y pequeñas empresas en la ciudad de Mérida, Yucatán

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Abstract

In this document, an analysis is made of the set of marketing actions implemented by micro and small businesses in the city of Mérida, Yucatán, with the objective of analyzing the level of marketing actions carried out by micro and small enterprises for the achievement of customer loyalty and the competitiveness of organizations in the market, this will allow the detection of joint actions carried out, associated with marketing such as pricing, distribution channels, promotion and products and / or services offered to the market, whose purpose is the satisfaction of customers, depending on the activities that generate a competitive advantage. It is a quantitative study, aimed at people who work or direct micro and small businesses and can provide reliable information. On the other hand, the level of preference and loyalty generated by the return of customers is identified from the business perspective. It was possible to identify that less than 50% of companies focus on market positioning activities.

Marketing, Competitiveness

Resumen

En el presente documento se efectúa un análisis del conjunto de acciones de mercadotecnia que implementan las micro y pequeñas empresas en la ciudad de Mérida, Yucatán, con el objeto de analizar el nivel de las acciones de mercadotecnia que realizan las micro y pequeñas empresas para el logro de la fidelización de los clientes y la competitividad de las organizaciones en el mercado, lo anterior permitirá la detección de acciones en conjunto que llevan a cabo, asociadas a la mercadotecnia como fijación de precios, canales de distribución, promoción y productos y/o servicios que ofrecen al mercado, cuyo propósito es la satisfacción de los clientes, en función de las actividades que generen una ventaja competitiva. Es un estudio cuantitativo, dirigido a las personas que laboran o dirigen las micro y pequeñas empresas y que puedan brindar información confiable. Por otra parte se identifica el nivel de preferencia y de fidelización que genera el retorno de los clientes, desde la perspectiva empresarial. Se pudo identificar que menos del 50% de las empresas se concentra en actividades de posicionamiento en el mercado.

Mercadotecnia, Competitividad

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Introduction

The study of micro and small companies (Mypes) in Mexico has always been of interest to researchers, public and private institutions, international organizations, etc., because they represent the largest participation registered in the three economic sectors and contribute significantly to the generation of employment and the Gross Domestic Product of the country, for this reason is important its growth, participation and permanence in the market, considering that most of the time are vulnerable and do not have the resources, tools, knowledge, technology and financing required for it.

However, in a changing economy and a highly competitive market every day must face the big ones to achieve it through different marketing actions that allow them to be in the preference and choice of consumers as mentioned by Corichi, Hernández and García (2015).

Undoubtedly, in a globalized world it is necessary to give impetus to the processes and activities that generate competitive advantages in order to survive in the business sector, the economic situation prevailing in the country requires the active and consistent participation of all sectors of the economy the population, especially that of the professional capable of contributing through the application of his knowledge, to the gradual and orderly rescue of the Mexican economy.

For González, Quiroz & Mayorga (2017), currently small and medium-sized enterprises (SMEs) through marketing management can expand their market, satisfying the needs of customers, making the achievement of objectives easier through the management of a staff apt, implementing techniques that allow to know better the market, the competition and the environment.

The implementation of marketing strengthens the competitiveness and presence of SMEs.

The general objective

Analyze the level of marketing actions carried out by micro and small companies to achieve customer loyalty and the competitiveness of organizations in the market.

The current market is made up of companies of different sizes, there are large companies, multinationals and they have a budget and a larger market share that is a great disadvantage for Mypes, however each of them have a common goal, to reach and remain in the tastes of the consumer to meet their needs, through marketing efforts and actions seek to achieve their positioning and permanence in the market as stated (O'Dwyer et al., 2009, p.383) cited by (Rivas, Huerta & Cázares, 2016). "The main reason for growth and survival of SMEs is the continuous innovation of the market, product and processes, all this in anticipation of the response of customer requirements, the *raison d'être* of marketing". "This implies the definition of a strategy focused on the market, consumer satisfaction, the enhancement of distinctive capabilities and the search for long-term sustainable competitive advantages" (Rivas, A., Huerta, A., & Cázares, A., 2016). SMEs currently have the need to be updated in different areas to be competitive, as is the technological level and Marketing. Marketing or marketing has become an effective tool to increase sales of a business, strengthen customer loyalty, enter the market forcefully, position brands or products, investigate the situation of markets and strategic alliances (Hernandez, 2012) cited by (Rivas, Huerta & Cázares, 2016). They should develop strategies based on the Marketing Mix (Stanton, 2007) cited by (Urzúa, Durán & Flores, 2016), seeking the attraction of the client in terms of their needs and constantly update them, and thus, obtain the resources and income that the company requires. The marketing mix or marketing mix according to (Kotler and Armstrong, 2016 cited by Aragón & Peña, 2017) define the marketing mix as "the set of controllable tactical marketing tools that the company combines to produce a desired response in the Target market.

The marketing mix includes everything the company can do to influence the demand for your product. The instruments of the Marketing mix according to Kottler and Keller (2006) cited by Urzúa, Adilene & Vizcaino (2017) were classified by McCarthy as the four P; product, price, place and promotion. Each of them is made up of attributes that allow defining actions or strategies to meet the company's objectives, as can be seen in Figure 1. The product is the cornerstone of the marketing strategy, since its situation conditions the performance of the company with the other variables (Munuera & Rodríguez, 2016).

The price refers to the monetary value of the goods and services purchased by consumers, it represents an income for the company, unlike the other three elements that imply an exit for the investment that is required for each one of them. In general, Mypes set their prices based on their customers and market competition. The square refers to the point of sale and all the actions that the company makes to get the product to its final consumer in the case of Mypes by its size and characteristics its distribution channel is always direct to the final consumer.

Finally the promotion, refers to all the actions executed by the company to inform about the characteristics and benefits of the product and / or service, persuade consumers through the promotional mix such as advertising, public relations, personal sales and promotions. in sales as discounts, two for one, etc..

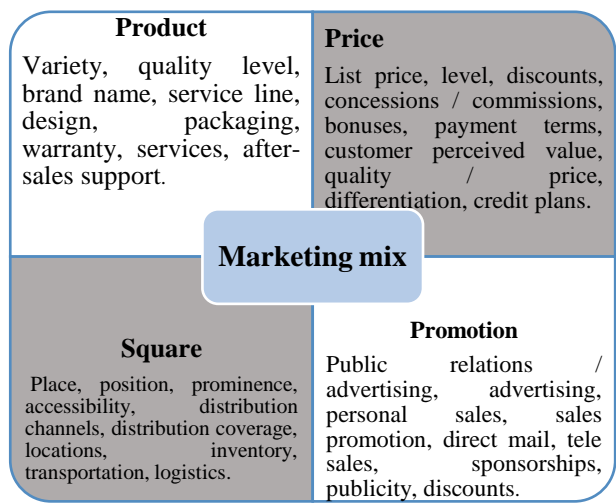


Figure 1 Marketing mix
Source: Own elaboration based on information from Dibb and Simkin (1993) cited by Urzúa, Adilene and Vizcaino (2017)

According to (Jiménez, Domínguez & Martínez, 2009) cited by (Urzúa, Durán & Flores, 2016) the marketing strategies most used in organizations that affect competitiveness are those of product quality and price management. These are important factors that the client takes into account when consuming and choosing a product over another.

However, the fact that products or services are chosen by consumers is only the first step to achieve market positioning, the next step is to achieve customer loyalty, that is, to keep current consumers or customers and the new ones to return. to acquire their products and services (Alarcón & Granda, 2017).

Through the satisfaction of its customers, for Hoffman & Bateson (2008) "Satisfying them is not impossible. In fact, meeting or exceeding your expectations can produce several benefits for your company.

The positive publicity, word of mouth, generated by existing customers often translates into more new customers.

SMEs face a complex conjuncture, a change of era in which the ability to guide the business towards the client will be fundamental. Customizing and adapting their services to those customers. Clients that it is necessary to manage in an appropriate way, with the idea that they remain for many years doing business with the company.

The objective of any company must be the capture and maintenance of profitable customers over time in order to maximize the benefit of the SMEs (Alarcón & Granda, 2017).

Consumers, when faced with a series of commercial impacts, hardly retain their loyalty to a special brand. Now buying has become an incessant search for offers, to see which item gives us more for less, which lasts longer and has a lower price.

This situation forces employers to adapt their packaging, their formulas, and costs to make them more colorful to customers, so they adopt the practice of "strategic marketing" which is characterized by being consumer-oriented and innovative (Urzúa, Durán & Flores, 2016).

(Torres, 2014) cited by Urzúa, Durán & Flores (2016) points out in the article published in the University Column that entrepreneurs of SMEs do not value these strategies as part of the investment of their business and explains that marketing will be responsible to clearly communicate the difference by which the potential customers will locate perfectly and understand that makes them different from others including the competition.

As can be seen, the development of market-oriented actions through marketing tools allows companies to get to know their consumers, satisfy their needs and offer the products and services they require, achieving a competitive advantage.

Mypes in Mexico play an important role for the economy of the country, according to the Population Census (2014) of the National Institute of Statistics and Geography (INEGI), micro, small and medium enterprises represent the economy segment worldwide which provides the greatest number of economic units and employed personnel; Hence, the relevance of this type of companies and the need to strengthen their performance, as these impact fundamentally on the global behavior of national economies.

According to (Rodríguez, 2002: 66) in "The Small Business Administration in the States of America" defines small business as "one that is owned and operated independently [that is, the owner is autonomous in its management] and does not it is dominant in its field of operation taking into account the number of employees and sales volume "as cited by (Montes & Galindo, 2016). According to the Official Gazette of the Federation (2009) the stratification in Mexico is according to the number of employees and based on the range of annual sales amount (mdp) is presented in table 1.

Sector / Size	Classification								
	According to the number of employees			Based on the range of annual sales amount (mdp)					
	Indu stry	Com merc	Servi ces	Indu stry	*TMC	Com merc	*TMC	Servi ces	*TMC
Microenterpri	From 0 to 10	From 0 to 10	From 0 to 10	Up to \$ 4.6	4.6	Up to \$ 4.6	4.6	Up to \$ 4.6	4.6
Small	Small busin ess 11 to 50	From 11 to 30	Small busin ess 11 to 50	From 4.0 1 to 100	9 5	From 4.0 1 to 100	9 3	From 4.0 1 to 100	9 5

*TMC= Maximum combined stop = (workers) x 10% + annual sales (90)
Mdp = Millions of pesos

Table 1 Stratification of Mexican companies according to the number of employees and the range of annual sales amount (mdp) in 2009
Source: Official Gazette of the Federation (2009)

According to data registered in the INEGI (2014) and quoted by González, Castillo & Canto (2016) in Mexico, there is a strong presence of micro and small enterprises and represent a total of 5,004, 986 economic units of which the micro they represent 93.8%, followed by the small ones, with 4.8% and 0.9%, the medium ones and 0.5%, the large ones.

In the case of Yucatan, a total of 116,364 economic units are registered, of which 93.8% represent the microenterprises and 5% the small ones, 0.7% the medium ones and 0.5% the large companies.

Methodology

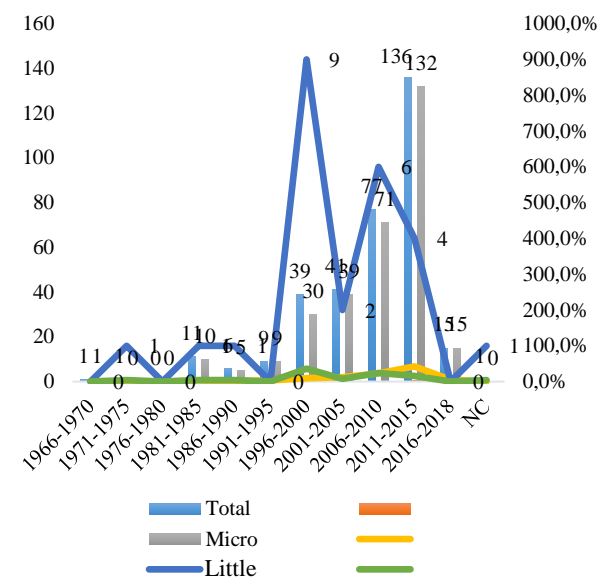
The methodological processes used for the present study were with a quantitative research approach according to Hernández, Fernández and Baptista (2010), because once the data were collected, they were analyzed in a descriptive and correlational way for the adequate interpretation of the results generated. The design of the research is non-experimental cross-sectional (Hernández, Fernández and Baptista, 2010).

The instrument from which the information was extracted was designed for the study named "stress and its impact on productivity. Study in executives of micro and small companies in Mexico "carried out by the Latin American Business and Administration Network (Aguilar, Posada, & Peña, 2016), an instrument that worked with the data thrown by the study subjects in the segment of marketing. To select the non-probabilistic sample to whom the research instrument was addressed, the calculation formula for finite populations of Castañeda, De la Torre, Moran and Lara (2005) was used. We used a confidence level of 1.96, a variability of 0.5, and an estimated error of 5%. The sample consisted of 384 questionnaires. The general questionnaire is composed of 219 items, for the present analysis 14 items were considered (3 items of generalities, considering seniority, legal constitution and size of the company) and (the remaining 11 items are in the section named "marketing research ", Whose assessment mechanism is with a Likert scale of 5 parameters (Strongly agree, Agree, Disagree, Strongly disagree, Do not know / Does not apply). The present analysis material because it is done with simple correlations, these do not require the hypothesis statement, since the analysis of quantitative-descriptive research is carried out.

Results

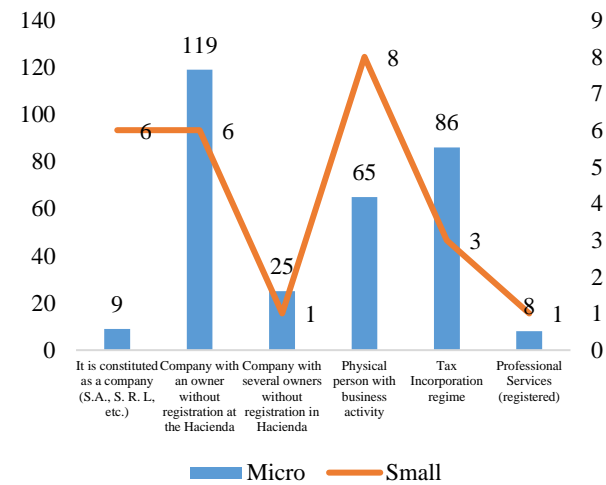
Regarding the representativeness of the sample, this was made up of 88% of the study subjects located in the city of Mérida (with respect to the size of the companies where they work, it was identified that 92.6% are micro and 7.4% small).

In this sense, it was determined that 40.4% were created from 2011 to 2015 (95.1% corresponds to the micro), followed by 22.8% from 2006 to 2010 (92.2% are micro companies) and in third position the 12.2% in periods that comprise from 2001 to 2005 (97.1% is micro) see graph 1.



Graphic 1 Date of creation of the company
Source: Self Made

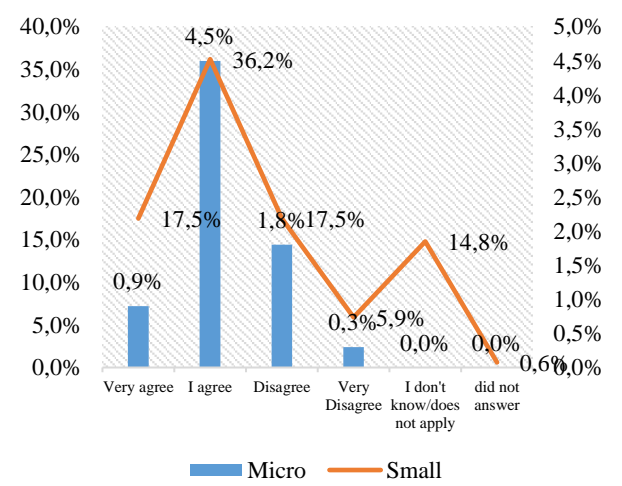
The type of legal constitution that prevails with greater presence is the company with a single owner without registration in finance for the micro (38.1%), in second position is the regime of fiscal incorporation with 27.6% and 20.8% the natural persons with business activity. 2.4% of medium-sized companies are registered as individuals with business activity and 1.8% as (S.A., S.R., etc., and company with an owner without registration in the treasury, respectively) see graphic 2.



Graphic 2 Type of company constitution according to size
Source: Self Made

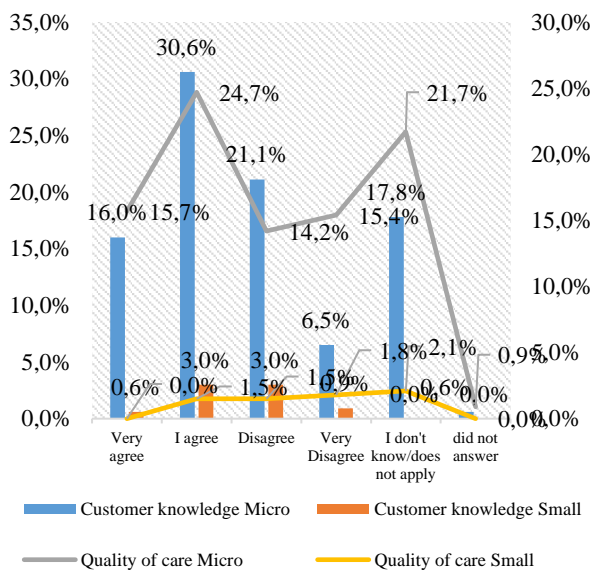
The correlation is positive with 81.6% of annual sales with respect to the profits that are generated annually in the company (an example of this is a greater amount of sales, is reflected in the increase in profits with 81.6%), however, the correlation is positive low with 22.6% and 25.7% when considering the number of employees of the company in relation to annual sales and profits respectively.

Considering the evaluation process of the price of the products or services offered by the micro companies, with an arithmetic average of 3.4 (disagree), the small companies with the 3.8 (according to the evaluation process), beneficial for the knowledge of the competition, but above all of those who demand those products or services. A fashion of 4, which is related to a position of agreement in the evaluation of the price. On the other hand, the evaluation of the quality of products or services offered by the companies subject to study, these with 59.1% agree and strongly agree with the process, because it allows to identify suppliers and brands of customer preference. 25.5% indicated that they disagreed, considering the absence of time for such activity (see graph 3).



Graphic 3 Methods to evaluate the quality of products or services according to the size of the company
Source: Self Made

50.1% of study subjects have effective methods to know my clients, their needs and preferences, 42.4% mentioned the evaluation of the quality of products or services and 31.5% do not agree. In this sense, there is no culture of evaluation of aspects that allow expanding the offer of products or services (17.8% have no knowledge or does not apply the information for the offer of the companies) and 32.9% disagree in evaluating the quality of the offer (see graph 4).



Graphic 4 Evaluation of clients and assessment of the quality of care according to company size
Source: Self Made

In relation to the performance of activities to detect the strengths and weaknesses of my competence, an arithmetic mean of 2.3 was obtained by linking it with the scale used, it is detected that it is at the level of strongly disagreeing, a mode of 1, whose result indicates that it does not know / does not apply. The above generates a lack of diagnosis of the situation of the small company, contrary to this, the micro company has an arithmetic mean of 4.2 (agreed) and a mode of 4 (agreed), which indicates that for its permanence the micro business is related to strategic planning activities (Strengths and weaknesses), something that small companies do not consider. The comparison frequently of the results of my company with other similar ones is done on average with the 3.5 (not in all cases it is agreed to do it) and a fashion of 4 (according to the process) data of the small companies. The micro companies give data of 3 as arithmetic mean (in disagreement, considering an absence of time for it) and a fashion of 4.

At the time of correlating the variables "it is easy for other companies to appear the same as mine" and "it is easy for other products or services to appear that I offer to those that I offer", a positive correlation of 77.7% was identified for micro and small companies. 89.1% for small companies (which represents a greater possibility of opening new companies with the same turn of the current companies with products similar to those offered), which is why the scenario of the quality of the service and to know more what the competition offers to be able to prevail in the market.

Conclusions

Companies will be competitive when they integrate more strongly their virtual presence, the use of technologies, but above all be in a scenario where the profile that demands the products or services is immersed, in the same way it is necessary to consider the analysis of the market and of the eventual competition, as well as knowing what they offer and under what conditions, what will generate healthy competition, seeking to innovate in the services or products that are offered, but above all be willing to continuous improvement, and with the technologies to hand continuous improvement does not always represent a strong economic investment, represents investment of time and be willing and committed to it.

The customer loyalty will be achieved from finding that differentiation of name quality and presence from the word of mouth disclosure of the same generation (same ages that frequent the companies), in the same way the loyalty is guided by the comments that are generated in the social networks of companies, making it fashionable to attend these sites. Finally, among the most common actions carried out by companies is the evaluation of the quality of service.

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The financial function in the micro and small companies of Ixmiquilpan, Hidalgo

La función financiera en las micro y pequeñas empresas de Ixmiquilpan, Hidalgo

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Resumen

La información y estrategia financiera es un instrumento que coadyuva en la eficiencia de la micro y pequeña empresa y es la base para la toma de decisiones, es por ello que el analizar el área financiera implica contemplar aspectos que van más allá de índices o ratios tales como, saber acerca del conocimiento que posee el empresario sobre materia financiera así como conocer cómo es su desempeño del mismo en las funciones que realiza, las cuales dependiendo de su ejecución pueden coadyuvar al éxito empresarial, crecimiento y competitividad. La presente investigación pretende contribuir al desarrollo y consolidación de la micro y pequeña empresa es por ello que está orientada al análisis de la función financiera que realizan los directores de las existentes en el municipio de Ixmiquilpan, Hidalgo. Se analizó el desempeño y conocimiento de la función financiera lo que permitió identificar oportunidades y carencias del conocimiento. En cuanto a la metodología fue una investigación descriptiva y exploratoria que gracias a sus resultados se apreció que en la figura del director predomina el desconocimiento sobre el dinero, bienes, derechos y obligaciones que posee derivado de relaciones con clientes, proveedores, acreedores e instituciones financieras.

Empresa, Función Financiera

Abstract

The information and financial strategy is an instrument that contributes to the efficiency of the microenterprise and the company and the basis for decision making, that is why it analyzes the financial area implies contemplative aspects that go beyond the indices such as, know about of the knowledge that the entrepreneur possesses on the financial matter, as well as knowing how it works in the functions that are achieved, those that depend on its execution can help business success, growth and competitiveness. The present research aims to contribute to the development and consolidation of the micro and small companies is for that reason that it is oriented to the analysis of the financial function carried out by the directors of the existing ones in the municipality of Ixmiquilpan, Hidalgo. The performance and knowledge of the financial function was analyzed, which allowed identifying opportunities and knowledge gaps. Regarding the methodology, it was a descriptive and exploratory investigation that, thanks to its results, it was appreciated that in the figure of the director the ignorance about the money, goods, rights and obligations that it owns derived from relations with clients, suppliers, creditors and financial institutions.

Company, Financial function

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Introduction

As in many countries of the world, in Mexico micro, small and medium enterprises (MSMEs) represent the majority of the country's companies, but they also face the greatest challenges. The most serious problem of MIPYMES is the lack of competitiveness and business growth which prevents them from having continuity and consolidating.

To study the factors that make some companies more competitive than others has occupied a large part of the efforts of researchers in the last decades. The usual scheme of explanation of the causes of business competitiveness, has traditionally focused its attention on external factors to minimize the importance of the performance of the company itself at the time of, through their decisions, influence the likelihood of success or failure in a market. The term competitiveness may have different approaches, but both the economic, political and academic focus refer to the progress and business growth experienced by companies. This study proposes an analysis of the financial function that serves as a competitive strategy to boost the growth of the Mype in the municipality of Ixmiquilpan, Hidalgo in order to specifically identify those factors that, to a greater extent, contribute to improving their capacity to respond and react to market challenges.

Approach

According to García (2015) the report of the Organization of American States of 2010 estimates that there are around 200 million companies worldwide, of which 190 million are micro, small and medium enterprises, which represent between 90 and 95% of the total. These MSMEs generate between 50 and 70% of employment, depending on the country or region; this type of company has an average life of 14 months and many of them operate in the informal.

The problem faced by most countries in the world and our country among them, is the lack of competitiveness and growth of Micro, Small and Medium Enterprises, which prevents them from having continuity and consolidation (OECD 2012). In Mexico, according to López (2009), "a study by Nacional Financiera and INEGI reveals that almost 50% of Mexican microenterprises do not live longer than five years and suffer a high mortality rate.

According to this analysis, 30.9% of microenterprises have an average age of less than three years; 48.4% is less than five years old and only 30% live more than 10 years or become a small industry ". The economic and social development of Mexico depends in an important way on the dynamism of the MSMEs, which constitutes 99.80% of the economic units, contributes with 52% of the GDP and generates 78.5% of employment, so it is essential to know its characteristics to be able to implement strategies for its strengthening (INEGI, 2010).

One of the areas that regularly have the greatest vulnerability is the area of finance. Although as they say that the business language is finance, in the case of MSMEs, most do not understand this language well, which is critical since in certain cases such information is elaborated by a person outside the organization who only is dedicated to generating the information to deliver a result for mere fiscal effects, reducing the importance of the financial function as well as its internal financial factors, which are factors that could influence the competitive result and growth of the company. The problem of ignorance of the aforementioned information results in an incorrect and incorrect decision making, decisions that are not aligned with strategies derived from information that reflects the resources and internal financial factors of micro and small companies.

Justification

The state of Hidalgo is one of the 32 states of the United Mexican States, located in the geographic region of the center of the country, bordering the north with the states of Querétaro, San Luis Potosí and Veracruz; to the east with Veracruz and Puebla; to the south with Puebla, Tlaxcala and the state of Mexico; and to the west with the State of Mexico and Querétaro. During the period 2003 - 2013, 19 entities presented an average annual growth higher than the national one that was of 2.6%, for its part, the one of the State of Hidalgo was of 2.5% for what has had a growth of the GDP inferior to the national average (2.6%), which contrasts with the dynamics of other states in the center of the country, such as the cases of Querétaro (5.1%), Puebla (3.56%) and Tlaxcala (3.51%). These data reveal a complex economic situation in the state of Hidalgo that affects its development. However, there are some productive activities whose value places Hidalgo in the foreground at the national level. SEDECO (2014).

The GDP of Hidalgo in 2013 was mainly integrated by the services sector (111 thousand 438 million pesos), followed by the Industrial sector (88 thousand 627 million pesos) and finally the agricultural sector (7 thousand 501 million pesos). At the national level, similar behavior was observed in the proportion of sectors in GDP. SEDECO (2014).

The state of Hidalgo has 81 570 economic units, according to the economic census carried out in 2009. This population represents 2.1% of the total units nationwide. In Hidalgo there is a clear predominance of microenterprises that is in accordance with the trend that exists in the rest of the country. INEGI (2009). According to INEGI (2014) of the total number of registered companies, 99.6% are Mypes, with a limited participation of medium and large companies in the state.

Euraskin (2011) points out that the study regarding business growth is relevant, so it is important for him to point out that according to different authors, researchers have historically used different measures or indicators of growth (Brush and Vanderwerf, 1992, Chandler and Hanks, 1993). Delmar, 1997, Murphy et al., 1996, Weinzimmer et al., 1998, Davidsson and Wiklund, 2000, Delmar et al., 2003). Delmar et al. (2003) considers that what motivates this variety of measures used in the empirical studies of business growth is the lack of recognition about the heterogeneous nature of the growth phenomenon itself and that these differences in variables and methodologies is only an aspect that denotes the need of a more integral and complex vision of business growth.

According to the data previously stated, the importance of MSMEs in the economy of the state of Hidalgo is evident, being of vital importance all the possible actions aimed at strengthening and growing as a strategic factor of economic and social development. For all this the subject of study of the present investigation is the micro and small company, being excluded the medians to own characteristics that more resemble them to the big companies.

Objective

To indicate with precision the phases of the investigation and activities to be developed, for the present work the following objective has been proposed.

Analyze the financial function of the director of the micro and small business of the municipality of Ixmiquilpan, Hidalgo

Hypothesis

Derived from the above, the following hypothesis is proposed:

If the financial function is carried out efficiently, the growth of the Micro and small company of the Municipality of Ixmiquilpan, Hidalgo will have a significant effect.

Theoretical framework

Gómez (2010) in his article called The financial function, points out that the activity of a business is nothing other than the gearing of a series of activities that, depending on the nature of the company, go from the simplest to the most complex. He also affirms that the economic theory of the company has identified three fundamental functions in any company that has a strictly business objective: the production function, the marketing function and the financial function. Each one is important but in the case of the financial function it has characteristics that give priority over other functions because finance is conceived as the way to manage money in an economic unit, and in the case of companies in the course of its operations the monetary flow is of vital importance since without these the other functions and areas could not be carried out. On the other hand, the financial function is related to the wealth of a company which is achieved through the increase of cash flow over time.

The financial function is divided into three activities: bookkeeping, management accounting and fund management. The bookkeeping, purely technical aspect in terms of accounting management, is aimed at recording the economic transactions of a company, the consolidations of activities, the rules governing the preparation of financial statements and the processing of data to generate information on the basis of the accounting record. Management accounting focuses its activities primarily on information management for decision making, budget preparation, financial reports, cost management, among others. The management of funds is the part most directly linked to the nature of the financial function, both from a conceptual and operational point of view.

Lozada (sf) defines the basic financial objective (FBO), stating that this is the maximization of the wealth of the entrepreneur and the maximization of the long-term utility of the company and that the dividend distribution policy and activity must also be considered. that develops the company. Regarding the conceptualization of the financial function, he mentions that this is an activity that consists in the implementation of strategies demanding that the company's funds be committed, while all the functional areas are project generators and fundraising investors. It also indicates that the financial administrator must, at the time of generating the demand for funds, determine which suits the company, that is, that are aligned to the achievement of the basic financial objective. On the other hand, regarding the role of the financial administrator, he defines that the role of all the directors of the functional areas is to promote the maximization of the value of the company.

The growth dynamics of small and medium-sized companies are very relevant not only from the point of view of the particular business, but also at a socio-economic level, due to the great contribution that the growth of these business realities brings to a territory. However, this growth is not free of problems since in most cases growth implies overcoming the organizational resources of the business itself (Fombrun and Wally, 1989; Slatter, 1992), and leads to the existence of turbulent periods (Wiklund, 1998).

On the other hand, there is another growth perspective which starts from the resource structure that the company owns or controls, which will determine the incentives, the brakes and the development directions (Kochhar and Hitt, 1998). Optimal business growth implies the existence of a balance between the exploitation of existing resources and the development of new ones (March, 1991, Penrose, 1959, Rubin, 1973, Wernerfelt, 1984).

In the same direction, Fernández (1993, p.180), from the perspective based on resources, establishes human resources as a primary factor for achieving a greater advantage of the company in the market; These resources include not only knowledge, training and experience, but also their adaptability and loyalty to the company.

Similarly, Petrakis (1997, p.388), in the classification he makes about the causes of growth, suggests, as a main internal factor, the "personal skills and attitudes", these attitudes being more noticeable in larger companies where the management team is motivated by the success of their personal careers.

Methodology

Method

The present work is part of the results of the research carried out in the Latin American Business and Administration Network (RELAyN) in Mype's of Mexico and Colombia (Peña, Aguilar & Posada, 2017) addressed from the descriptive and exploratory quantitative method which has as an objective to analyze the financial function of the director of the micro and small business of the municipality of Ixmiquilpan, Hidalgo, proposing strategies that contribute to economic development.

Instrument

The instrument used was the one developed and validated by Peña, N.B., Aguilar, O.C. & Posada, R., (2017) in its book called Factors that determine the closing of the micro and small business, comparative between active and inactive companies in Mexico and Colombia. The verification to validate the data of the surveys was on paper and its capture was made by the investigating teachers who coordinated the activity. Two types of surveys were applied: (A) to Mype's Managers that remain open and (B) Mype's Managers who closed, the latter being the object of study of this work called "Innovation as a factor of economic development. Analysis of the innovative profile of the entrepreneur and / or director of the Mype's of Ixmiquilpan, Hidalgo".

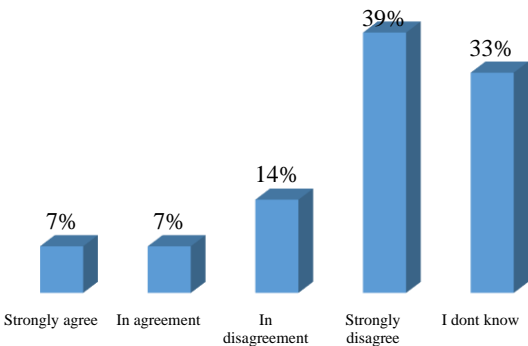
Population and sampling

Peña, N.B., Aguilar, O.C. & Posada, R., (2017) indicate that according to INEGI statistics (2015) the municipality of Ixmiquilpan Hgo has a population of 93 502 inhabitants with an average age of 27 years; for every 100 people of productive age there are 55.1 in the age of economic dependence; the average of inhabitants by house is of 3.8, 6.8% of the population does not count on educative instruction, 55.1% have basic education, 21.1% average superior and 16.7% superior.

The economically active population (PEA) is 51.8% and the non-active population 48.1% (INEGI, 2015). The municipality has 5 252 economic units of which 5 236 are Mype's, representing 99.6% (INEGI, 2016).

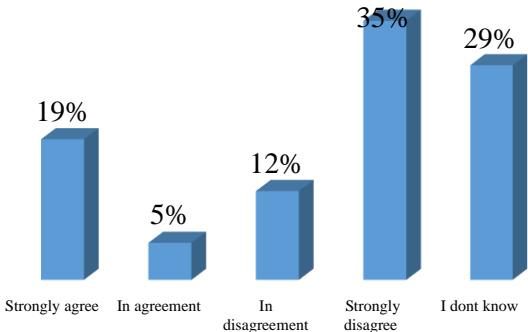
As for sampling and sampling to carry out the comparative analyzes, it was determined that it would be carried out using a difference of means, seeking a confidence level of 95%, with a statistical power of 90% of bilateral type. A sample of 401 active and 133 inactive companies was covered. For the collection of information, a convenience sampling was conducted. For the purposes of this work we worked with the sample of 133 inactive companies.

Results



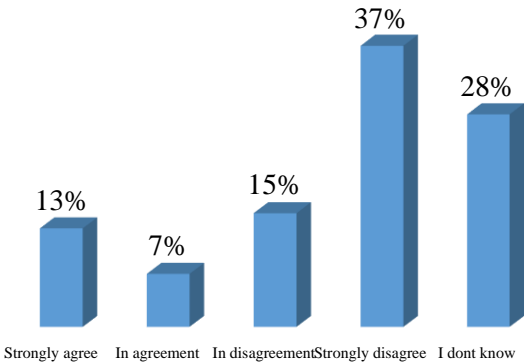
Graphic 1 I have very clear how much money I have
Source: Self Made

Only 14% of the directors of Mypes strongly agree and agree as to how much money they have, while 72% do not know and strongly disagree about the resource they have, which could be a reason for the closure of companies.



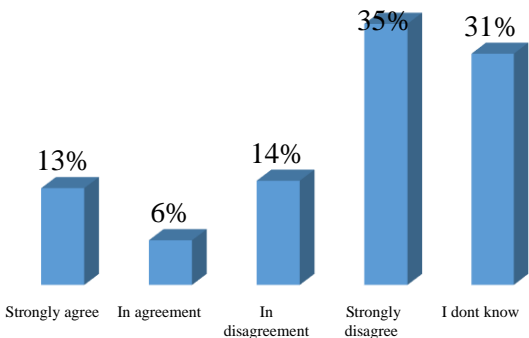
Graphic 2 I have very clear how much my clients owe me
Source: Self Made

64% of the directors do not know how much the customers owe them and only 24% if, which translates into an incorrect management of the client portfolio and that can become uncollectible.



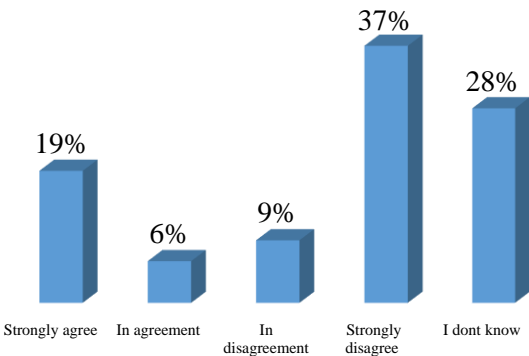
Graphic 3 I am very clear about how much my inventory is worth
Source: Self Made

65% of entrepreneurs do not know the value of their inventory, which generates lack of control and possible obsolescence or waste, and only 20% if they know its value.



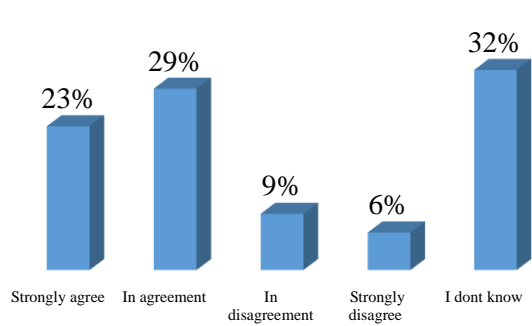
Graphic 4 I am very clear about how much my company's assets are worth
Source: Self Made

Only 19% of the directors know the value of their company in assets, which is worrisome because 65% do not know it and lets see the lack of control over the assets.



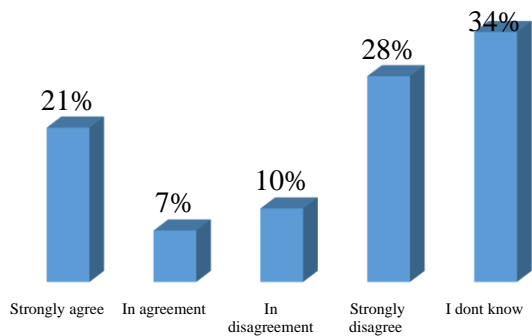
Graphic 5 I have very clear how much I owe to my suppliers
Source: Self Made

65% do not have a good control of accounts payable, which can cause an excess of indebtedness and liquidity problems.



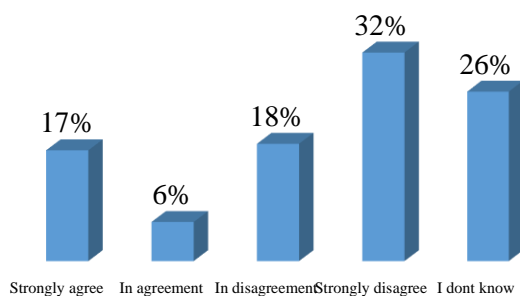
Graphic 6 I am very clear about how much I owe on loans to relatives and acquaintances
Source: Self Made

52% of directors know their debts with relatives and acquaintances, which allows to see the interest they have on this type of financing being a positive factor, however 32% do not know how much they should.



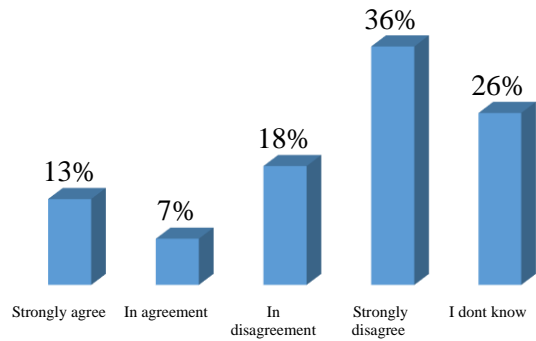
Graphic 7 I have very clear how much I owe the bank and other institutions
Source: Self Made

62% of directors are not aware of this type of financing, since only 28% are concerned, which can trigger debt growth problems for interest payments, and may have even more serious consequences.



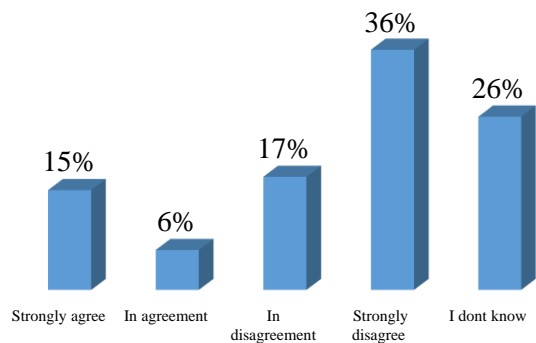
Graphic 8 I have very clear how much I would get for selling everything I have in my company
Source: Self Made

As you can see 58% of the directors have no idea of the value of their companies, which is worrisome compared to the 23% who do know.



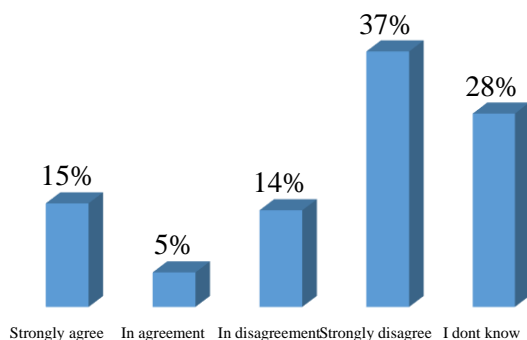
Graphic 9 I am very clear about the value of everything I sold last month
Source: Self Made

There is a lack of control over the sales history, which does not allow a comparative analysis in this area, since only 20% if you know vs. 62% that you do not.



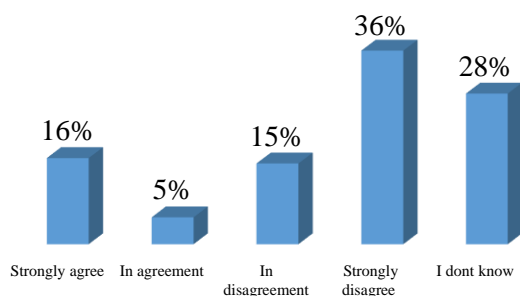
Graphic 10 I am very clear about the value of everything I received last month
Source: Self Made

There is lack of control in collection due to the fact that 62% are not clear about how much they collected the previous month and only 21% show knowledge about it.



Graphic 11 I am very clear about the value of everything I bought from suppliers last month
Source: Self Made

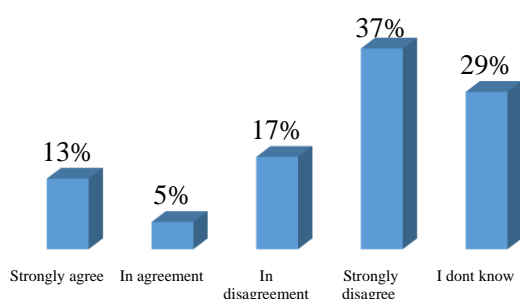
65% of the directors do not have a correct control over the purchases, being an area of opportunity for the company, being 20% of them who do know the data.



Graphic 12 I am very clear about the value of everything I paid my suppliers last month

Source: Self Made

The handling of payment to suppliers is limited, considering that only 21% remembered how much payment in the previous month, being worrying that 65% do not know.



Graphic 13 I am very clear about the value of everything I spent

Source: Self Made

The directors do not have a correct cash flow management, especially in relation to expenses, because 66% are unclear about the value of their expenses, which can lead to losses for the company.

Discussion

Once the results are described, it can be observed that the closure of the micro and small companies can be attributed to the director's deficiency in their performance when executing the financial functions since the results showed that most of the entrepreneurs and / or directors do not know aspects fundamentals such as the control of financial resources, financial position, debt, the value of their assets, the value of the total of the company and the proportion that keep the financial resources as well as the relationship with customers and suppliers.

On the other hand, the minority of the interviewees showed that they had a good management, control and knowledge of the financial aspect of the company, aspect that was not enough to avoid the closure of the same.

These results show a direct relationship with the contribution of Kochhar and Hitt (1998) who points out that optimal business growth implies the existence of a balance between the exploitation of existing resources and the development of new.

Conclusions

In conclusion, we can say that the results of the investigation show that the inactive micro and small companies in the municipality of Ixmiquilpan did not comply with the efficient financial function. We have also been able to appreciate that although the Mypes have common weaknesses and strengths, derived from their smaller size, not all of them show an equal behavior in the execution of financial activities. As for the working hypothesis, this has been accepted since the results showed that a financial function can contribute to the growth and continuity of the Small and Micro Business of the Municipality of Ixmiquilpan, Hidalgo.

Finally, we note that the conclusions and opinions of this research work have a purely approximate meaning, since at all times the purpose has been to conduct a descriptive and exploratory study in order to approach the knowledge of the financial function and / or performance of the directors of the Mype's. Its generalization would be risky due to the number of companies that make up the sample. In another sense, it is considered that the research presents a series of valuable information regarding what has been published to date in relation to the concept of innovation in the Mypes of the region.

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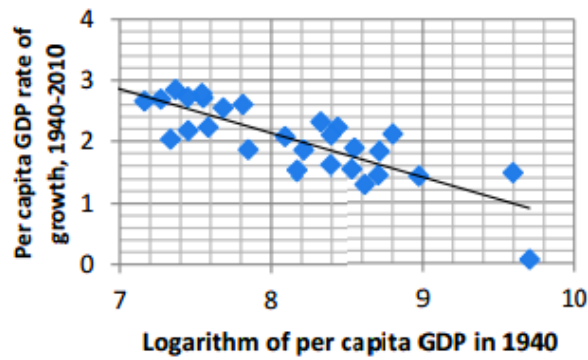
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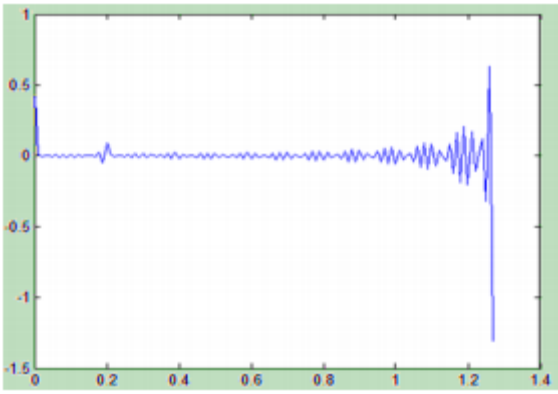


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