

## Economic and social analysis of the Mixquiahuala de Juárez Hidalgo MSMEs, a perspective for the generation of collaboration networks

### Análisis económico y social de las MiPymes de Mixquiahuala de Juárez Hidalgo, una perspectiva para la generación de redes de colaboración

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#### Abstract

The main objective of this article is to present the current situation of offline and online market of mypimes of Mixquiahuala, towards the integration of collaboration networks, the market situation was investigated regarding the thought of whether the supermarkets or wholesaler stores They have caused the business to lower their sales. We investigated whether the owners of the businesses have made an online purchase, identify their competitors. Tortillerias pollerías butchers, stationeries, bakeries, grocery stores, groceries. The methodology of quantitative research was used to apply a survey on the application of offline and online markets. Contributes with the present article to awaken the interest and knowledge of online technologies to compete with the big companies that have wreaked havoc in the economy of the municipality.

**Online and offline market, Technology, Economy**

#### Resumen

La presente investigación tiene la finalidad de identificar la situación actual de desarrollo económico de las MSMEs del municipio de Mixquiahuala de Juárez Hidalgo, por ser éstas las de mayor impacto económico en la región y como aplican la gestión estratégica y el uso de las tecnologías de información y comunicación, así como las herramientas y métodos que utilizan para ello, a fin de detectar oportunidades de mejora y proponer alternativas de solución basadas en esta información. Dicho estudio se desarrolló mediante la metodología de análisis de clúster y experimental, donde los hallazgos fueron que los empresarios de la región no está convencidos de la utilización de las tecnologías de información y comunicación, considerando estas como un gasto y no una inversión y, por ende, dejan de lado la oportunidad de crecimiento, por otra parte la mayoría de los comerciantes consideran que no es viable contar con redes de colaboración, pues consideran que los llevaría a tener rivalidades y competencia desleal, en donde solo unos cuantos tendrían beneficios; no obstante otro problema que aqueja a los es la situación económica que se vive actualmente, lo que también los lleva a disminuir en gran medida sus ventas y por ende utilidades.

**Mercado online y offline, Tecnología, Economía**

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## Introduction

Collaboration networks is a new cooperation strategy that has caused great impetus in both public and private organizations, due to the scope that has been achieved with this new method, it is equivalent to a group of people with the same common goal. They work as a team to achieve the same objectives, always taking into account their responsibilities; it is an exchange of information, experience and often of organizational culture. It is said that you have a horizontal structure what this means that leadership is very important since it is not taught and submitted but decisions are taken together to have a common goal always looking for the joint benefit, achieved greater productivity. (Morales Hernandez, Ramirez Carvajal, & Silva Beltran, 2012)

Collaboration networks in many cases are worked in universities that seek entrepreneurship of students working in conjunction with full-time teachers to develop projects. (Sebastian, 2000) In Mexico, this system has not yet been positioned due to the lack of information on this topic. According to the PRODEP (Teacher Development Program) there are 2 types of networks, cooperation and collaboration in their operating rules, these networks are characterized by (DOF, 2014):

- a) Expand or complement Lines of Generation and Innovative Application of Knowledge cultivated by the participating groups.
- b) Encourage the joint execution of research or study projects.
- c) Develop solutions to problems of regional or rational interest, based on research.

## Literary review

According to (Caravaca Barroso, 2009) considers 4 types of collaboration networks which are: those of production, based on business relations according to the elaboration of the product; those of companies, which are based on using common services; those of organization, which include those companies that cooperate, help and emphasize at the same time that they compete; and those of development, are those that integrate companies, institutions, organizations and associations that carry out projects in common.

Based on collaborative networks, it considers 3 types of logic that supports the different networks; the personal logic that is mainly based on the direct knowledge of each of the individuals that make up the work team; the logic of the market supported by professional meetings, congresses; and the institutional logic is driven by public and private organizations. (from the Rúa, 2008)

There are different theoretical interpretations of the socio-economic dynamism of certain areas that basing their competitiveness on the existence of different business networks and their ability to obtain knowledge, are successfully integrated into an economic system. There is a great importance of local business networks for the competitiveness of the territories since within this is what is the innovative means within the companies.

The socio-institutional networks pursue the efforts but more than that the creation of synergies that make it possible to increase individual and collective capacities, competences and abilities, through the establishment of cooperation ties, common objectives can be reached whose results, tangible or intangible, positively revert to society as a whole. (Morillas, 2012)

(Miguel, 2012) According to the article on business networks of productive collaboration, it defines business networks as a series of economic actors united as nodes to collaborate with each other; it also talks about the 2 types of networks such as the vertical and horizontal networks; the horizontal network deals with companies that have a similar production, are usually quite closed and try to reduce the entry of other companies and increase their market share; the vertical network deals with companies that have different scales of production and always have benefits among themselves, being also the output of some is the input of others, which is expected a high in the scale of the economy.

These networks can have a very heterogeneous component, especially if they are young companies that seek to consolidate in order to have a broader market or high-tech companies that share inputs with the same branch of consumers, although in general they can be smaller networks and more concrete purposes.

It also talks about the triadic force which says that if 2 companies are not linked to each other, they collaborate with a third, it is likely that the 3 merges to achieve their own objectives together. In this letter he talks about the possibilities of fissioning with companies which have same goals in common to be able to collaborate with each other, in many areas of the organization such as: norms, values, organization, productive sector, consumers, geographical areas etc.

According to the magazine REDES, he talks about the new way in international cooperation has grown through the new technology and innovation and this in order to relate to the strategic alliances of the companies. The main changes in which there has been more impetus are in its modalities and instruments.

The evolution in the cooperation networks allows that it be concluded that the networks not only constitute an instrument not only of cooperation but that it is used as an organizational model for the institutional strengthening of the companies.

### Typology of cooperation networks

Innovation networks are to facilitate interactions between scientific, technological, industrial, financial and market environments, showing their ability in different areas, both in the technological diffusion in different productive sectors.

A variant of the innovation networks, but with their own characteristics, are the technological services networks. The third area in which networks can be classified is geographically, called national, regional and international. From here the following data collected given the global environment.

### Collaboration networks worldwide

(Amador, 2017) Knowledge has become the best means of social advancement, said Ana Botín, president of Banco Santander, on Tuesday, announcing the creation of a global network of collaboration between universities and entrepreneurs in order to share projects and find financing to carry them out.

### Collaboration networks at the national level

The REBICS is a collaboration network between Libraries of Higher Education Institutions, both public and private, that belong to the National Association of Universities and Institutions of Higher Education of the Mexican Republic A.C. (ANUIES), which is a non-governmental, pluralistic association that brings together the main higher education institutions of the country, both public and private, whose common objective is to promote integral improvement in the fields of teaching, research and the extension of culture and services. (Santiago, 2012)

The National Association of Universities and Institutions of Higher Education (ANUIES) of Mexico Founded in 1980, it is the body that brings together public and private higher education institutions in Mexico. The members of the ANUIES are 180 institutions.

According to (Meneses, 2016) in the 2016-2022 cycle, it will contribute to a greater economic growth, inclusive that reduces the income inequality among the Hidalgo people and guarantees their well-being. Since according to the percentage of 20% of the population with income below the minimum welfare line measures the participation of the population that even when using iodine their income in the purchase of food, they can not acquire what is necessary to have adequate nutrition. That is why it is intended to create new formal jobs with an increase of 10,000 jobs in the aforementioned period.

One of its strategies is to support entrepreneurs who are interested in starting an occupation project on their own, managing resources that allow the population to start, grow, strengthen or consolidate their business before general and state and municipal institutions. (Olvera)



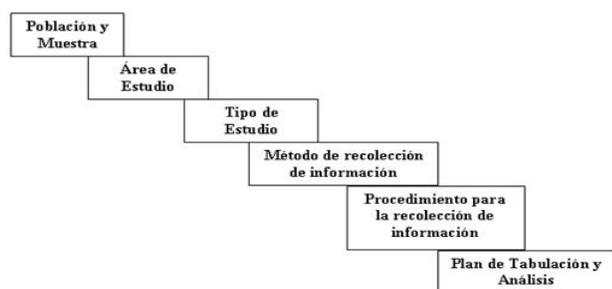
**Figure 1** Collaboration networks  
Source: Escanet Creativa (2018)

Figure 1 shows a scheme of Escanet Creativa, in which emphasis is placed on collaboration, organization, marketing, networks, world, etc. same that are related to be able to develop the maximum potential for business.

**Methodology to be developed**

In this phase of development, the impact of obtaining data on time and the emotional state of the student will be reflected, directly impacting the results. (Hernández Sampieri, Fernández Collado, & Baptista Lucio, Research Methodology, 2014)

In addition to using the quantitative and qualitative method with the application of surveys in order to know the opinions of different students (Figure 2).



**Figure 2** Procedure for the quantitative analysis of information

Table 1 shows the total number of businesses surveyed per colony in the Municipality of Mixquiahuala de Juárez, Hgo. where it is observed that the largest population assisted for this research was the Colonia del Centro, which is where there is a larger population.

	Reform	Tehe	The Danfhi	The station	Center	The Calvary
Bakeries	one	two	one	4	13	6
Purifiers	0	one	0	0	0	0
Tortillerías	7	8	3	4	13	10
Groceries	18	32	eleven	17	68	40
Rebates	two	two	0	one	fifteen	3
Pollerías	9	3	0	4	16	4
Butchers	4	5	0	one	17	5
Others	0	0	0	0	0	0
	41	53	fifteen	31	142	68

**Tabla 1** Colonies surveyed in Mixquiahuala, Hgo. first part

Table 2 shows the continuation of businesses surveyed in the municipality of Mixquiahuala de Juárez, Hgo., Noting that the Taxhuada colony, is the largest, since it is the second colony with the largest population within the municipality.

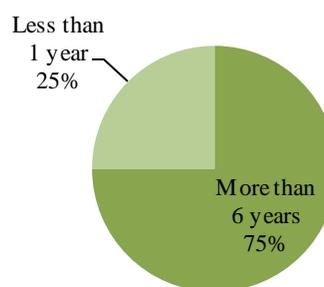
	The sorrow	The Tiger	Taxhuada	Two Hill	TheBondho	TheVeg	Third Demarcation
Bakeries	two	5	3	0	two	0	0
Purifiers	one	0	one	0	0	0	0
Tortillerías	8	3	10	0	8	one	0
Groceries	25	10	69	0	35	one	one
Rebates	two	two	7	0	one	0	0
Pollerías	one	two	7	0	5	0	0
Butchers	one	one	6	0	two	0	0
Others	0	0	0	one	0	0	0
	40	2.3	103	one	53	two	one

**Tabla 2** Colonies surveyed in Mixquiahuala, Hgo. second part

**Results Analysis of the surveys**

**Stationery**

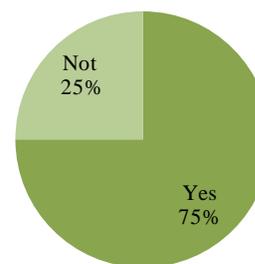
How many years have you been offering your products or service?



**Figure 3** Question 1 of stationery

Figure 3 shows that the response obtained is focused on the age of the business and it was obtained that most of the businesses are more than 6 years old.

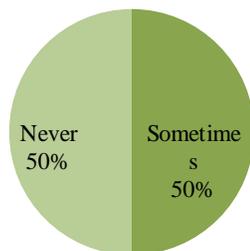
Do you currently have your main competence identified?



**Figure 4** Stationery question 2

Figure 4 shows that most owners know who their main competition is and work in forced marches before them.

**Do you think you have been affected in your sales by the presence of large supermarkets or shopping centers that are in your area?**

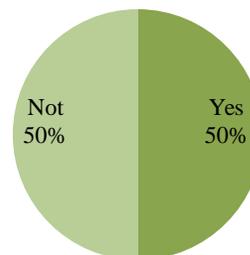


**Figure 5** Question 3 of stationery

Figure 5 shows that for half the businesses it has been a great impact the fact that there are large supermarkets or shopping centers and sometimes their sales decrease, instead says that 50% of business does not affect them the fact that there are such companies around.

Figure 7 shows that most of the businesses surveyed, that is, 75% if they know how to sell their products online.

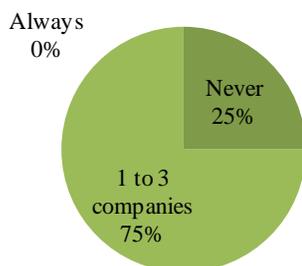
**Do you currently have internet service?**



**Figure 8** Question 6 of stationery

Figure 8 shows that the online market still needs to be disseminated, since only 50% of merchants have purchased a product through this medium.

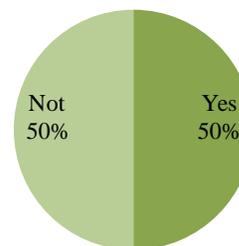
**Have you seen the disappearance of micro businesses by the arrival of large companies in your area?**



**Figure 6** Question 4 of stationery

Figure 6 shows that at the arrival of large companies, 75% of businesses have only disappeared from 1 to 3 micro-enterprises, that is, the arrival of large companies does not directly affect micro-enterprises.

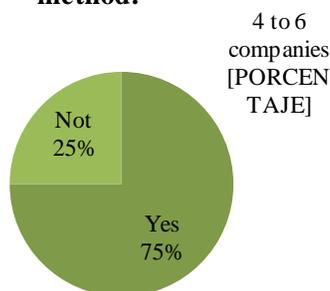
**¿Would you be willing to sell your products or services online?**



**Figure 9** Question 7 of stationery

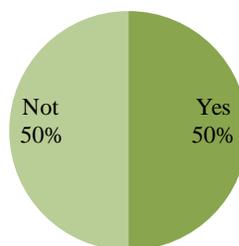
Figure 9 shows that 50% of traders are NOT willing to sell their products online, this is because they still believe that the way to sell online is not efficient and very complex, while 50% of traders are willing to sell online as it is currently an effective way to sell your products.

**Do you know the new online sales method?**



**Figure 7** Question 5 of stationery

**Have you purchased any online product or service?**



**Figure 10** Question 8 of stationery

Figure 10 shows that 50% of businesses have Internet service since it is important to have such services currently, while the other 50% of businesses do not have this service for different reasons according to their level socioeconomic.

**Would you like to know more about the online sales method?**

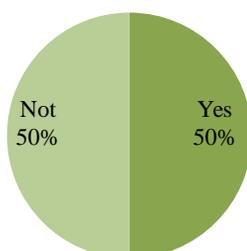


Figure 11 Question 9 of stationery

In Figure 11 it shows that 50% of the businesses are NOT interested in knowing the online sales modality, since they are businessmen that are still closed to opportunities or in their case due to lack of capital, while the other 50% are interested in knowing this modality because it is an opportunity to increase its sales in the market.

**Tortillerías**

**How many years have you offered your products or service?**

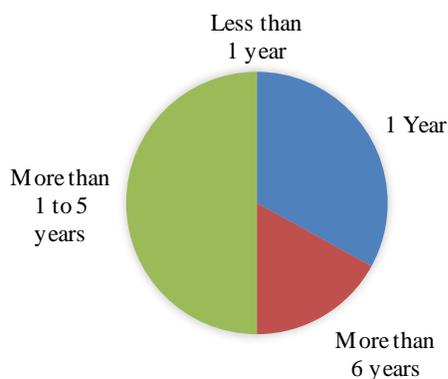


Figure 12 Question 1 tortillerias

Figure 12 shows the antiquity of the businesses and says that the majority have from 1 to 5 years offering their products.

**Do you currently have your main competence identified?**

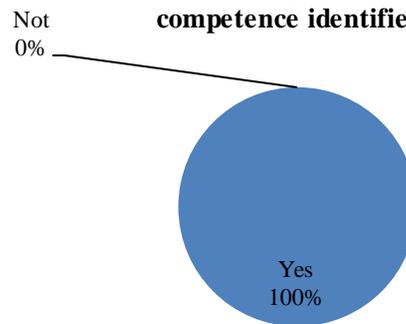


Figure 13 Question 2 of tortillerias

Figure 13 shows that all the traders know who their main competition is and the strengths that you have.

**Do you think you have been affected in your sales by the presence of large supermarkets or shopping centers that are in your area**

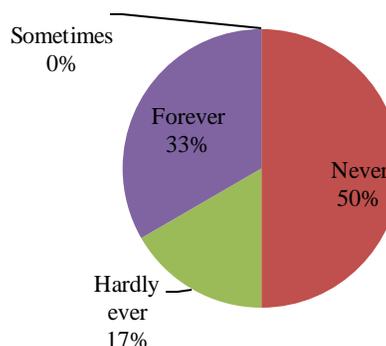


Figure 14 Question 3 of tortillerias

Figure 14 shows that half of the businesses were affected by the arrival of large stores or supermarkets while the other half claimed to have had no damage to their sales.

**Have you seen the disappearance of micro businesses by the arrival of large companies in your area?**

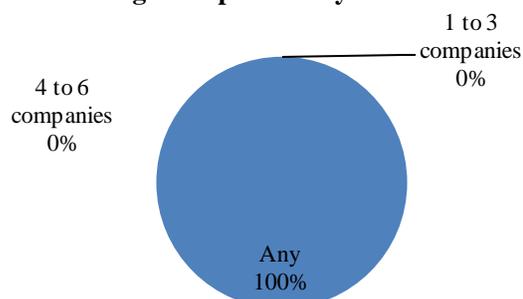
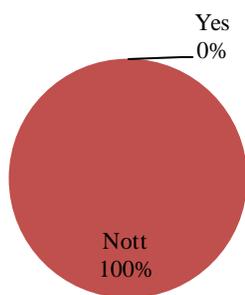


Figure 15 Question 4 of tortillerias

In Figure 15 shows a local mypyme has never disappeared due to the appearance of a supermarket.

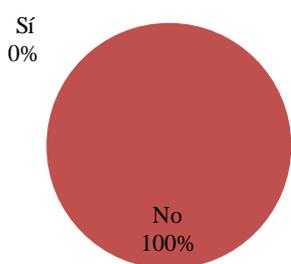
**Do you know the new online sales method?**



**Figure 16** Question 5 of tortillerias

Figure 16 shows that tortilla merchants do not have the slightest idea about online sales.

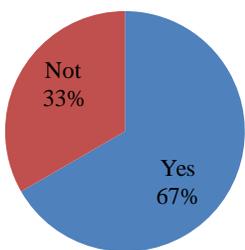
**Has purchased a product or service online?**



**Figure 17** Question 6 of tortillerias

Figure 17 shows that you have no idea of buying for sale because you have never purchased a product online.

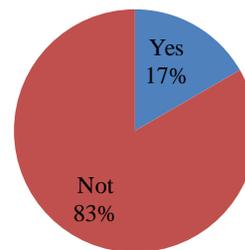
**Would you be willing to sell your products or services online?**



**Figure 18** Question 7 of tortillerias

Figure 18 shows that this result is due to the fact that they do not trust collaboration networks as well as online sales, but they would like to learn more about it to market their products.

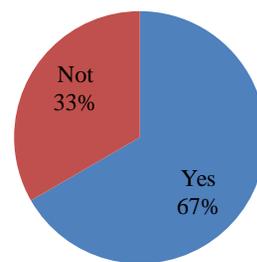
**Do you currently have internet service?**



**Figure 19** Question 8 of tortillerias

In Figure 19 it is perceived that merchants do not have the most Internet service but they would be willing to obtain it to improve their profits.

**Would you like to know more about the online sales method?**

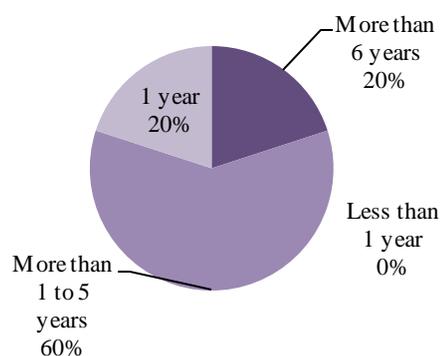


**Figure 20** Question 9 of tortillerias

Figure 20 shows that although the vast majority of merchants do not know about online services if they are willing to know more about them to use them as a sales tool and multiply their profits.

**Butcher shops**

**How many years have you been offering your products or service?**



**Figure 21** Question 1 of Butcher shops

Figure 21 shows that 60% of the butcher shops in the municipality of Mixquiahuala have been offering their products and / or service for more than 1 year up to 5 years, which indicates that they already have time in the market.

**Do you currently have your main competence identified?**

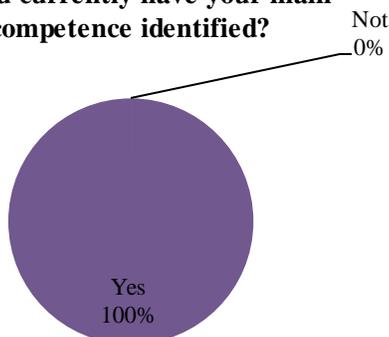


Figure 22 Question 2 of carnicerías

Figure 22 shows that 100% of the businesses surveyed in Mixquiahuala currently have identified their main market competition.

**Do you think you have been affected in your sales by the presence of large supermarkets or shopping centers that are in your area?**

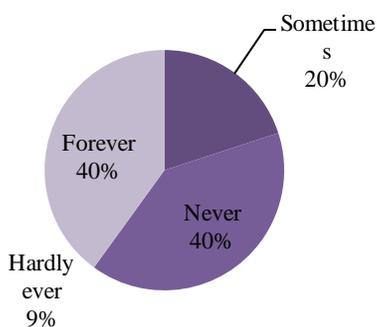


Figure 23 Question 3 of carnicerías

In Figure 23, question 3 shows that 40% of businesses never affect their sales due to the presence of large supermarkets, while the other 40% say that it always affects them since people prefer to buy their products either through the price or comfort, being that the remaining says that sometimes if they are affected and it is because of them that their sales decrease.

**Have you seen the disappearance of micro businesses by the arrival of large companies in your area?**

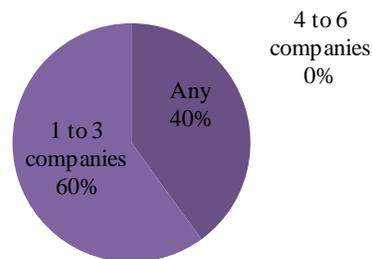


Figure 24 Question 4 of carnicerías

Figure 24 shows that most businesses say they have only seen the disappearance of 1 to 3 micro companies by the arrival of large companies, this means that the arrival of these do not directly affect the micro. - companies that are in their environment.

**Do you know the new online sales method?**

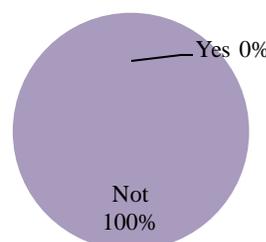


Figure 25 Question 5 of Butcher shops

Figure 25 shows that 100% of the businesses that were surveyed do NOT know the online sales method of products and / or services, this is due to a lack of products and / or services.

**Have you purchased any online product or service?**

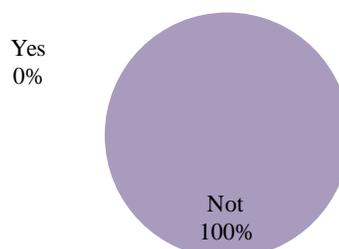
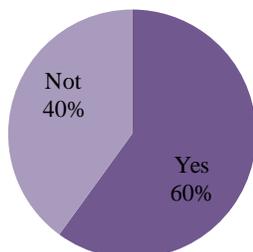


Figure 26 Question 6 of Butcher shops

Figure 26 shows that 100% of the businesses that were surveyed have NOT purchased or contracted any type of product or service online services since they do not trust such networks, they think it is a very difficult way to acquire it.

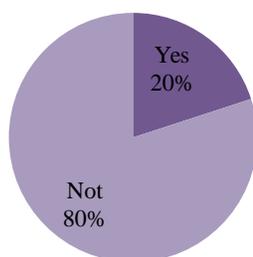
**Would you be willing to sell your products or services online?**



**Figure 27** Question 7 of carnicerías

Figure 27 shows that most businesses are willing to sell their products and / or services online since it is a new way to increase their sales, satisfying the customer in a very efficient way.

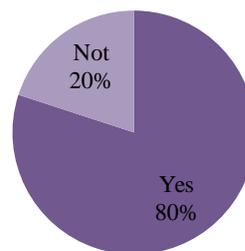
**Do you currently have internet service?**



**Figure 28** Question 8 of Carnicerías

Figure 28 shows that 80% of the businesses do NOT have Internet service, this is due to lack of capital in the micro companies or simply because of the lack of knowledge about the technology at present, while 20% do not they have internet service since it is an indispensable tool to improve day by day.

**Would you like to know more about the online sales method?**

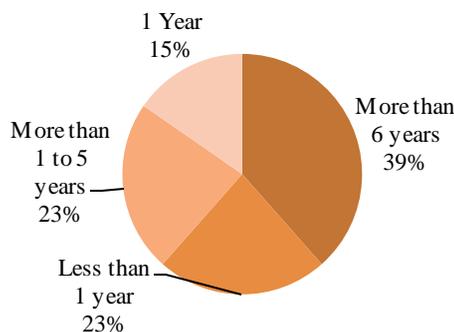


**Figure 29** Question 9 of carnicerías

Figure 29 shows that 80% of the micro companies are interested in knowing more about the online sales modality since this can have a positive change for their companies, while 20% would not like to know about the fear of change.

**Groceries**

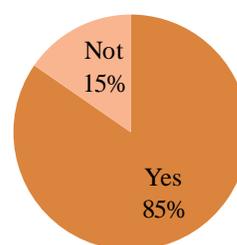
**How many years have you been offering your products or service?**



**Figure 30** Question 1 of groceries

Figure 30 shows that 39% of micro-companies have been offering their products for more than 6 years in the market.

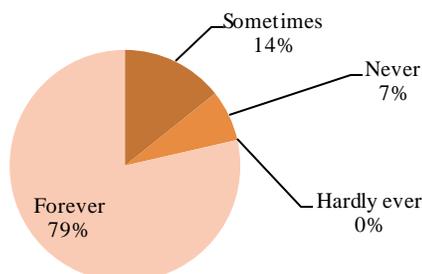
**Do you currently have your main competence identified?**



**Figure 31** Question 2 of groceries

In Figure 31 it is shown in the previous graph that most merchants have their main competences well identified.

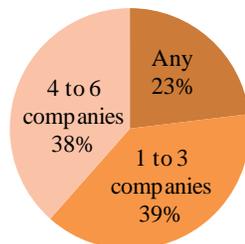
**Do you think you have been affected in your sales by the presence of large supermarkets or shopping centers that are in your area?**



**Figure 32** Question 3 of groceries

Figure 32 shows that 79% of merchants have sales as a result of large supermarkets.

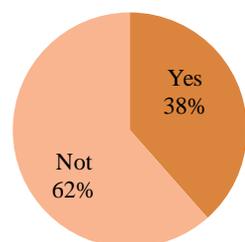
**Have you seen the disappearance of micro businesses by the arrival of large companies in your area?**



**Figure 33** Question 4 of groceries

Figure 33 shows that 39% say they have seen 1 to 3 mypimes disappear due to the arrival of supermarkets, while 38% say they have seen 4 to 6 disappearances.

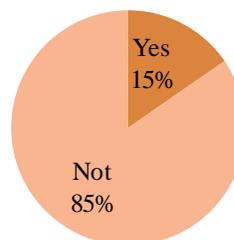
**Do you know the new online sales method?**



**Figure 34** Question 5 of groceries

Figure 34 shows that the vast majority of grocery stores in Mixquiahuala say they have no idea of online sales.

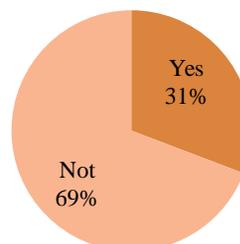
**Have you purchased any online product or service?**



**Figure 35** Question 6 of groceries

In Figure 35 it is shown that as a consequence of the previous question, which refers to the fact that they do not know about online sales, they tell us that they have never bought in this modality.

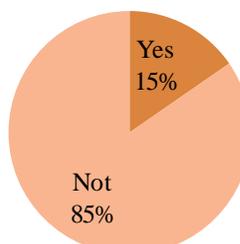
**Would you be willing to sell your products or services online?**



**Figure 36** Question 7 of groceries

Figure 36 shows that most grocery stores in Mixquiahuala are not interested in selling their products online.

**Do you currently have internet service?**



**Figure 37** Question 8 of groceries

Figure 37 shows that the vast majority of businesses do not have Internet service.

Would you like to know more about the online sales method?

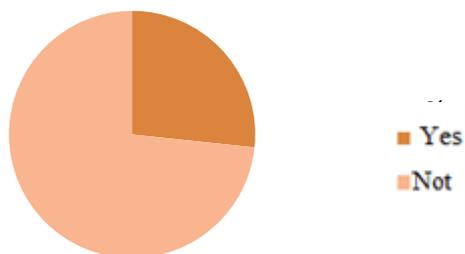


Figure 38 Question 9 of groceries

Figure 38 shows that as a consequence of the poor or no information available on ICT, most merchants are not interested in knowing more about online sales.

**Bakeries**

How many years have you been offering your products or service?

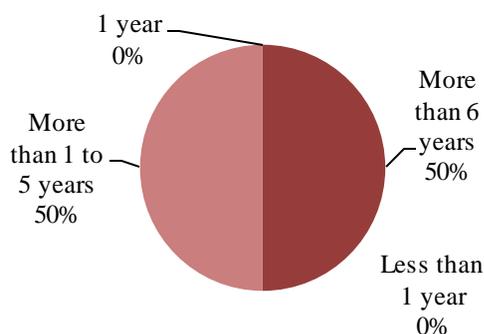


Figure 39 Question 1 of bakery

In Figure 39 it is shown that half of the bakers are from 1 to 5 years old or more than 6 years old, that is to say that their age is much.

Do you currently have your main competence identified?

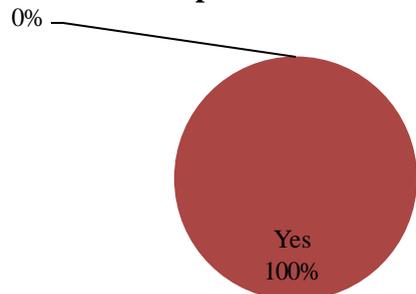


Figure 40 Question 2 of bakery

In Figure 40 it is shown how in the previous answers all traders have identified their main competences.

Do you think you have been affected in your sales by the presence of large supermarkets or shopping centers that are in your area?

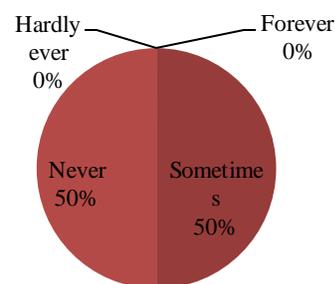


Figure 41 Question 3 of bakery

In Figure 41 shows that half of the bakers said to have been affected by the appearance of shopping centers and the other half says that there were no impact on their sales.

Have you seen the disappearance of micro businesses by the arrival of large companies in your area?

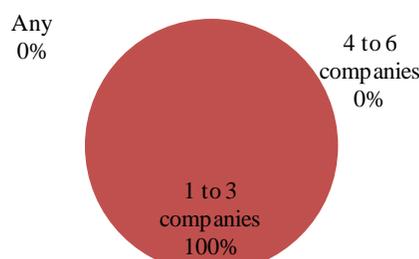
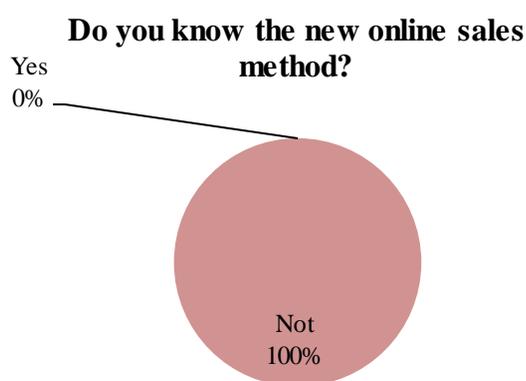


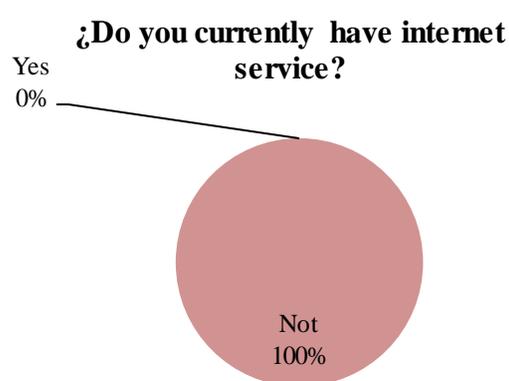
Figure 42 Question 4 of bakeries

Figure 42 shows that all bakers have seen the disappearance of at least 3 companies as a result of shopping centers that have been installed in Mixquiahuala.



**Figure 43** Question 5 of bakeries

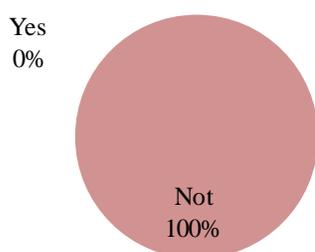
In Figure 43 it is shown that in this question it was found that no one of the Mixquiahuala bakeries knows about online sales.



**Figure 46** Question 8 of bakeries

In Figure 46 it is shown that neither of the merchants has internet service, since their possibilities do not allow them or have no interest whatsoever.

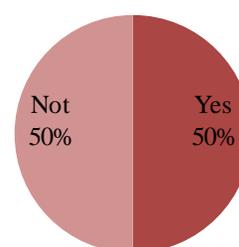
**Have you purchased any online product or service?**



**Figure 44** Question 6 of bakeries

Figure 44 shows that as a consequence of not knowing about online sales, they have never bought in this mode.

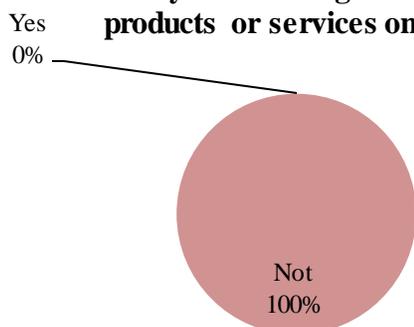
**Would you like to know more about the online sales method?**



**Figure 47** Question 9 of bakeries

Figure 47 shows that half of the bakers would be interested in knowing more about this modality for its implementation but the other half would not.

**Would you be willing to sell your products or services online?**



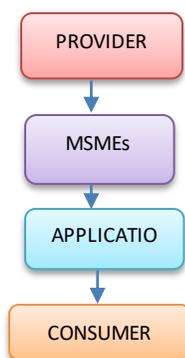
**Figure 45** Question 7 of bakeries

Figure 45 shows that none of the bakers are interested in the online sale of their products.

When analyzing the surveys conducted in the municipality of Mixquiahuala Hgo. to the Mi Pymes it was found that most of them have identified their competitors. As well as the arrival of large companies in one way or another if they affect them by reducing their sales, MSMEs are not aware of the innovative online purchases and sales, since they are businesses that have been providing this service for more than 5 years the owners are elderly; therefore, it does not have the same ideology as many now, but once the situation for which it was addressed, they are interested in this new implementation that they wish to carry out and although the path is long for the realization, they are interested and in the best disposition to learn to use these collaboration networks in order to increase their sales.

It is said that you have a horizontal structure what this means that leadership is very important since it is not taught and submitted but decisions are taken together to have a common goal always looking for the joint benefit, achieved greater productivity therefore it is very important to use collaborative networks since the leadership is formed by a work team based on the benefactor institution that supports the Mi Pymes of Mixquiahuala de Juárez Hidalgo, being this the Municipal Presidency of the same place which was the one support in this application project to increase the sales of the Mi Pymes of Mixquiahuala de Juárez de Hidalgo.

Figure 48 shows that the distribution channels that will be used for said application will be the following ones, with this it seeks to reduce times and expenses, thus increasing the profits of each one of the components of this channel.



**Figure 48** Distribution channels

The distribution of the products based on the application will encourage delivery to home having this as a competitive advantage so this will be through the use of motorcycles that in order to reduce costs knowing that it is a means of transport that does not spend much gas.

Following the characteristics of this application, it is worth mentioning that the payment will be according to the needs of our customers as there will be two payment methods:

- The first will be in cash making this payment at the time of delivery of the product.
- The second will be through electronic payment (debit or credit card).

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## Conclusions

In conclusion we have that this application will be to have a boom in the Mi Pymes of Mixquiahuala de Juárez Hidalgo since it is an innovative instrument that seeks that all collaborate with each other to increase their sales and not have a competitiveness among the Mi Pymes of the area taking advantage of the great impact that technology is currently having, and not only being a distraction if not taking advantage of its benefits to grow the market and gain a competitive advantage of ICT.

These collaboration networks are structured as a team, so all the SMEs that wish to belong to this project must be motivated on a common goal, without seeing other micro companies as a rival, if not as an opportunity to grow their business. business, this in order that all march towards the same goal of increasing their profits and having a more objective vision on ICT start with the few companies and support with training and work for the purchase and that are in the disposition to buy a cellular that with mobile data can work.

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