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Support the international scientific community in its written production Science, Technology and Innovation in the Field of Social Sciences, in Subdisciplines of General financial markets: Portfolio choice, Asset pricing, Contingent pricing, Futures pricing, Information and market efficiency, Event studies, International financial markets, Government policy and regulation; Financial institutions and services: Banks, Other depository institutions, Mortgages, Insurance, Insurance companies, Pension funds, Other private Financial Institutions, Investment banking, Venture capital, Brokerage, Government policy and regulation; Corporate finance and governance: Capital budgeting, Investment policy, Financing policy, Capital and ownership structure, Bankruptcy; Liquidation, Mergers, Acquisitions, Restructuring, Corporate governance, Payout policy, Government policy and regulation.

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Presentation of the Content

In the first article we present, *The individual and organizational performance in small and medium Mexican company*, by MONTOYA-MATA, Jorge Alejandro & VASQUEZ-TORRES, María del Carmen, with affiliation in the Instituto Tecnológico de Sonora, as following article we present, *Measuring performance logistics microenterprises, service sector in the municipality of Salvatierra, Gto.*, by CALDERÓN-GONZÁLEZ, Giuliana, OLVERA-MONTOYA, Ana Luisa, MELESIO-ENRIQUEZ, Jaime Iván, with ascription in the Instituto Tecnológico Superior de Salvatierra, as the third article we present, *Analysis of perception and attitudes towards consumer use of financial products: Case credit cards*, by RUEDA-CHAVEZ, Ruben Fernando, RAMIREZ-ARENAS, Juan Carlos and VIEYRA-GUZMAN, Yuritzí Neybet, with secondment in the Instituto Tecnológico Superior de Salvatierra, as the last article we present, *Measurement and control financial risk in education sector*, by GÓMEZ-BRAVO, María De La Luz, ANDRADE-OSEGUERA, Miguel Ángel and BÁRCENAS-PUENTE, José Luis

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The individual and organizational performance in small and medium Mexican company

El desempeño Individual y organizacional en la pequeña y mediana empresa Mexicana

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Abstract

For some decades, the representative studies about performance have evoked a great interest in the individual and in the collective field, being this of great importance in the organizational environment by the performance, which is presented by the Individuals when operating in the company. This research aims to sight the relationship between individual and organizational performance, as well as the intervention of the considered criteria for the study. The foregoing is based on a quantitative methodology with a descriptive scope because it seeks to identify the characteristics that lead to an adequate work performance, with a correlational scope when presenting the relationship between the associated cross section variables. The study was conducted using the survey as a data collection instrument with Likert scale type, presenting a non-probabilistic sample for convenience, obtaining a sample of 284. It was verified that the intellectual capacities of the individuals are the main source of performance of the company, so it was concluded that a special focus on the company's human resources has to be given, and it is advised in future research to expand the area of application of the sample.

Performance, Individual performance, Organizational performance, SMEs

Resumen

Desde hace algunas décadas los estudios representativos al desempeño han evocado un gran interés tanto en el ámbito individual como en el colectivo, siendo esto de gran importancia en el entorno organizacional por el desempeño el cual se presenta por parte de los individuos al opera en la empresa, la presente investigación pretende avistar la relación existente entre el desempeño individual y organizacional, así como la intervención de los criterios considerados para el estudio. Lo anterior bajo una metodología cuantitativa con alcance descriptivo porque se busca identificar las características que lleva a un adecuado desempeño laboral, de alcance correlacional al presentar el enlace de las variables asociadas y de corte trasversal; el estudio se realizó utilizando la encuesta como instrumento de recolección de datos con una escala de Likert, presentándose un muestro no probabilístico por conveniencia obteniendo una muestra de 284, de las cuales se verifico que las capacidades intelectuales de los individuos son la principal fuente de rendimiento de la empresa por lo cual se concluyó que se tiene que dar un enfoque especial en los recursos humanos de la empresa , y se aconseja en futuras investigaciones ampliar el área de aplicación de la muestra.

Desempeño, desempeño individual, desempeño organizacional, pymes

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Introduction

Performance broad to cover various variables without a universal definition for the lack of consensus issue, however, authors like Montejo (2001) defines it as a standardized and systematic approach to, understand, analyze and influence the attributes of an individual process, their behavior and performance when performing a certain activity, to discover how proactive is the worker in order to improve future performance thereof. While the concept of performance applies in every sphere of life, the focus in this research is in the organization, specifically SMEs, being small businesses that economic unit where its main function is monetary gain for workers as patterns which are composed of 30 or fewer workers,

Moving on individual performance is extremely difficult to measure, and how to observe when increases, but this increase is usually not the result of economic or monetary policies of the enterprise, this is due to advances in innovation, infrastructure and mainly quality of human resources (Seleim, Ashour, & Bontis, 2004), these features these closely related to the organizational climate to improve in the company for which the opinions claim that these similarly to the above has a relationship with the performance of the organization, so far relatively few studies have explored how companies match the support or improve innovative work environments (Shanker, Bhanugopan, Van der Heijden, & Farrell, 2017).

Individuals within organizations through the activity of their work and the application of knowledge are the main driver of success of small and medium enterprises (SMEs) which make competitive companies in its market with the most qualified personnel, so it is important to check the abilities, skills and abilities that people in the organization, because these factors can help understand the performance of each of them in different tasks (Lingling, Xuhui, Cunrui, & Fei, 2014). Based on the above knowledge of individuals are essential for SMEs so organizations can develop, as well as innovative competitive advantage, Individual performance there are several points of view which must be taken into account when it will assess the quality of work in relation to the activities being undertaken in the company because you can use parameters to calculate worker performance in activities generic or specific.

For example, according Gamble and Hale (2013) considers four parameters to evaluate the performance of the worker being the first of them involving this is basically the direct contribution this made, the second is the influence that it had on others or as directed teamwork, third the impact this relationship is what you do with the results, and finally print the efficiency of team members who recognize the efforts of others.

Based on the above information the question arises:

What is the relationship between individual and organizational performance and how they affect the performance in companies Ciudad Obregon?

The currently situation in enterprises today a small part of the workers will do the physical work and more people will do intellectual work, This is known as the intellectual capital (IC), this is not something which appears in the finances of a company, but has much more value than the fixed assets of the same, the success of a company relies heavily on strategic management presented intellectual capital compared to monetary resources, but one of the challenges is when administrators or business owners do not look at their own workplace valuable resources present, which is the knowledge of workers, these resources could open doors for the opening of new strategies but if the owners of organizations only give credit for physical tasks ,these companies are intended to be stagnant or very slow its progress (Gogan, Artene, Sarca, & Draghici, 2016).

To increase the competitiveness of an organization, labor should be more knowledgeable, adaptable and competent, intellectual capital (IC) is no less important than capital investment for companies in developing countries in order to create value and sustainable advantages (Chen, Cheng, & Hwang, 2005). Identify the relationship between organizational and individual performance in SMEs in Cd. Obregon, Son. To establish proposals for improvement.

Theoretical background

Currently SMEs are dependent on various factors for proper operation depend entirely on the knowledge and skills of workers which these are very important because they have to have the human resources constantly learning.

In studies by LONE realizaos and Mclean (1992) define individual performance it is to perform activities or tasks to produce productivity which makes the company grow both monetary and intellectual capital in a way. Success is based on performance is which can be measured in two ways with negative and positive results. Organizational theory generally agrees that a superior organizational performance and competitive advantage arises from the application in the company of a strategy of creating unique value, which is not being being applied in another company allows higher profits compared to the rest competitors (Prahalad & Hamel, 1990). Intellectual capital also known as the new invisibles active and is known as the knowledge that is of value to the organization.

Organizational performance

For Dobbs and Koller (2006) define precisely the organizational performance is still complex and subjective, because it would be taken into account several indicators such as finance, marketing, etc. And these differ according to the aspect which is being analyzed, therefore, recommends a broader view to analyze organizational performance.

Organizational performance has traditionally been associated with financial dimensions, positioning and adaptation to changes in the market, with profit margins organizational averages, with the yield based on capital employed, with growth in sales, etc. (Kangis and Williams, 2000).

Human resource management is a way to organize the intellectual capital in order to create an awareness within the work area to improve efficiency, like being able to disseminate and evaluate among members of the company as well as other social agents involved. However, Mexico is an emerging economy that has not been able to develop this concept in a harmonious way (Wilson, & Macevi, 2002).

Human capital is a fusion of genetic inheritance, attitude, education and experience of the people in your life and business. The most valuable asset of any company is human resources compared to other capital or equipment. On the other hand, it is also believed to be the most active ignored by companies (Khan, Farooq, & Hussain, 2010).

Individual performance

It is defined as the performance of each employee must reach over a specific period, under action of its activity or work (Navarro, 2014). It is also believed that there is a strong positive relationship between intellectual capital and organizational performance. However, this link should be confirmed. The importance of the concept of intellectual capital in the era of knowledge becomes the new core of economic progress, since the influence of the fixed assets and financial assets is reduced compared to the influence of intangible assets. A growing number of specialists support the argument that intellectual capital is essential to achieving performance in an organization (Sydler, Haefliger, & Prukasa, 2014) element.

According to Bontis, Keow and Richardson (2000) there are three main elements of intellectual capital are human capital, structural capital and customer capital. The inclusion of three additional independent variables consisting of the capital, technological capital and spiritual capital. Why the corporation between independent variables; human capital, structural capital, customer capital, social capital, technological capital and spiritual capital with the dependent variables; usefulness of the organization. So now the intellectual capital is in full swing of economic reality because of the intelligence and knowledge to merge and become one becomes intellectual capital which includes all resources that can not be seen in physical in organization which gives an advantage in the market in combination with what already exists can be very beneficial (Stewart, 2001).

Methodology

This section will address as composed and compiled the information presented, which show who were the subjects of study, the materials used to carry out this research, and the process I just got to do it.

Subject

In this research a pilot test was conducted at small and medium enterprises with commercial, industrial and evenly distributed a total of 30 pilot questionnaires in Ciudad Obregon throwing a reliability of 9.20 twist services, so it is quite reliable. Where he was interviewed in each company in principal owners or managers instance if not possible to present the owner for lack of participation in the business or little interest. Helping with their responses to enrich the measuring instrument used (questionnaire).

Then the characteristics of the selected SMEs who participated in this project are as follows:

CHARACTERISTICS	N	%
Size		
Small (1-30 employees)	248	87.30%
Medium (31-100 employees)	36	12.70%
Total	284	100%
Business rotation		
Commercial	135	47.50%
Service	113	39.80%
Industrial	36	12.70%
Total	284	100%
Age (years)		
1-10	190	66.90%
11-20	47	16.55%
21-30	25	8.80%
31-40	13	4.58%
41-50	6	2.11%
60-70	one	0.35%
100	two	0.70%
Total	284	100
Manager (by gender)		
mens	136	47.90%
Women	148	52.10%
Total	284	100
Manager Age (years)		
0-10	236	83.10%
Nov 20	33	11.60%
21-30	9	3.20%
31-40	4	1.40%
41-50	two	0.70%
Total	284	100
degree manager		
Basic	twenty-one	7.40%
upper half	131	46.10%
Higher	132	46.50%
Total	284	100
Kinship with owner (s)		
Son	3. 4	12%
grandchild	two	0.70%
Brother	7	2.50%
Nephew	5	1.80%
Other	236	83.10%
Total	284	100
<i>Source: Elaboration from SPSS.</i>		

Table 1 Characteristics of SMEs

Materials

For collecting valuable information an instrument developed in this case a questionnaire, where its structure first consists of general information about the company and its manager, then the factors evaluated in this project, where the manager gave include a level of importance to each of them at its discretion, with 1 being very important and 10 the least. After the instrument is divided into two variables are organizational performance and individual performance where one factor divided into 4 sections while variable 2 into 7 sections where each section contains 3 to 5 reagents giving a total of 44 questions.

variables	factors	Number of questions
Individual performance	clear standards	Of 1 to 4
	Feedback or feedback	5 through 8
	Support for the task	From 9 to 12
	incentives	From 13 to 16
	Knowledge and Skills	From 17 to 20
	individual capacity	From 21 to 24
organizational performance	Context	From 25 to 28
	Context analysis.	From 29 to 32
	Marketing and business models.	From 33 to 36
	Information technologies.	From 37 to 40
	Customer service.	From 41 to 44

Note: Prepared

Table 2 Factors sections and questions

Data collected for this quantitative research are 284 non-probability samples for convenience. Using as a statistical tool SPSS system in version 22. Since data collection through the implementation of the instruments is at one time so it is cross-sectional.

Variables and items	materials
Individual performance	Does the company implements performance standards?
It is defined as the performance of each employee must reach over a specific period, under action of its activity or work (Navarro, 2014)	Do the above results are taken into account to define standards?
	Are they clearly defined?
	Are they attainable?
	Always performance feedback is offered?
	It's enough?
	Is it clear?
	Is it timely?
	Do employees know when and because acting?
	Is communication clear?

	<p>Are they coordinated with each other? Does the employee opinion to support task is taken into account? Does the company have an incentive program? Recognition on employees who meet the objectives is granted? Are incentives are awarded in a timely manner? Do they have a system that allows you to assess if the employee agrees with them? Are they grant employees the knowledge necessary to achieve your goals? Are training programs are effective? Does the company staff is competent to perform their daily activities? Does the company fosters a competitive environment? Does the physical capacity required for each activity is evaluated? Does the brainpower evaluated? Does the emotional capacity required evaluated? There a follow the results is given? Does the company cares about providing the necessary security for those trying to achieve the standards? Does the organizational culture they use is the most effective? Is there a balance between standards and social need and relatives of employees? Are the standards are compatible with guidelines and / or needs of the organization?</p>
<p>organizational performance</p> <p>The concept refers to measurable performance and structure of the internal strategies within an organizational system to increase performance (Pérez & Cortes, 2009)</p>	<p>In recent years the market has grown the company? Do you have bargaining power with suppliers? Does the economic and political impact the company? Does the company is located within the new market trends? You know your target market? Does marketing process? Does your product or service offers customer value? Are your prices are competitive in relation to the competition? Does it apply new technologies within the company? Do you drive innovation constantly? Do you use social networks? Does the technology used is suitable for your needs? Does it meet customer expectations? You do guarantee your customers? Do your customers have easy access to their products and / or services? Do you know your customers?</p>

Note: own.

Table 3 Structure of the instrument

The instrument is then applied using Likert scale of 1 to 5 small and medium enterprises with commercial, industrial and service turn

Process

It began with a training program for research participants, regarding the databases where reliable information is collected, once familiar with the system search was begun an exhausted search of various scientific articles related to individual performance and organizational later reference was sought regarding instruments on the issues. Once identified proceeded to the embodiment of the instrument, then made a piloted to verify understanding of the instructions of the items and answer options.

Data were analyzed with the statistical program Statistical Package for the Social Sciences, referred to as SPSS 22 (for its acronym in English). The internal validity of the instrument was performed by three experts. Test reliability of the data was performed according to the provisions of Cronbach, it is noteworthy that exceeded those parameters was obtained as .920

Cronbach	N elements
.920	44

Table 4 Reliability Analysis
 Source: Elaboration from SPSS

Software validation test was done with Cronbach's alpha then we proceeded to apply the rest of the instruments in Cd. Obregón.

Once applied instruments was continued processing all the information obtained in SPSS, this yielded information which was analyzed and the most relevant information for research was obtained giving the results presented.

Results

In this section the results obtained after the data collection instruments were applied in order to know roughly what is the relationship which has organizational performance and individual research are presented, displayed the following results:

Organizational performance

Category	Does not apply		if applicable	
	Frequency	Percentage	Frequency	Percentage
Never	19	6.7%	-	-
Hardly ever	29	10.2%		
Sometimes	69	24.3%	-	-
Usually	-	-	103	36.3%
Forever	-	-	64	22.5%
Total	117	41.2%	167	58.8%

Note: Prepared results from SPSS.

Table 5 Apply new technologies in SMEs

Here it is important to highlight some of the companies are still using outdated as it can be when making the charges any product or when communicating with fellow organization methods, another aspect to mention is that the 41.2% which do not apply technologies, never 6.7%, 10.2% rarely, 24.3% sometimes, while on the other side of 58.8% if implemented, 22.5% always, 36.3% of SMEs almost always applies new technologies within the company.

Category	Does not apply		if applicable	
	Frequency	Percentage	Frequency	Percentage
Never	22	7.7%		
Hardly ever	19	6.7%		
Sometimes	60	21.1%		
Usually			118	41.5%
Forever			65	22.9%
Total	101	35.6%	183	64.4%

Note: Prepared results from SPSS.

Table 6 Implement of performance standards in SMEs

It is pertinent to mention some of the companies applied them, but left halfway through lack of knowledge of the process which must be performed to be made, so the 35.6% that do not apply technologies never 7.7% 6.7% rarely, 21.1% sometimes, while on the other hand 64.4% that if applied, 41.5% almost always and forever 22.9%.

Category	Does not apply		if applicable	
	Frequency	Percentage	Frequency	Percentage
Never	27	9.5%		
Hardly ever	twenty	7%		
Sometimes	65	22.9%		
Usually			102	35.9%
Forever			70	24.6%
Total	112	39.4%	172	60.5%

Table 7 Provides performance feedback

Note: own results from SPSS elaboration.

As for feedback on performance in SMEs was observed and taking into account that managers responded positively to the question being which previously we had confirmed that no places no training with which they could measure and feedback presented their activities.

Because of this subjects which said no applied is 39.4%, of which 9.5% never, 7% rarely and 22.9% sometimes, then firms who said we were the 60.5% which They divided into 35.9% almost always and forever 24.6%.

Individual performance

Category	Does not apply		if applicable	
	Frequency	Percentage	Frequency	Percentage
Never	10	3.5%		
Hardly ever	17	6.0%		
Sometimes	54	19.0%		
Usually			128	45.1%
Forever			75	26.4%
Total	81	28.5%	203	71.5%

Note: own results from SPSS elaboration.

Table 8 Knowledge necessary for the employee

In Table 8 was observed that 28.5% of subjects given the knowledge necessary for employees to carry out their activities which, 3.5% never, 6% rarely and 19% sometimes provided in the next part the percentage of companies that if applied with 71.5% of them, which is divided into 45.1% almost always apply the managers and 26.4% is always carried out in the organization shown.

Category	Does not apply		if applicable	
	Frequency	Percentage	Frequency	Percentage
Never	14	4.9%		
Hardly ever	18	6.3%		
Sometimes	46	16.2%		
Usually			86	30.3%
Forever			120	42.3%
Total	78	27.4%	206	72.6%

Note: own results from SPSS elaboration.

Table 9 Evaluation of intellectual capital

The brainpower an undeniable fact is observed which various companies of the sample say evaluate the intellectual capital backing itself with at least one training each year, but the subjects tell us not to perform a diagnosis of training needs only perform training what they think most convenient.

Table 9 shows that 27.4% do not apply the evaluation of which, 4.9% never, 6.3% rarely and 16.2% sometimes, while 72.6% if applying this assessment of which 30.3% almost 42.3% always and forever.

Category	Does not apply		if applicable	
	Frequency	Percentage	Frequency	Percentage
Never	8	2.8%		
Hardly ever	12	4.2%		
Sometimes	52	18.3%		
Usually			105	37.0%
Forever			107	37.7%
Total	72	25.3%	212	74.7%

Note: own results from SPSS elaboration.

Table 10 The competitive environment in SMEs

With respect to the table 10 of all of which mentioned the competitive environment works are 25.3% of which 2.8% said they never, 4.2% rarely and 18.3% only sometimes, while the other side of the shows that if applied 74.7%, 37% and almost always mentioned that 37.7% always. Which affirms the competitive environment within companies is quite well adding that workers strive to be recognized, besides motivation that drives a monetary reward.

Category	Does not apply		if applicable	
	Frequency	Percentage	Frequency	Percentage
Never	10	3.5		
Hardly ever	13	4.6		
Sometimes	49	17.3		
Usually			146	51.4
Forever			66	23.2
Total	72	25.4	212	74.6

Note: own results from SPSS elaboration.

Table 11. Organizational culture

Table 11 data are presented regarding the organizational culture which is expressed is presented based on the information obtained with a total of 25.4% does not apply meaning that do not conform in 72 companies in the sample with the environment or the environment in which its activities are carried out, while 74.6% of organizations say are satisfied with how things are carried into the company.

Conclusions

In research the objective was to identify the relationship between organizational and individual performance in SMEs in Cd. Obregon, Son. Mexico; To establish proposals for improvement. In which, based on the above findings, it can be noted that small and medium-sized companies currently in Cd. Obregón organizational performance is taken from the wrong perspective, so you have that belief that, if the company remains active during the early years, and gets the minimum earnings is working, when it is not, this more than some can be an obstacle for SMEs in their growth, they should not focus only on the money.

According to the findings, we can say that the way to implement performance standards which operates motivation for the employee to have certain criteria which have been analyzed and concluded that they are best for the organization, this should be implemented in any company that wants to grow so thanks to this, you can measure how much has been the improvement that has been taken since the start of activity until the end of it.

As for the intellectual capital which is part of human resources being these are all the knowledge, skills and attitudes of a worker in performing an activity, where on the basis of the results obtained revealed in SMEs in Ciudad Obregon should focus at this point that is the most important because this is the key to the growth of the express having employees prepared to face any situation.

In future research, we propose to expand this study in relation to individual and organizational performance. Thus it suggested form new variables from the relationship between the two, to achieve this empirical contribution in this area.

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Measuring performance logistics microenterprises, service sector in the municipality of Salvatierra, Gto.

Medición del desempeño logístico en las microempresas, sector servicio del municipio de Salvatierra, Gto.

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Abstract

The present investigation Focuses on the measurement of the logistic performance of the Microenterprises of the service area of the city of Salvatierra, Gto. The objective of esta research is to measure and analyze the logistics performance in the Microenterprises of the municipality. In order to Efficiently Develop the logistics process Within Organizations, it is Necessary to execute a sequence of activities that start with the so-called logistics planning. It seeks to Identify the different factors and elements That the establishment of influence strategies and the achievement of the Objectives That Arise in a company for a specific period of time (García, 2018). It Begins with the selection of the evaluation instrument, as well as in service Microenterprises ITS application. The collection and analysis of data is Carried out to analyze the results later Obtained conclusions and present microenterprises That allow to make strategic decisions to Improve Their efficiency. Companies That Effectively collaborate in the supply chain can count on significant reductions in inventories and costs, greater speed, flexibility and a better level of customer service.

Logistic Performance, Microenterprise, Logistics

Resumen

La presente investigación se enfoca a la medición del desempeño logístico de las microempresas del sector servicios de la ciudad de Salvatierra, Gto. El objetivo de dicha investigación es medir y analizar el desempeño logístico en las microempresas del municipio. Para desarrollar de manera eficiente el proceso logístico dentro de las organizaciones, se requiere ejecutar una secuencia de actividades que inician con la denominada planeación logística. En ella se busca identificar los distintos factores y elementos que influyen en el establecimiento de las estrategias y en el logro de los objetivos que se plantean en una empresa para un periodo de tiempo determinado (García, 2018). Se inicia con la selección del instrumento de evaluación, así como la aplicación del mismo en las microempresas de servicios. Se procede a realizar la recolección y análisis de datos para posteriormente analizar los resultados obtenidos y presentar conclusiones que permitan a las microempresas tomar decisiones estratégicas para mejorar su eficiencia. Las empresas que colaboran efectivamente en la cadena de suministro pueden contar con reducciones importantes en inventarios y costos, mayor velocidad, flexibilidad y un mejor nivel de servicio al cliente.

Desempeño Logístico, Microempresa, Logística

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Introduction

"The logistics performance in both international trade and domestic market is essential for economic growth and competitiveness of countries," said Anabel Gonzalez, senior director of the Department of World Trade Practices and Competitiveness World Bank Group. He explained that efficient logistics connects people and businesses with markets and opportunities, and helps achieve higher levels of productivity and welfare (The International Bank for Reconstruction and Development / World Bank, 2016).

The logistics sector is now recognized as one of the basic pillars of economic development (the International Bank for Reconstruction and Development / World Bank, 2016).

Salvatierra microenterprises have not made any assessment, allowing them to observe their work, much less measure logistics performance; which will enable them to meet the relevant criteria for corrective and / or preventive actions to improve the efficiency of your organization.

Justification

Currently, there is a need to control the logistics management in MSEs (Micro and small enterprises), because "what cannot be measured cannot be controlled, and what cannot be controlled cannot manage." It is therefore crucial to understand how the logistics indicators (Iglesias, 2014) work.

Measure operational processes and the different variables that affect the logistics management of the company is very important for the operation of a MSEs (micro and small enterprises), as a direct impact on the attitude and behavior of its members, placing them at a point evaluation regarding the objectives and achieved (Iglesias, 2014).

Problem

Every day, all over the world hundreds of small businesses are started, which are facing from birth to numerous problems of technical, administrative, financial, commercial, social and / or environmental origin. These cause many of them fail to consolidate and finally are awarded by their owners (Lizarazo, 2009).

According to Espinosa et al., (2017), Salvatierra belongs to the Bajío region, it is an agricultural and commercial region mostly. According to the secretary of Guanajuato state's economy. Salvatierra has 231 registered micro (Quoted from Mexican Business Information System, 2015).

Microenterprise service sector located in the town of Salvatierra not use any measurement system that enables them to assess their performance and improve the service offered to its customers.

Much of family businesses increase their market shares and do not evaluate the need to implement to support growth areas; when performing an operational diagnosis of these companies we can identify common patterns of management, from the lack of planning purchases to storage. This situation allows measurement of the results obtained through logistics indicators.

One of the determining factors for any process, be it logistics or production factors are carried out successfully, is to implement an adequate system of indicators to measure the management of them, so that they can implement indicators in strategic positions reflecting optimum results in the medium and long term, by a good information system to measure the different stages of the logistics process (Mora, 2017).

Given the economic growth that the country, logistics activity has been instrumental in achieving the goals of the industry established in Mexico factor. Logistics is key to economic growth and elemental advance on par with the demands that have local manufacturing (Association of Private Industrial Parks Guanajuato State, 2017).

Hypothesis

By measuring logistics performance in micro Important factors that enhance their efficiency in processes are identified.

Objectives

General Purpose

Measure and analyze logistics performance in micro Township Salvatierra, Guanajuato.

Specific objectives

- Select the tool for assessing logistics performance in micro.
- Apply and analyze the results of the instrument.
- Present results to improve the efficiency of microenterprises.

Theoretical Framework

The theoretical framework mentioned below:

- Microenterprise.

It defines a small business as a company that employs fewer than 10 persons and whose annual turnover or balance sheet which does not exceed two million euros. It is also considered that the microenterprise is a category of small enterprises particularly important for the development of entrepreneurship and job creation (Saco and Mazza, 2004) companies.

- Logistics.

Is the process of planning, implementing and monitoring effective and efficient flow and storage of goods, services and related information from point of origin to point of consumption in order to meet customer requirements (Castellanos, 2017).

- Logistics performance

In the LPI published in 2016 by the World Bank logistics performance of 114 countries investigated using six indicators: custom, tracking and tracing, infrastructure, international shipments, delivery times and quality, competence and logistics (the International Bank for Reconstruction and Development / World Bank, 2016).

- Distribution.

Physical distribution chain is the sequential grouping in time the various activities performed to bring a good from a place of production to the final consumer in a specific market. The activities carried out are: supply of inputs, production and / or processing, inspection of the goods, transportation, storage, sales and final consumption (Antun, Lozano Hernandez and Hernandez, 2005).

- Customer service

To achieve customer satisfaction and customer retention, it is necessary that the company has policies or practices of care and service to customers that are effective. This is to get the highest quality customer service, offering an excellent product and as much of possible additional services (Pérez, 2007).

- Purchases

It is the acquisition of goods and services of the right quality, at the time and at the right price and the most appropriate supplier. Within the concept of modern enterprise, purchases must be handled by a specialized department that should be part of the company's own organization (Mercado, 2004).

The fundamental objectives of all purchases can be summarized:

1. To maintain continuity of supply.
2. Do it with minimal investment in existence.
3. Avoiding duplication, waste and unusable materials.
4. Maintain levels quality materials.
5. Ensure materials compatible as possible lowest price with the quality and service required.
6. Maintain the competitive position of the company and maintain the level of benefits as far as concerns material costs (Mercado, 2004).

- Production.

The notion of production is important because it serves as the main reference that comes to assessing the situation of the company or a country and the results of applied policies; It is a deceptively simple notion. In the course of history, it has been the subject of a variety of approaches and could therefore be the source of real confusion, whether to measure the level or wealth creation, development, assess a situation material or retribution, and more generally of organizing society (Pontifical Council for the Family, 2006).

- Supply of materials.

The aim of the supply system is to provide the production function, materials and resources, time and appropriate manner. The supply is part of production logistics together with physical distribution, maintenance and ground services (Boland, Cart, Stancatti, Gismano and Banchieri, 2007).

Methodology to develop

The research used for the project are not experimental and descriptive research. The sampling is convenience.

Type of Research

- Experimental research

Experimental models used in market research when you want to know the variables that affect the dependent variable, this will need to define the experimental model that can quantify the effect of the dependent variable, such as beliefs, attitudes and / or behavior of individuals based on the manipulation of the independent variables, such as changes to the product / service population response to price ranges, types of promotional media and distribution, among other organizations can manipulate deliberately (Pérez, 2004).

- Descriptive research

According to Calderon, Olvera, Espinosa, and Melesio (2017), descriptive research is used when an adequate characterization of the phenomenon is required. When it is required to specify an existing information and / or verify the accuracy of previous descriptions (quoted Yuni, 2006).

The sample for convenience is the method consisting in selecting units arbitrarily sample, which the investigator are presented, without any criteria to define it. Sample units are self-selected or chosen according to their easy availability. It is a fast and cost of obtaining a sample (Mejia, 2002) form.

By the above. data collection is performed through the "instrument for measuring logistics performance SME" provided by micro evaluated to be analyzed and meet specific goals.

Theoretical Methods

- Selection tool for assessing logistics performance.

Patricia Cano, Fernando Orue, José Luis Martínez, and Gabriel Lopez Yésica Mayett (2015) propose a model designed and logistics management for SMEs (small and medium enterprises). They mention that the simplicity of it, it is likely that these businesses adopt it as reference for improving logistics performance of the supply chain.

The instrument used to assess the logistics performance is structured by 21 questions, which are divided by five sections: purchasing, materials supply, production, distribution and customer service and information flow.

According to Malhotra (2004), Likert scale is a widely used scale requires respondents indicate the degree of agreement or disagreement with each of the series of statements about the stimulus objects. In general, each item of the scale has five response categories, ranging from "strongly disagree" to "strongly agree".

The aspects considered in the Likert scale, was determined using the alternative, where the points are:

1. Strongly disagree
2. Disagree
3. Undecided
4. According
5. Strongly Agree

- Selection studied.

For the selection of respondents were micro went directly to each of them dedicated to the service sector to determine who might provide information and allowed to conduct such research. For reasons of confidentiality, the specific name of microenterprises are not mentioned. These surveys were applied: auto shop, abarrotera, smithy, bakery 1 and bakers 2.

- Application and analysis of results.

To apply the evaluation instrument, he went directly to the facilities of microenterprises. They were shown the instrument and explained who should answer it, as well as form filling. Later the information was emptied into a database in Microsoft Office Excel program because it allows the grouping of all the information, micro- and / or evaluated criteria, as well as allows the preparation and observation of the results graphically.

- Presentation of results to improve the efficiency of microenterprises.

After analyzing the information critical factors of micro they enlisted and were provided recommendations to improve efficiency in organizations.

Results

Application and analysis of results of the instrument

The analysis with the information obtained from the five micro is:

In the shopping section, 30% of micro considered fully agree on the administration of shopping (Figure 1.)

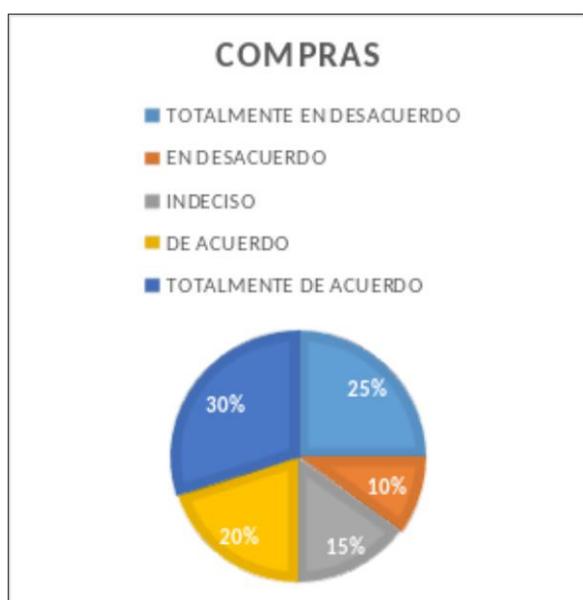


Figure 1 Purchases. (Prepared)

Regarding the supply of materials, 30% strongly agree and 30% agree, as shown in Figure 2.

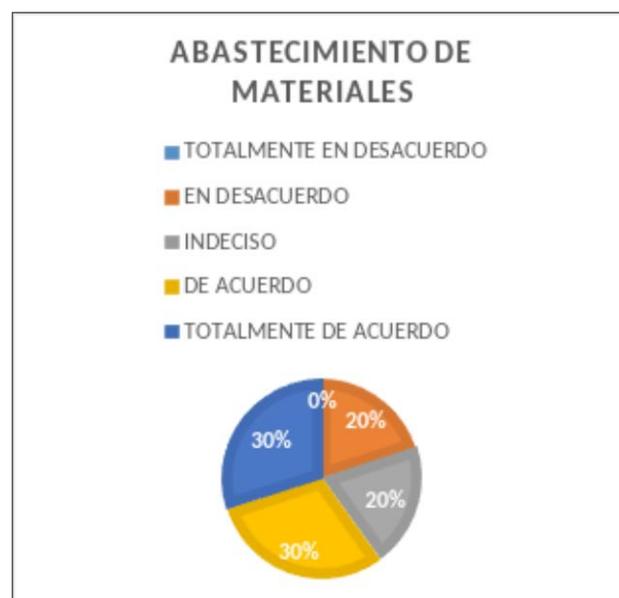


Figure 2 Supply materials. (Prepared)

Regarding production, 38% of micro completely agree on the administration, while 14% have no information and control it (Figure 3)

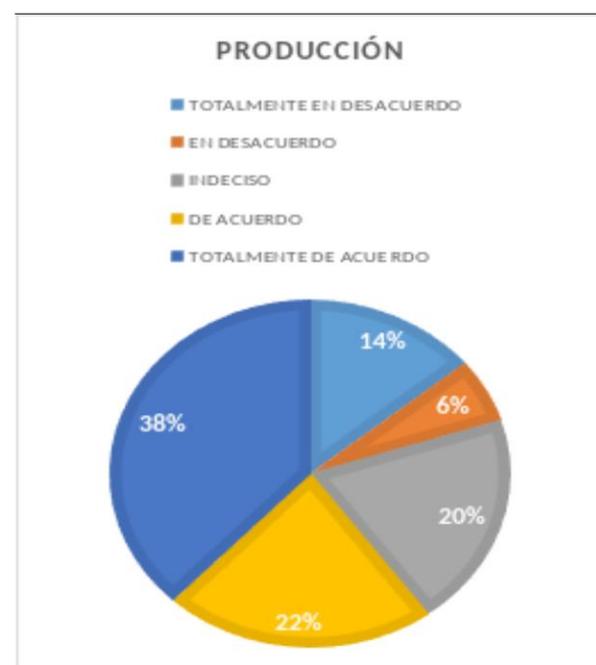


Figure 3 Production. (Prepared)

In Figure 4, distribution and customer service represent 50% of micro that have good service, while 40% disagree and undecided (20% respectively) to provide a quality service.

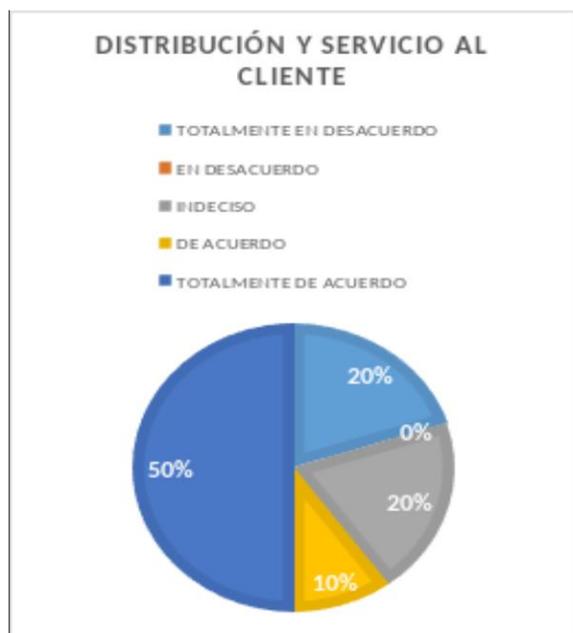


Figure 4 Distribution and customer service (Prepared)

47% (Figure 5), micro mentioned have a proper flow of information, while 13% is undecided.

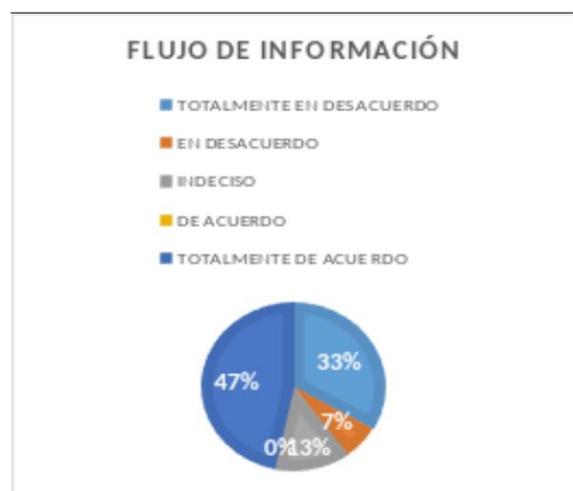


Figure 5 Information flow. (Prepared)

Presentation of results to improve the efficiency of microenterprises

The results of the implementation of the assessment instrument show that less than 50% of micro factors properly made purchases, materials supply, production, distribution and customer service and information flow. Which is why we are encouraged to consider the following recommendations.

Procurement and supply of materials:

1. Obtain materials compatible as possible lowest price with the quality and service required.
2. Determine the specific order quantity based on established methods and have communication with reliable suppliers.

Production:

1. Perform historical data and based thereon determining the production quantity.
2. Identify opportunities for improvement and optimization in production processes.

Distribution and customer service

1. Sharing demand information, communication strategies and share best practices with internal customers and suppliers.
2. The adoption of the Internet as a sales channel.

Information flow

1. Have a database in which to record all the important information for the organization, from sales made product, supplier information, customer information, etc.
2. Effective communication within companies and commercial partners to optimize processes to improve the chain from planning to responsiveness to unexpected changes and thus increase process flexibility.

Conclusions

In the evaluated factors, 30% of micro perform adequately consider purchasing and supply of materials. While 38% mentioned having control of production, 50% good distribution and customer service. 47% has an adequate flow of information.

Generally, less than 50% of micro properly perform organizational processes to make appropriate logistical performance.

It identifies the important factors to improve are: purchasing, distribution and customer service, production and information flow.

Each micro-enterprise will have to assess how is performing each of the processes to implement improvement strategies that enable them to improve their process efficiency and thus improve competitiveness in local markets.

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Analysis of perception and attitudes toward consumer use of financial products: Case credit cards

Análisis de la percepción y aptitud de los consumidores hacia el uso de productos financieros: Caso tarjetas de crédito

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Abstract

This article analyzes the perception and attitude of Consumers towards the use of financial products based on the case of credit cards, the main objective of esta research is to find the correlation That exists Between the perception of Mexican Consumers With respect to Whether the lowering of interest rates and promotions to months without the interest is positive, trying to verify if it impacts on an Increase in consumption and use of the credit card. The Paradigm for This research was selected with a correlational quantitative explanatory scope and the technique used will be based on a probabilistic sampling method called a simple random sampling.

Consumer perception, Attitude of the consumer, Financial products

Resumen

Este artículo realiza u análisis con respecto a la percepción y actitud de los consumidores hacia el uso de los productos financieros basándose en el caso de las tarjetas de crédito, el objetivo principal de esta investigación es encontrar la correlación que existe entre la percepción del consumidor mexicano con respecto a si la baja de las tasas de interés y las promociones a meses sin intereses es favorable pretendiendo comprobar si impacta en un aumento al consumo y uso de la tarjeta de crédito. El paradigma seleccionado para esta investigación fue cuantitativo con un alcance correlacional explicativo y la técnica que se emplea estará basada en un método de muestreo probabilístico llamado muestreo aleatorio simple. Los resultados y conclusiones de este artículo son muy relevantes para el sector financiero ya que ha permitido identificar la aptitud y percepción que se tiene respecto a este producto financiero y su importancia en trabajar ambos atributos para su posicionamiento.

Percepción del consumidor, Actitud del consumidor, Productos financieros

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Introduction

For many years the cash was synonymous with success, security, confidence and financial stability he says Lanzagorta (2009), however, today, the importance of credit goes much further: today it is very difficult to buy a house or apartment get a good job or life insurance with preferential rate if you do not have a good credit rating. According Orphan (2010), the second report "Financial Inclusion" of the National Banking and Securities Commission (CNBV), the debit card is the banking product that use is in Mexico, with 720 cards per 1,000 adults, representing an increase of 10% in March 2010 compared to June 2009 where the same indicator was 652, according to data from the CNBV.

According to the CNBV, credit card (TDC) is one of the financial products increased penetration in Mexico, there are 17.3 million TDC with a portfolio of 240,000 million pesos. 131 brands of credit cards that are offered by 16 banks.

Thus he says the CNBV given the current portfolio through credit cards has increased from 0.59% to 2.38% as a percentage of GDP from 2001 to 2007. Past due loans as a percentage of total portfolio has varied 14.6% to 6.4% from 1999 to 2007, occupying a minimum value of 2.8% in 2004.

Credit card is an excellent means of payment, depending on how it is used can improve the quality of life of individuals and households, or be a nuisance to fall into debt overhangs. For this reason this research given the importance of this financial product in the economy of a country and the detection of perception and ability of consumers buying developed.

Two important factors to be analyzed in this study are perception and suitability of financial products such as the credit card so justify this study begins with a description of what is perception: "Consumers buy perceptions, not products "(Lozano, 2010). Purchase of a product by a consumer is not an isolated event, but its performance will be the result of a process that will go beyond the purchase itself. This process consists of a series of steps once recognized an existing problem (the dissatisfaction of some need and / or desire) and information needed to fix sought.

While the attitude for purposes of this study the concept of Michael R. Solomon, which defines it as "an enduring overall assessment of people (including himself), objects, advertisements or other issues considered. Anything to what one has an attitude is the attitude object ". (R. Solomon, 2008). In short, attitude is a learned predisposition to behave favorably with respect to a given object. Buying habits and especially the payment become relevant today mainly because mismanagement of these products can lead to debt.

Groundwork

Some researchers such as Ruiz Molina rescue turn key elements that complement the concept of attitude, mentioning that the perceived value can influence the attitude of the client, such as literature widely evidence. Thus, the concept refers to the attitude learned predisposition to respond favorably or unfavorably to a consistently object. Since attitudes are learned, they are affected by the information and experiences (Wilkie, 1994).

According to the theory of reasoned action (Ajzen & Fishbein, 1980), consumer behavior influences the purchasing behavior of consumers. According to this theory, behavior is determined by intentions, which in turn are influenced by attitudes and subjective norms. The relationship between attitudes and behavioral intentions has been widely discussed and empirically supported (Kim & Hunter, 1993). Also an attitude is considered enduring because it tends to stay with the passage of time. According to Katz identifies four basic functions of attitudes:

- a. Utilitarian function. Utilitarian function is related to the basic principles of reward and punishment. That is, we developed some attitudes towards the products simply based on whether we cause pleasure or pain.
- b. Expressive value function. Attitudes play an expressive value function express the core values of the consumer or their self-concept. That is, when a person is not an attitude toward a product for its objective benefits, but what the product says about her as a person.
- c. I advocate function. Attitudes that we are to protect us, either from external threats or internal sense, play a role of defending myself.

- d. Function knowledge. We are certain attitudes by the need for order, structure or meaning. This need arises when an individual is in an ambiguous or when confronted with a new product situation.

On the other hand, most researchers agree that the attitude is composed of three elements: affection, behavior (behavior) and cognition. The first, affection, refers to what a consumer feels an object of his attitude, while the behavior involves the intentions of an individual to do something related to the object of his attitude. Likewise, cognition refers to beliefs that a consumer has the object of their attitude, these three elements are identified as the ABC model of attitudes.

This particular model emphasizes the interrelationships between knowing, feeling and doing. Attitudes that have a consumer towards a product cannot be determined simply by identifying their beliefs about it. Also some researchers developed a new concept to explain the relative impact of these three components, hierarchy of effects. (Solomon R., 2008)

Problem Statement

Solomon says "Perception is the process by which people select, organize and interpret sensations." (P. 49) and from these sensations or stimuli is that "a meaningful and coherent picture of the world" is formed (Shiffman, 2005, p. 158)

The process of perception takes place through our five senses (hearing, taste, sight, touch and smell), which is why the main factors affecting this perception have to do with issues such as colors, sizes, movement, etc.

For purposes of perception applied in the use of credit cards, different values should be included because this product is an intangible asset. Bet perception to develop these products is not representing the plastic credit card, but in the "power" that this creates in the consumer; credit card becomes the means not the end for him, so you can buy countless products that generate satisfaction with any of the senses you use.

For this, the challenge for this product is created in the process of "subliminal perception" correct messages; This is according to Solomon (2008) must "create messages that are above the threshold for consumers to perceive it" (p. 63) and as he explains in this reference, "Subliminal perception happens when the stimulus is below the level of consumer awareness."

Through the process of subliminal techniques either auditory or visual channels; for example advertising MASTER CARD "... For everything else, there MASTER CARD" getting put in the right place intangibility of the product in a second but more important term, because the purchasing power of credit card is what they achieves those purchases that otherwise could not afford.

At a time when the economy is not in their best levels we can see how the tendency to not use this instrument is considerable, such a strategy to encourage the user must come from places where impact on the most important needs, such as "because emergencies do not tell, lives assured that you will be there "MASTER CARD accepted also in hospitals and pharmacies." This not only consider this product as superfluous, it is also functional for emergency expenses.

Research question

Due to the above raised the following research question:

- How do you see the Mexican consumer a decline in interest rates and promotions months without interest in using credit cards?

Investigative course

Derived from the above approach the following assumption was made: The perception of the Mexican consumer to the low interest rates and promotions months interest is favorable, which impacts an increase in consumption and the use of the card of credit.

Overall objective

Variables determine whether the Mexican consumer perception fitness impact on the consumption and use of credit cards.

Method description

The paradigm selected for this research was quantitative with correlational technical explanatory scope and is used will be based on a probability sampling method called random sampling. According to (Anderson, Sweeney & Williams, 2008) probabilistic method is one that is based on the principle of equiprobabilidad. That is, one in which all individuals have the same probability of being selected to form part of a sample and consequently all possible samples of size n has the same probability of being chosen. Only these probability sampling methods ensure the representativeness of the sample taken and are therefore the most recommended. In the random sampling each possible sample size n has the same probability of being selected.

Age: over 18 and under 65.

Genre: Indistinto

Status: Indistinto

Schooling: From upper secondary education Upper middle class, upper middle and: socioeconomic status

Sample

Regarding the sample size, the formula proposed by the authors (Anderson, Sweeney and Williams, 2008) is used. When the data are qualitative, ie for the analysis of social phenomena or when nominal scales are used to verify the absence or presence of the phenomenon to be studied, using the following formula it is recommended:

$$n = \frac{n'}{1+n'/n} \quad (1)$$

Being (2) knowing that: $n' = \frac{s^2}{\sigma^2}$

σ^2 is the variance of the population on certain variables.

s^2 is the sample variance, which can be determined in terms of probability as $s^2 = p(1 - p)$

se is standard error is given by the difference between) the population mean and the sample mean. $(\mu - \bar{x}$

$(se)^2$ is the standard error squared, which will help us to determine, so is the population variance. $\sigma^2 \sigma^2 = (se)^2$

According to CONDUSEF (2010), in early 2010 the country has 23 credit cards per 100 inhabitants, which is estimated to be nearly 25 million people who use this financial instrument. With this information, and with a lower standard error of 0.015 to 90% reliability we proceed to calculate the sample size:

$$N = 25\,000.000$$

$$se = 0.015$$

$$\sigma^2 = (0.015)(0.015) = 0.000225(se)^2$$

$$s^2 = P(1-p) = (0.9)(1-0.9) = 0.09$$

$$So = 400n' = \frac{s^2}{\sigma^2} \frac{0.009}{0.000225}$$

$$\frac{400}{1 + \left(\frac{400}{25,000,000}\right)} = 399.99$$

The sample is 400 people.

To prepare the questionnaire the following scales taken from Bruner II, GC (2009) were used:

- # 011 Ad-evoked product usage thoughts
- # 014 Affective response (general)
- # 050 Attitude toward the act (purchase)
- # 069 Attitude toward the article
- # 071 Attitude toward the brand & product category
- # 072 Attitude toward the brand (search costs)
- # 078 Attitude toward the company (general)
- # 087 Attitude toward the object (affective)
- # 090 Attitude toward the objet (general)
- # 085 Attitude toward the loyalty program
- # 092 Attitude toward the political ad
- # 097 Attitude toward the product (knowledge function)
- # 098 Attitude toward the product (necessity-luxury status)
- # 106 Attitude toward the product price

Results

The results of the analysis led us to accept or reject the following assumptions:

Null hypothesis

Mexican consumer perception regarding low interest rates and promotions months interest is favorable, which impacts an increase in consumption and the use of credit card.

Favorable attitude Greater than or equal 188
(Very interested)

Unfavorable attitude or less 212
(Ignoring, or does not like)

Alternative hypothesis: Mexican consumer perception regarding low interest rates and promotions months interest is unfavorable, which impacts on a drop in consumption and the use of credit card.

Favorable attitude 188
Unfavorable attitude 212

Sample size 400
Sample mean 50.5
Sample Std. Deviation 29.01149198

If 51% of users expressed feeling very interested in loyalty programs, there is a favorable attitude towards such programs and promotions months without interest.

hypothesized Value 51

Standard Error 2,901
Test Statistic t -0,172
Degrees of Freedom 99

p-value (Lower Tail) .4318
p-value (Upper Tail) .5682
p-value (Two Tail) .8635

Table 1 Hypothesis testing for population mean.
Source: Self Made

The p value obtained for this test of the lower tail is 0.4318 and as is greater than 0.05 data, the null hypothesis is accepted and it is concluded that the perception of the Mexican consumer to the low interest rates and promotions months interest is favorable, which impacts an increase in consumption and the use of credit card.

Conclusions

The use of credit cards has increased as banks not only give cards to people with high economic resources now more easily give credit to middle- and low-income and can use them to pay in installments items they could not acquire cash. Currently are not only adults over 30 who have access to these mostly young cards begin to have credit history from most age through an additional to that of their parents or their own income card.

Similarly it was identified that the market more likely to use credit cards are profesionista public, 65% of cardholders show a degree of higher education. Thus it can be seen that the strategy of credit institutions focuses more on those prospects who can register a higher level of income according to their schooling, so does the level of information to the market involves more technical language in relation the use and benefits of this financial product.

The success of this financial product is mainly on practicality and pleasure that gives consumers to use their credit card, because 87% of respondents expressed some sense of pleasure when using this product. On the other hand, the market has shown misinformation regarding your product, because 28% of respondents said not knowing the uses and benefits of your credit card, while 39% said they know partially, this manifests communication strategies for consumers, have not been entirely effective, either; neglect by the customer, the existence of too technical, difficult to understand for the user, or how to present this information to the client has not been adequate.

On the other hand, credit cards require a repositioning in the consumer's mind, because 19% of respondents stated that credit cards will generate more problems than solutions in their daily lives, therefore the strategy employed by credit institutions still leaves market to address and correct points. Proof of this is 25% of consumers rate credit card use as necessary, 24% considered preventable, 36% think it is bad, proving once again that market sentiment is not entirely positive.

In conclusion it validated the hypothesis statistically and is generally observed an attitude and ambivalent or ambiguous perception regarding credit cards on one side causes them pleasure buy because we always credit cards have cash available are a powerful weapon, but on the other hand the lack of training on the use of this financial tool, the little involvement that achieve commercial financial institutions as well as the procedures for collecting delinquent customers and little reward frequent customers cause a bad impression to cardholders and consequently leads them to think more carefully before re-using their cards.

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Measurement and control financial risk in education sector**Medición y control de riesgos financiero en el sector educativo**

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Abstract

The Measurement and Control of Financial Risks That starts from the principle in every activity there is a risk, but can be controlled Such Risks, diversified, covered and transferred. The financial analysis is not only limited to Evaluating the financial parts but it is a predictive tool for the economic facts in the future. Through the analysis of financial Risks, it is possible to Identify, measure and manage in overall terms the possible losses due to the Arise That volatility of the risk factors. It is a process to Implement a risk measurement and control model requires the integration of Which elements: such as Human Capital, experience, knowledge Within the education sector.

Measurement of Risks, Control of Risks, Financial Statements**Resumen**

La medición y control de riesgos financieros parte del principio de que en toda actividad existe un riesgo, pero dicho riesgos puede ser controlado, diversificado, cubierto y trasladado. El análisis financiero no solamente se limita a evaluar las partes financieras sino que es una herramienta de poder predictivo de los hechos económicos en un futuro. A través del análisis de los riesgos financieros se puede identificar, medir y gestionar en términos generales las posibles pérdidas que se presenten por la volatilidad de los factores de Riesgo. Es un proceso el implementar un modelo de medición y control de riesgos el cual requiere la integración de los elementos como Capital Humano, experiencia, conocimiento dentro del sector educativo.

Medición de Riesgos, Control de Riesgos, Estados Financieros

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Introduction

Collect, adapt and synthesize the various existing theories and models for measuring financial risks so we can develop models that are applicable becomes the main objective of the research and this is achieved by performing the analysis of general concepts and then some specific elements allow to obtain a comprehensive understanding of financial risks. The globalization of markets has been generating higher volatility of economic variables occasions in all sectors specifically in higher education considerable losses this has motivated the use of financial instruments particularly in hedging transactions daily transitions occur.

The concept of risk associated with a set of factors Stepped to obtain adequate measurement and control thereof as indicators of probability distribution of losses, calculation of variation, structuring of database modeling in an objective culture allowing risk segment and target. (Lara, 2002). Risk analysis is a process that routes up and down as they require clear policies but also the understanding of financial operations. Risk management is associated with the functions of the organization being a general problem which is controlled centrally.

The risk allows financial managers to be able to plan how to anticipate possible adverse outcomes and their consequences, and to face future uncertainty about the variables that can affect your results

Framework

In 1930 the main tool for risk analysis within common sectors was the balance sheet, which only membership of time reflected what is known under the principle of continuity or ongoing business in 1952 is given special attention to analyzing income statements but this does not give us clarity about the ability to generate cash, it's because today more attention to cash flow and dynamic analysis of financial statements and financial tools providing information is given necessary for the optimization of the performance risk.

Francis Galton in 1875 revealed the concept of "regression to Measure" consisting despite price fluctuations can be observed trading on the same market assets. (Lara, 2002) The Transcendental evidence allowed the central attention and award the importance of measurement and control financial risks to support the education sector higher level, since not only become creators of new talent, but also generate profits and optimize risk relationship performance. (Brigham, 1994)

The development of most found within the education sector higher level requires a number of investment decisions that must be evaluated within their level of risk within its financial structure, all financial transactions Implicit in the concept of risk

In 1933 after the ongoing financial disasters an international association of private character is created whose purpose was to establish recommendations to provide an appropriate level within financial operations. (Lara, 2002). In 1994 the CAPM (Capital Asset Pricing Model) is made this model is for the allocation of asset prices which state that the performance of an asset is equal to the free risk rate, the more profit taking level risk determined risk premium.

The concept of value at risk (Var) proposed by JPMorgan for risk measurement appears that measurement in 1994 stems from the policy implemented by D.Weathersrone who requested a report-level impact of potential financial risk on a daily basis.

The origin of risk is Latin Risicare which means that means daring and is defined as the possibility that suffered damage and economic, caused by uncertainty in the behavior of economic future variables and merely make certain it can be extended measurement, evaluation and quantification of control and behavioral activities of the factors that affect the environment in which the economic entity operates. (Rodriguez, 2002)

Risk management is a function derived from the study of finance, whose essential purpose management and risk coverage and profitability objectives and thereby ensure the solvency and stability to optimize the relationship between risk and return. The risk management process has five basic steps are:

- Identification and Selection Risk
- Assessment and Risk Measurement
- Establishment of Risk Acceptance Limits
- Selection and implementation of risk management methods
- Monitoring and Control

Developing

Assessment and risk measurement refers to measure and assess the risks identified in the calculation of the value of investment and financing must select a tool to quickly calculate the movements of risk factors and thus can perform some risk management strategy in order to analyze the impact. (Lara, 2002)

The value at risk (VaR) is an essential tool for any manager risk. His strength is probably its scope covers any instrument or portfolios, from the simplest to the most complex. The VaR summarized in a single number the set of correlations, volatility and risk factors that are in a position of risk other tools that are essential for effective risk management with integrated vision are explained. (Brigham, 1994)

Malfunctioning of financial, full or partial system has caused a breakdown in the services it offers, which could have consequences in the real sector, similarly, market conditions are becoming more sensitive, affecting volatility prices that are reflected in investment portfolios, portfolio and expected losses, becoming the main object of study of normativities and working arrangements of regulators and supervisors in the financial and insured sector. Operational risk is the possibility of incurring losses due to deficiencies, failures or inadequacies in processes, human resource, technology, infrastructure or the occurrence of external events in organizations and management.

One of the key lessons of the global financial crisis of 2008, both for economic authorities and academia, is the importance of correct identification and monitoring of systemic risk facing the economy. (Rodríguez, 2002) Internal risk factors: human resources; the processes; the technology; and infrastructure: Human resource, is represented by all persons directly or indirectly linked to the implementation of the processes of the organization. It is understood by direct bonding, one based on an employment contract under the terms of the legislation.

The indirect linkage refers to those who have one, different from that which originates from a contract of employment legal relationship of service with the company. (Lara, 2002). Processes: are the set of interrelations of activities for converting inputs into products or services, to satisfy a need.

Technology: the set of tools used to support the processes of the organization. It includes hardware, software and telecommunications.)

Infrastructure: The set of support elements for the functioning of an organization. Others include: Buildings, workspaces, storage and transportation.

Hazard Identification: Jointly responsible for implementing the process, the leader of this and those responsible for operational risk management assess the risks to which it is exposed during the execution of the process and the reasons why this would materialize. In this case you can be identified risks such as: Having legal or contractual relationship with a third party associated with money laundering and terrorist financing. (Lara, 2002)

Measurement: With the knowledge and expertise of leading the process the impact and frequency that the risk would materialize if states.

Control: must assess the efficacies of existing controls to mitigate the risk involved. One of the controls that you can use and evaluate the risk for revision control lists a third party with which it is intended to have legal or contractual relationship.

Monitoring: Depending on the risk materializes and updates on company processes should perform periodic risk profiles of monitoring processes. Here we review the change in the risk profile when there is a change in company policies, or current regulations regarding asset laundering and terrorist financing.

Financial risks for the education sector can be volatile from expected results so it is important to show the risks that are caused by internal factors such as staff turnover, technological changes and the lack of control in administrative processes, also you have to analyze the external factors that can cause some risks such as development of criminal activities.

External factors Risks are events associated with the force of nature and caused by third parties. They escape in their cause and origin to control and external fraud: acts performed by a person outside the company, seeking to defraud, misappropriate assets of the same or violate rules or laws.

Industrial Relations: Events that are incompatible with labor laws, with internal working arrangements and in general, the legislation on the subject. They are linked to human resources management, including breach of labor regulations and situations that give rise to penalties, fines, compensation, etc., related to working conditions.

Internal risk factors: human resources; the processes; the technology; and infrastructure (Lara, 2002)

Human resource, is represented by all persons directly or indirectly linked to the implementation of the processes of the organization. It is understood by direct bonding, one based on an employment contract under the terms of the legislation. The indirect linkage refers to those who have one, different from that which originates from a contract of employment legal relationship of service with the company.

Processes: are the set of interrelations of activities for converting inputs into products or services, to satisfy a need.

Technology: the set of tools used to support the processes of the organization. It includes hardware, software and telecommunications

Infrastructure: The set of support elements for the functioning of an organization. Others include: Buildings, workspaces, storage and transportation.

Methodology

A methodology was established to prioritize risks and, as the effectiveness of internal control was analyzed and thus identifying

Qualitative data made detailed descriptions of situations, events, people, interactions, observed behaviors and manifestations.

The qualitative approach seeks primarily "dispersion or expansion" of the data and information, reflection is the bridge that links the researcher.

The qualitative approach studies the various subjective realities constructed in the investigation, which vary in form and content between individuals, groups and cultures, reality if you change by observations and data collection, describes and interprets the phenomena through perceptions and meanings produced by the experience of the participants.

The qualitative approach provides depth data contextualization of the environment or environment and unique experiences as well as providing a point of view "fresh, natural and holistic" phenomena and flexibility.

Orientation prediction description and explanation is directed towards measurable or observable. The goal of the research is mixed not replace qualitative and quantitative research, but to use the strengths of both types of combining inquiry and trying to minimize their potential weaknesses.

Mixed methods represent a set of systematic, empirical and critical research process and involves the collection and analysis of qualitative and quantitative data as well as their integration and joint discussion to make inferences product of any information gathered and achieve greater understanding of phenomenon under study.

Are the systematic integration of qualitative and quantitative methods in one study to obtain a more complete picture of the phenomenon, these can be conjoined so that the qualitative and quantitative approaches retain their original structure and procedures. (Hernandez, Sampieri, Roberto, 2006)

Conclusion

Within the education sector it has understood that it is necessary to measure and manage financial risks which may be taken as a complementary element, proper management of the financial risks that will allow the education sector to meet their financial goals well stabilized

The education sector can significantly reduce the financial risks that can be found exposed inside and outside the industry and conduct a thorough analysis of factors affecting factors reaching the education sector.

Setting limits on any type of internal or external risk in the sector to have a permanent control help us to take appropriate measures to reduce the likelihood of suffering a substantial financial loss that may cause any impact in the education sector.

The education sector at any level and size should allocate resources to the measurement and control of financial risks as it is necessary to be constantly evaluating the internal factors that are most attractive to be a financial risk, taking into account that resources taken for measurement they should not be considered as an expense but as an investment to avoid financial circumstances that may cause uncertainty in the behavior of economic variables in the future.

The design of a model of measurement, control and risk management must be according to the business plan and its administration of the sector in order to avoid financial risks or other risks.

Risk Value is a tool that will be used because its calculation is required within the sector to meet the minimum amount of capital needed if there is any risk.

Within the education sector should determine the risks to which it is exposed and identification engaged in each and every one of the processes which must be well documented, it is due to measure the probability of occurrence and impact if risks materialize, since the probability of occurrence must be based on a set of one year.

And so you know what measures were taken to control the risks they are exposed and thereby decrease the probability of risk impact should be and be able to regularly monitor risk profile losses in the sector to WWW.Riesgosycontrol.net/recursos/gestion www.riesgosfianacion.com

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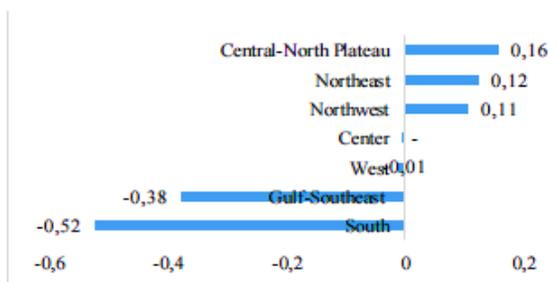
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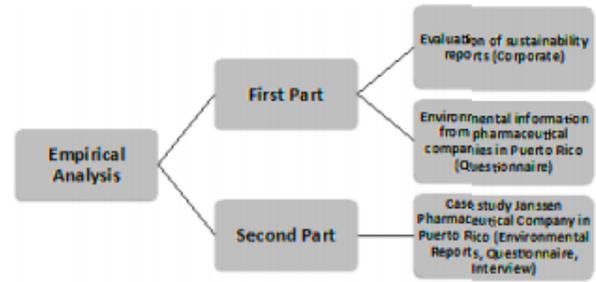


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Technological cooperation	The rapidity in the development of the technology and its complexity
Cooperation in production	The fundamental search for acquiring scale and within-reach economies that permit the reduction of production-associated costs and risks
Commercial cooperation	Seek the following objectives: reduce costs and risks in the commercialization process, penetrate new markets, complete the gamma of products offered, procure access to distribution channels, etc.

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