

Denise Pereira
Karen Fernanda Bortoloti
(Organizadoras)

IMPACTOS DE LAS TECNOLOGÍAS EN LAS CIENCIAS SOCIALES APLICADAS

3

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APRESENTAÇÃO

O advento das tecnologias de Informação e Comunicação transformou radicalmente a forma de lidar com o mundo a nossa volta e com as pessoas. Isto, é claro, reflete a maneira como as empresas e todas as partes do globo trabalham.

Na presente obra verificaremos diversos conceitos importantes relacionados à Tecnologia de Informação e que são base para administração da informatização em empresas e contabilidade empresarial informatizada. Os estudos, dentre outros aspectos, apresentarão enfoque sistêmico na gestão de empresas com os conceitos sobre sistemas de informação e a relevância da Tecnologia da Informação e dos Sistemas de Gerenciamento de Dados nas empresas.

Além disso, consideram os Sistemas de Informação utilizados hoje pelas ciências sociais aplicadas, seus subsistemas e quais aplicações destes. Valorizando, assim, uma reflexão a respeito dos sistemas mais amplos que têm como função integrar diversas áreas e processos de uma empresa e sistemas específicos para gerenciamento do relacionamento com o cliente, gestão da cadeia de suprimentos, inteligência empresarial, dentre outros.

Veja que nosso tema é amplo e relaciona as ferramentas e tecnologias aplicáveis na gestão empresarial. Fica aqui nosso convite para que você participe efetivamente buscando mais informações e elaborando novos e diversos conhecimentos, pois estudar é um processo contínuo.

Esperamos que as leituras destes capítulos possam ampliar seus conhecimentos e instigar novas reflexões.

Denise Pereira
Karen Fernanda Bortoloti

SUMÁRIO

CAPÍTULO 1..... 1

ANÁLISIS ESTRUCTURAL DE LA REVISTA DE DIVULGACIÓN CIENTÍFICA
“CONVERSUS”

Sonia Díaz-Olivo

Emmanuelle Alvarado-Álvarez

 <https://doi.org/10.22533/at.ed.5692228071>

CAPÍTULO 2..... 10

APLICACIÓN DE LA LEY DE BENFORD A LA DETECCIÓN DE FRAUDES

Pedro Manuel Cabeza García

Diego Ricardo Rubio Erazo

 <https://doi.org/10.22533/at.ed.5692228072>

CAPÍTULO 3..... 24

COLLABORATIONAL METASTRUCTURALISM: ADVANCES IN ORGANIZATIONAL
THEORY AND ADMINISTRATION

Leonel Salvador Lerma Rojas

Mara Alejandra Lerma García

Pedro Luís Lerma García

 <https://doi.org/10.22533/at.ed.5692228073>

CAPÍTULO 4..... 38

CONSTRUCCIÓN IDENTITARIA EN LAS ORGANIZACIONES RELIGIOSAS: LAS
REPRESENTACIONES SIMBÓLICAS COMO ESTRATEGIA PARA GESTIONAR LÓGICAS
INSTITUCIONALES POTENCIALMENTE CONTRADICTORIAS

Lorena Martinez Soto

 <https://doi.org/10.22533/at.ed.5692228074>

CAPÍTULO 5..... 52


CRÉDITOS FORMALES COMO FUENTE DE FINANCIAMIENTO PARA LOS
MICROEMPRESARIOS: ¿INCLUSIÓN O EXCLUSIÓN?

Janeth Chunga Hernández

Hugo Bécquer Paz Quintero

María Fernanda González

Francia Milena Suárez

 <https://doi.org/10.22533/at.ed.5692228075>

CAPÍTULO 6..... 65

CSA+ID “HOUSING AS AN EXPRESSION OF IDENTITY”

Barbie Mariangel Uzcategui De Chomón

 <https://doi.org/10.22533/at.ed.5692228076>

CAPÍTULO 7..... 80


ESTRÉS VÍA RECONOCIMIENTO, PARTICIPACIÓN Y ACTIVIDADES LÚDICAS:

DOCENTES Y ADMINISTRATIVOS EN UNA INSTITUCIÓN DE ESTUDIOS SUPERIORES

Mara Alejandra Lerma García

Pedro Luís Lerma García

Leonel Salvador Lerma Rojas

 <https://doi.org/10.22533/at.ed.5692228077>

CAPÍTULO 8..... 97

ESTUDIO DE POSTULADOS EN LA ADMINISTRACIÓN DE MODELOS DE RIESGO FINANCIERO

Martha Milena Cuellar Chaves


 <https://doi.org/10.22533/at.ed.5692228078>

CAPÍTULO 9..... 120

EVALUACIÓN DEL MARCO INSTITUCIONAL COLOMBIANO PARA LA ESTRATEGIA EN INTERNACIONALIZACIÓN EMPRESARIAL

Sandra Valbuena Antolínez


Claudia Patricia Jaramillo Mendigaña

 <https://doi.org/10.22533/at.ed.5692228079>

CAPÍTULO 10..... 134

INVESTIGADORES PERSEVERANTES, INVESTIGACIONES “INNOVACTIVAS”

Laura Elizabeth Cavazos González

 <https://doi.org/10.22533/at.ed.56922280710>

CAPÍTULO 11..... 146

LA ACCIÓN COMUNICATIVA EN LA SOCIEDAD HIPERMODERNA

Karen Cruz Ramos

 <https://doi.org/10.22533/at.ed.56922280711>


CAPÍTULO 12..... 154

LAS TECNOLOGÍAS DE LA INFORMACIÓN Y SU IMPACTO EN LOS PROCESOS DE ACREDITACIÓN CACSLA-CACECA DENTRO DE LAS INTITUCIONES DE EDUCACIÓN SUPERIOR

Claudia Viviana Álvarez Vega

Sandra Julieta Saldivar González

Mayda González Espinoza

 <https://doi.org/10.22533/at.ed.56922280712>

CAPÍTULO 13..... 165

MEJORA DEL PROCESO DE ELABORACIÓN DE LADRILLO ARTESANAL CON UNA EXTRUSORA SEMIAUTOMÁTICA


Karen Hernández Rueda

Rivelino Hernández Rueda

Juan Carlos González Castolo

Silvia Ramos Cabral


Sandra Elizabeth Hidalgo Pérez

 <https://doi.org/10.22533/at.ed.56922280713>

CAPÍTULO 14..... 179

MODELOS DE GESTIÓN DE LA INNOVACIÓN Y SU PERTINENCIA CON LAS EMPRESAS COLOMBIANAS

Barrios Meza Fernando José

 <https://doi.org/10.22533/at.ed.56922280714>

CAPÍTULO 15..... 188

NELLY DECAROLIS, UNA VIDA DEDICADA A LA MUSEOLOGÍA

Lucía Astudillo Loor


 <https://doi.org/10.22533/at.ed.56922280715>

CAPÍTULO 16..... 198

PATRIMONIO CULTURAL Y URBANISMO EN XOCHIMILCO, CIUDAD DE MÉXICO

Javier Pérez Corona

María del Rocío Navarrete Chávez

 <https://doi.org/10.22533/at.ed.56922280716>

CAPÍTULO 17..... 212

REDEFINIENDO EL AVISO PUBLICITARIO A LAS NUEVAS REALIDADES

Eduardo Sánchez Bayona

 <https://doi.org/10.22533/at.ed.56922280717>


CAPÍTULO 18..... 226

THE VICIOUS CIRCLE OF SOCIAL SEGREGATION AND SPATIAL FRAGMENTATION IN COSTA RICA'S GREATER METROPOLITAN AREA

Oliver Schütte

Marije van Lidth de Jeude

Florencia Quesada Avendaño

 <https://doi.org/10.22533/at.ed.56922280718>

CAPÍTULO 19..... 240

¿VOLVERÁN LOS ESTUDIANTES CHINOS A ESTUDIAR IDIOMA Y NEGOCIOS EN LA UNIVERSIDAD ESPAÑOLA? CÓMO ENFRENTARSE A NUEVOS RETOS EN LA ERA POST COVID19

Beatriz Irún Molina

Inmaculada Fortanet Gómez

Diego Monferrer Tirado

 <https://doi.org/10.22533/at.ed.56922280719>

CAPÍTULO 20..... 254

UN ESTUDIO DE CASO: LA PARTICIPACIÓN CIUDADANA Y VECINAL EN EL DF (1999-2016)

Irma Campuzano Montoya

 <https://doi.org/10.22533/at.ed.56922280720>

SOBRE AS ORGANIZADORAS.....	267
ÍNDICE REMISSIVO.....	268

CAPÍTULO 3

COLLABORATIONAL METASTRUCTURALISM: ADVANCES IN ORGANIZATIONAL THEORY AND ADMINISTRATION

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ABSTRACT: Pretending to hold forth and develop a congruent, very complete, explanatory and sensible state of the art needs a series of important questions, which must necessarily answered and linked, converging on a deep object of study, on a topic, subject or matter. Adequately presenting the conceptualization of knowledge and its impact on one or several specific areas of philosophy and its relationship with the so-called science or art associated with the topic of interest largely using epistemology. The first of the questions, considering the widely used term, Administration, is it art, practice, method, technique, procedure, use and custom or science? Moreover, that necessarily faces the solution of problems, including improvements or changes. The search for loyalty, permanence and, promise of job, with qualities of polyfunctionality and versatility, adding, multi-job skills of collaborators in organizational structures. Validating through analogies associated with the equilibrium point and the recalcitrant characterization of the competitive strategy, the competitive advantage of collaborators, companies and nations, falling on collaborators, the main effect, forming teams from management, training, integration, appropriation of organizational culture, deep development and performance, directing the appropriate empowerment to self-directed teams. Establish analogies of the fixed cost to the knowledge and control of it, in time, adding the equivalent to the variable costs such as the competitive strategy derived from the prevalence of the collaborator, final inclusion, sales and respective analogy, the competitive advantage, visualizing graphically, analogies, the equilibrium point means the

effectiveness, above it, directions towards efficiency and beyond the effectiveness, not only of the collaborators, but also of the organizational structure.

KEYWORDS: Organizational Structure, Collaborators, Versatility, Polyfunctionality, Labor Multi-ability, Job Promise.

1 | INTRODUCTION

In the past, human settlements gave rise to social organizations, in them, the daily activities of their members forged the knowledge, work tools, processes and gadgets necessary to successfully fulfill their tasks, hunting, hunter; fishing, fisherman; characteristically, they knew all the necessary process and even developed their tools and appropriated their knowledge, transmitting them to their children, from there came some surnames, currently common; At the same time, commercial and administrative activities arise, history also emphasizes the increase in the population and a greater demand, it was necessary more people with appropriate capacities, skills and abilities and the knowledge was transmitted to other people outside the family nucleus.

The specialization in all the necessary process of the activity continued, later carrying out the activities required more time, more effort and, it was not possible to develop all the activities of the process and other people intervened and another type of specialization arises: the warrior did not have time to make their weapons and required a blacksmith to achieve it, the blacksmith did not have time to process the iron and required a smelter, the smelter did not have time to extract the iron and required a miner, a possible endless cyclical chain is observed, This required assuming a responsibility to meet the particular and final objectives.

Attempts to establish a general theory of organizations have been converging, little by little, in a generalized effort that currently encompasses both classical and behavioral theories, as well as systems, contingent, and quality and excellence approaches, embodied in a macro-level view of organizations as socio-cultural entities in which administrative processes act.

Integrate to globalization, be part of world-class companies, promote the exchange of goods and wealth, generating direct and indirect jobs and prosperity in a socially responsible environment, sustainable as well as sustainable, an organizational structure is required, based mainly on knowledge and its human resources, without neglecting technology and the design of administrative tools.

2 | LITERATURE REVIEW

Many ancient peoples and authors have worked extensively with the strategy, the same tactic; they even used it in matters of war (ET AL. Zun Tzu, c. 544-496 BC; Aníbal Barca, c. 247-183 BC).

By the 1910s and later, several authors began in what was called, business intelligence, tactics, strategy, competitive strategy, strategic planning and specified in depth the strategy, competitive strategy, competitive advantage and, in parallel with Competitive Intelligence (c.f. Von Newman and Morgerstern, 1944; Drucker, 1954; Chandler, 1962; Andrews, 1962; Tabatony and Jarniu, 1975; Ansoff, 1976; Hofer and Schendel, 1978; Andrews, Porter, 1982; Halten, 1987; Mintzberg, 1987; Porter, 1987; Nayak, 1995; Gibbons, 1996; Ashton and Klavans, 1997; Bower and Christensen, 1977; Kahaner, 1997; Rodríguez and Escorsa, 1998; Palop, 1999; Thompson, 2001; de Deschamps, Rouach and Santi, 2001; Gray, 2005; Tena and Comai, 2005; UNE 166006, 2011).

Having in an initial space, some public or private corporation, requires transferring what is required to where it is required: Recognize, test, evidence and register technologies; Be aware of trends; Probing reactions, opinions; Study strategies; Make comparisons, evaluations; Identify weak points; Discover opportunities; Reveal potential partners; Warn of some specific indications; today the most precious and best asset to have in an organization is knowledge (its domain, excellence), its success will lie in its potentiality and ability to adjust to change to stay competitive. Today, companies must be able to adapt to meet the required needs and quickly get products or services to where they are required, precisely in a timely manner.

Every company needs to be empowered not to sin of ignorance about the reality of the companies before their competitors, to search, to clarify. Where is it? How is it going? How are you performing internally and externally? How does it intervene in the environment? What are organizational capabilities? What are current and looming threats? What are present and looming opportunities ?, entering the market and non-market, How to go from structure to organizational meta-structure based on collaborators with meta-collaborators?, to discover the problems that prevent you from moving forward with sustainability, effectiveness, productivity , quality and competitiveness privileged to your organization.

Specify, with certainty, address issues about loyalty, constancy and work commitment, with conditions of polyfunctionality and versatility, adding multi-ability, work of collaborators in organizational structures, certifying thanks to analogies linked to the point of balance and the associated distinction of the competitive strategy, the competitive advantage of companies and nations, relapsing in collaborators. The effect, constituting elements from management, training, integration, appropriation of organizational culture, deep development and performance, directing the appropriate empowerment to self-directed teams (c.f. McClelland, 1973 ; Boyatzis, 1982; Woodruffe, 1991; Spencer and Spencer, 1993; Athey and Orth, 1999; Yeung, 1996; Yeung, Woolcock and Sullivan, 1996; de Haro, 2004; Lerma Rojas, 1997; 1998; 2001; 2010; 2011 ; 2014 a, b, c; 2015).

It is essential to work with competitive intelligence, creating a competitive strategy and acquiring a competitive advantage with it, confirming a set of objectives, goals and

strategies capable of strengthening the company's mission in a competitive environment, internally raising its policies and values, consolidating its mission with a vision of prevalence in the external environment. Requiring an organizational structure and collaborators, the firm must duly disclose - according to the mission and vision - What does it do? As it does? Whom does it do it for use? Where is? Where do you do it? Why does he do this? Why does he do it? How to get there? Even, why should the company be successful? even more so, claim customer loyalty and retain it, captivating viable and unsatisfied markets.

In this subject, it is essential to formulate a criterion or guideline that allows immediately getting to where it needs to be created and repeatedly specifying; concretely and feasibly, the strategy to achieve it will achieve this. The thesis is to obtain, clarify the theory starting in its most fundamental perspectives and achieve the superior parallelism of clarification, sculpting the event in the persistent primordial proposal and as a deduction in the compendium of creation of parables, with the purpose of generating knowledge (c. f. Nonaka, 1991; 1994; Lerma Rojas, 2006: 2014 a, b, c).

Too many are the studies, analyzes that were made and continue to be done on the importance of creativity and innovation in the area of human resources and perhaps they have an impact on competitiveness, in many companies, but why they don't, want to grow? Market segmentation and the support that the state provides; with this, they could be the support and starting point for companies and associated sectors. It is indisputable truth that any study about human resources is complex and, linking it to aspects outside the work and those of the collaborators' work, with the potential to include variables such as culture, increases the degree of difficulty. An effort must be made to reduce it, considering companies, relying on relevant information and obtaining from an instrument (c.f. Lerma Rojas, 2006).

This treatise attempts to define the roots, factors and / or parameters that incur the phenomenon of organizational meta-structure and the meta-collaborators, abilities and skills associated with competitiveness and, the possible relationship of factors outside the work and work itself, focused on intrinsic and extrinsic characteristics of the hired personnel (c.f. Lerma Rojas, 2006; 2014 a, b, c).

- Some of the problems to solve:
 1. What factors stay related in the prevalence of knowledge, with organizational structure and development, productivity and business competitiveness?
 2. In what and / or what conditions are the factors outside and specific to the job, the intrinsic and extrinsic characteristics of the hired personnel, related to productivity and business competitiveness?

Any theoretical, imperative discussion, more relying on the problems and methodological derivations inclined to the solution of them and, the potential of relocating the agreements as permissible milestones to obtain organizational effectiveness, achieve

in prospective, a positive effect in utility effects and in refining the path to organizational success.

- The objective of the investigation:
 - Generate timely assertion, applying derived knowledge; inducing deductions, in a process of organizational meta-structure with meta-collaborators involved in competitive intelligence.

The limitations lay in the information obtained and it was subject to the availability and appreciation of the interviewees, adding the assumptions preliminarily discussed by the notable authors in the knowledge and the particular appreciation of the author.

The basic scopes, which are managed, is that of an analysis to achieve a series of strengths and potentials and to know with what degree of efficiency the concepts of organizational meta-structure and meta-collaborators are associated with the aspects of polyfunctionality, versatility and multi-skill work.

The scopes were delimited based on the results obtained according to the data collected and analyzes carried out with the different techniques used. As in any of the inquiries and searches, this study is as valid as the variables are valid in the arrangement in which the variables evaluate the concepts they set out to measure.

Depending on the research objective, it intended to derive the relevant analogy and the operation of a balance point scheme for the integration of knowledge and its association with strategy and competitive advantage in accordance with competitive intelligence with the terms of versatility, polyfunctionality, multi-job skills added to organizational development and the organizational meta-structure with the meta-collaborators.

3 | RESEARCH METHOD

The study had a common basis to the methodology used for the analysis of social phenomenology, which implied generating an updated diagnosis of companies, people unionized to work activities, professionals, researchers and those interested in the reference topics, followed by a tour of the area, including participant observation.

The procedure for choosing the interested parties to study involved field trips. The observation, It was carried out in one year and considered previous studies. The area of study, specifically social, considering Social Anthropology as a discipline of study, taking into account labor, economic and manufacturing activity, its impact on the environment, economic and social. The Municipality of Durango, Mexico, the place was chose, as area study.

For the type of research, general social and scientific research. The type of research study, defined as: exploratory, longitudinal, with an emphasis on cross-sectional and cohort development, considering the different ages, opening dates, and social evolution; descriptive, observational, qualitative because it tried to satisfy the curiosity to find why and

how they adapt socially in the localities, with minimal guides on questions.

In the design of the research study (Study method), the inductive-deductive method of research was used to achieve generalizations and then explain them, all this also taking into account the real observation and the experiences of those involved. Questionnaires related to the value chain, SWOT and PESTAL analysis were added. Once certain generalizations were established, and deductively analyzed to establish the possibilities of relating the determined factors, synthesizing the main results (c.f. Lerma Rojas, 2006; Lerma Rojas and Lerma García, 2014 c, d).

The Subjects, from the different colonies that Ciudad Victoria de Durango has. For the inclusion - exclusion of subjects, those over 25 years of age, randomly selected, and those over 55 years of age were included, trying to obtain information from both those who start their productive life and those who have lived and had experiences in activity work and identify the characteristics, situations or factors that allow equating the phenomenon, in the negative and positive situations that were derived from the responses (INEGI: DENU, 2016).

The minimum guidelines of questions them applied to people and according to age, an archival and documentary search it carried out. For data intervention. Of the guides, they were only collected and captured in a matrix of interrelationships, to detect similarities and discrepancies, with their characteristics and a preliminary analysis was made to carry out in-depth what the situations or factors were, integrating the negative, positive and form aspects, to relate to the phenomenon under study. From the Statistical Design, as it is a descriptive study, only were counted similarities and discrepancies, with frequencies and percentages

In addition to the testimonies, key in the matter, the bibliographic and newspaper review on related topics that enriched. The accumulation of this information formed the theoretical support of the study.

4 | RESULTS

Considering in essence to relate the concepts of polyvalence, polyfunctionality, multi-skill work, organizational meta-structure and meta-collaborators, even more to explain linking them congruently and focusing their results on the permanence of collaborators with a promise of effective work, managing to integrate them, reaching the appropriation of culture particular organizational, with deep development and performance, directing the appropriate empowerment to self-directed teams. Initially establishing this issue, one must know something of great importance competitiveness, understanding it as a business ability to compete in the markets for goods or services, based on or supported by effectiveness, productivity, quality and response time, specifying in the series of related platforms, integrating that of design, development, costs, purchasing, production, control, logistics,

advertising.

4.1 First approximation

The proposed objective, it allowed establishing a significant process that involves the relevant factors and aspects of interest. As a premise one, the knowledge, it does not accumulate, it only expands or contracts based on its logical derivations. It reasoned with the appropriate arguments and foundations, adding to this the domain. It based on the experience acquired and compared with a continuous learning curve of the collaborators in the organizational structures. It is what allows affirming the development of the metacollaborators, exemplifying, according to the process presented graphically. It allows in specifying the need for complete teams in which each member knows the entire process and has multi-skills - it is multi-functional, multi-purpose - with this, at any time it develops the activity of the process effectively, competitively and in the shortest response time:

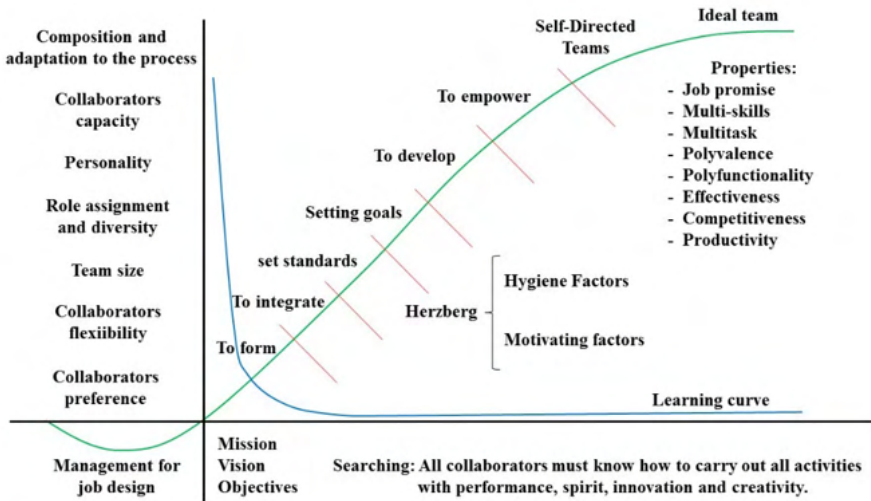


Figure 1. - Collaborational Meta-structuralism Process.

Source: self-made.

Like any other member of the team, its selection, It is based on the management for the design of the work. It is initially considered a process of recruitment and selection of personnel based on the organization and procedures manual, verifying their strengths, opportunities, weaknesses and threats, visualizing the formal training and training needs, at the same time the composition and suitability characteristics of the process are reviewed, verifying their personality, capabilities, preferences and flexibility. Regarding team building, comparing with a growth curve, without decline, the prevalence over time is sought effectively

and developing the capacities of collaborators and teams to the maximum.

It is about training, integrating, regulating, setting objectives, developing, empowering, forming self-directed teams, to fully exploit their capabilities, widely achieving that everyone can develop all the activities of the process, at maximum performance, effectively and in the shortest time response, in this way, achieve maximum productivity of the organizational meta-structure and the ideal teams of meta-collaborators.

4.2 The Point of balance

Complementing the part one associated with the competitive advantage. It is necessary to consider the contributions on the one hand, of the theory of comparative advantage (c.f. ET AL.). It developed by David Ricardo 1772-1823; at the beginning of the 19th century. Its basic postulate: Even if a country does not have an absolute advantage in the production of any good, that is, although it manufactures all its products more expensively than in the rest of the world, it will be convenient for it to specialize in those goods for which its advantage is comparatively greater or its disadvantage comparatively less. This theory supposes an evolution with respect to the theory of Adam Smith 1723-1790. For Ricardo, the decisive factor in international trade would not be the absolute costs of production in each country, but the relative costs.

The starting point of Ricardo's explanation based on his theory of value. This rule governs the relative value of goods within a country and is not the same as that which governs the relative value of products exchanged between two or more countries. According to Ricardo, it is the relative or comparative cost (of labor) of the goods in each country, instead of the absolute costs, which determines the value in international exchanges. While competitive advantage, it was developed with particular skills (Technology, brands, work teams) in a company and can be extended to an industry.

The basis for above-average performance within an industry is sustainable competitive advantage. This implies developing an analysis of the industry, thus, establishing a competitive strategy (With it, offensive or defensive actions are taken to organize a defensible position in an industry, in order to successfully face the competitive forces.), Porter, (1987). He contributed to the analysis of the industry with the five forces, formulating the structure of the industry where it competes, in addition to the position of the company in the industry, implying the development of a strategy.

Specify the need to compare qualitatively and quantitatively, with a vital emergency of valuation and evaluation, based on the knowledge acquired and applied in all types of contingencies:

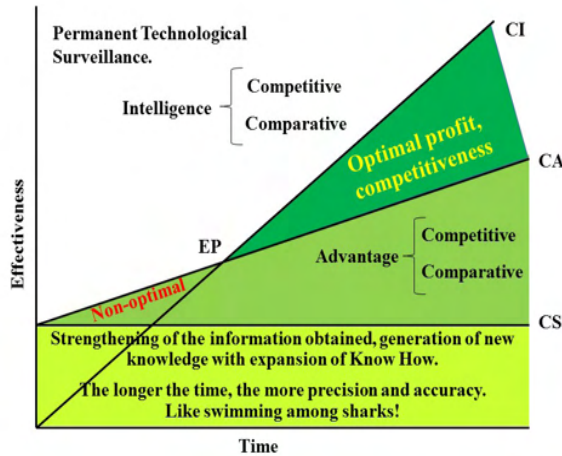


Figure 2. - A point of balance to the game.

Source: self-made.

Like an analogy, that of the equilibrium point. Applying it to the Competitive Intelligence (CI) process, in this case the equivalent to the fixed costs corresponds to the Competitive Strategy (EC), the variable costs to the Competitive Advantage (VC) and sales to the CI. The company, during its development, continues to learn from the beginning of the process and as in everything, resistance, strength, speed, optimization of time, resources acquired and with it matures, it prevails in the weather. In this case, the consolidation of the information obtained, the generation of new knowledge, the increase in competitiveness and productivity (Based on the reduction of response time) establishes the Competitive Strategy, coupled with this, the effectiveness support, provides the Competitive Advantage.

With this performance, the meta-collaborators gain differentiation and represents that they intend to be insurmountable in their process, with these dimensions it is suggestive they will be widely valued in the competitive environment and will allow them to maintain their advantage. Similarly, the organizational meta-structure reflects in its environment its effectiveness and competitiveness. Also sustainable and sets the standard for success. In addition, it manages to create value for its clients. Four factors: it interests the client because it satisfies their needs, changes in a concrete way, it is sustainable and supportable, it done right from the beginning and its response time is minimal. Other important characteristics can be associated, such as the platform of: suppliers, price, production, logistics, marketing and distribution.

4.3 The Organizational culture

Organizational culture has several effects and outlines fundamental characteristics on the behavior of its collaborators. Which further perpetuates the existing culture and refines

it, globalizes it internally. Will have effects on the retention and voluntary rotation processes. In such a way that in the purpose there is a greater correspondence between the values of the workers and the organizational culture, the greater the employee's commitment to the organization and the lower the rate of turnover or voluntary abandonment, leadership and decision-making styles also will be affected by cultural contingencies, adding entrepreneurial behaviors.

The culture of the company is the set of proceeding ways, considering and maturing that shared among the collaborators of the organization and are those that resemble the company before customers, suppliers and all those who know of its performance (Interested parties).

Administrators must maintain strict custody, in order to positively enhance their values and strengthen their culture, as a mechanism of organizational authority in the internal environment as well as the external, achieving positive influence, complementing that it will invigorate their CI:



Figure 3. - Important factors.

Source: self-made.

As proposed in figure 2.-, the transcendental impulse is in being, balanced for the meta-collaborator and therefore the company, at the same time effectively and productively doing the tasks empowered in its essential objective, mission and vision, greater Know How.

4.4 Sequencing and knowledge development

Establishing as a purpose a general theory of organizations converges; in a generalized effort in them, the administrative processes act according to the quality of work of the collaborators. Thus, propose to carry out an evolutionary study, in which inductive-deductive methods are involved, as well as analytical-synthetic ones, pretending to explain

based on the most powerful tool developed by human beings, which has invariably prevailed for centuries, allowing generating new knowledge, the assumption:



Figure 4. - Evolutionary analysis generator of knowledge.

Source: self-made

It is clear, the essence of the basic information is provided by the data obtained in nature and whose main characteristic is associated with its probabilistic behavior (Random), once understood and handled on paper, its handling is deterministic (Stochastic), the reliability of this information allows you to expand or contract inherited knowledge.

5 | CONCLUSIONS

The amount and formality of an organization will depend on its adjustment to the environment, but above all on its influence and, on the strategy that been defined, applied, influencing its ability to organize and adapt to changing conditions, influenced by globalization. In this way, changes in the environment must lead to changes in strategy and organization, through results, the organizational structure will also change and will conform as much as possible self-directed teams and with the delegation of fully granted responsibilities.

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ÍNDICE REMISSIVO

A

Actividades lúdicas 80, 81, 82, 83, 85, 86, 88, 90, 91, 92, 93, 94

Análisis estructural 1, 4

C

Climatic comfort 65

Collaborators 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 238

Comercio 18, 55, 56, 57, 60, 98, 106, 108, 109, 110, 111, 112, 116, 117, 118, 120, 121, 125, 126, 127, 128, 129, 131, 132, 184, 185, 204, 242

Conectividad 134, 143, 156

Conversus 1, 3, 4, 5, 6, 7

Créditos formales 52, 53

Créditos informales 52

Cultural landscapes 65, 68

D

Divulgación científica 1, 2, 3, 4, 7, 8

E

Economía digital 97, 98, 99, 100, 101, 102, 105, 106, 107, 108, 109, 110, 112, 113, 115, 116, 117, 118

Educación 2, 9, 10, 54, 62, 63, 97, 117, 138, 139, 140, 141, 154, 155, 156, 157, 158, 159, 160, 163, 164, 192, 196, 240, 241, 242, 243, 244, 245, 249, 250

Educación superior 97, 139, 140, 154, 155, 156, 157, 158, 159, 160, 163, 164, 240, 242, 245, 250

Encuesta 10, 12, 17, 52, 56, 62, 90, 91, 92, 118, 237, 263, 264

Entorno 43, 53, 55, 81, 104, 120, 121, 124, 125, 185, 186, 191, 199, 201, 202, 203, 205, 223, 245, 251

Estrés 80, 81, 82, 83, 84, 85, 86, 88, 90, 91, 92, 93, 94, 95, 96

Estudiantes chinos 240, 241, 242, 243, 244, 245, 246, 248, 249, 250, 251

Estudios empíricos 120

F

Fraude 10, 15, 16, 17, 18, 19, 20, 106

I

Identity 49, 50, 51, 65, 67, 68, 70, 79, 188, 234, 235, 237, 252

Inclusión 52, 61, 62, 63, 86, 134, 143, 184, 198, 201, 206, 259

Instituto Politécnico Nacional 1, 3, 186, 198

Integración 94, 109, 112, 120, 128, 157, 158, 183, 184, 204, 251

Internacionalización universitaria 240

Investigación 1, 2, 4, 8, 9, 10, 11, 12, 15, 19, 21, 22, 38, 40, 41, 42, 45, 47, 49, 53, 56, 58, 63, 86, 87, 94, 95, 96, 98, 99, 104, 105, 107, 112, 113, 116, 117, 121, 122, 126, 131, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 146, 147, 152, 156, 158, 160, 169, 180, 182, 185, 186, 187, 189, 207, 212, 244, 245, 251

J

Job Promise 25

M

Microempresarios 52, 53, 55, 56, 58, 59, 60, 61, 62, 63, 64

N

Negocios internacionales 120, 131, 159

Nueva educación 240, 249

O

Orden económico internacional 120

Organizational structure 25, 27, 34

P

Pandemia 87, 121, 195, 240, 242, 243, 244, 245, 247, 248, 249, 250

Participación 41, 48, 80, 81, 82, 83, 85, 86, 88, 90, 91, 92, 93, 94, 99, 112, 115, 126, 127, 129, 138, 157, 194, 199, 206, 207, 243, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266

Plataformas digitales 97, 105, 113, 147, 151

Política comercial 120, 121, 126, 129

Polyfunctionality 24, 25, 26, 28, 29

R

Reconocimiento 1, 56, 80, 81, 82, 83, 85, 86, 88, 90, 91, 92, 93, 155, 156, 158, 159, 183, 255

Revista de divulgación 1, 4, 8

S

Social architecture 65

Sustainability 26, 35, 51, 65, 226

T

Tecnologías de la información 97, 98, 102, 105, 108, 117, 154, 164


V

Validar 10, 94, 121

Versatility 24, 25, 26, 28, 35

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