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Presentation

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In Pro-Research, Teaching and Training of human resources committed to Science. The content of the articles and reviews that appear in each issue are those of the authors and does not necessarily the opinion of the editor in chief.

As a first article we present, *Key Factors of Innovation Capacity: Labor Confidence and Innovative Culture*, by AGUIRRE-CHOIX, Ricardo, as second article, *Ciudad Juarez Customs Agencies ¨Infractions more committed in the customs operations 2017¨*, by, SALAZAR-PAVON, Eliazar , SALAZAR-PAVON, Abbot, as the third article we present, *Business Diagnostic to Identify the MSEs of Xicotepec de Juárez, Puebla, with the Potential to Import and Export*, by CRUZ-CABRERA, Clotilde, ARELLANO-SOLIS, Sonia, CARMONA-GONZALEZ, Juan Carlos, OLTRA-GARRIDO, Martha Fricia, as fourth article we present, *The experience of the collaborative work in the study of media and in the public agenda*, by, GUIDO-FIELDS, Laura Lizeth, GARZASÁNCHEZ, Juan Antonio, CANDIA-CORTES, Xitlalic.

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Key Factors of Innovation Capacity: Labor Confidence and Innovative Culture.

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Abstract

This research determines the key factors of innovation capacity in Small and Medium Enterprises (SMEs) of professional services, the problem that characterizes this economic sector is that they present lack of job confidence and deficient innovative culture with the objective of determining the Key factors that encourage the capacity for innovation in the companies under study. The research was carried out with the employees to know the perception of the Innovation Capacity. The research is a causal and non-experimental type and is based on a quantitative approach, generating a measurement instrument to measure the variables under study, applying multiple linear regression analysis, identifying that Labor Confidence and Innovative Culture are factors that encourage Capacity Of Innovation with a R^2 of 62.40%.

Key Factors, Innovation Capacity, Job Trust and Innovation Culture

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1. Introduction

Professional service companies are not exempt from getting on the boat of knowledge and innovation. Services since the seventies has been the response to the global economic crisis and has had an impact on growth around the world, this being a key factor for globalization. Mexico does not exempt itself from the globalization process or from the changes forced by the economic effects at world level, the demographic growth, the modification of the geographical distribution of the population were the main causes of the economic changes in the seventies in the country (Sainz and Garcia, 2008).

Seen in this way, it is difficult for companies to work in isolation in the new international economic context. For this reason, there are factors that encourage economic growth, where the services sector will contribute in two ways: producing development and social welfare and playing a strategic role in increasing the competitiveness of companies and the entire economy (Almejo and Campos, 2013).

One of the factors analyzed in the present investigation is what Jassawalla and Sashittal (2003) establish that trust makes tolerant members to the advantage of doubt when something out of the ordinary happens, makes the participants of the teams more sensitive to the orientations, aspirations, also allows them to be open to take their true thoughts in formal and informal interactions to propose new ideas and innovative solutions, overcoming fears and social censorship.

Another factor analyzed for the present investigation is what Cejas (2007) analyzes, where he assures that studying the culture in a company is a difficult task, because it assumes that organizations have their own personality, likewise the Oslo Manual (2005) ensures that the innovation within the companies is different in each sector, for the service sector the most common innovation is that of processes and this is carried out continuously taking into account that within the company the principles, values, procedures are produced by the actions of each member and is defined by cultural events outside and inside it.

Due to the aforementioned, there are factors that encourage the innovation capacity including all the integral activities of the organization and the internal behavior, situation that becomes complicated the analysis since each company is unique and has resources and characteristics that make them different. The empirical evidence and the concepts presented in the theoretical framework seek to explain the relatively slow progress of innovation capacity Ritchie and Brindley (2005).

1.1 Justification

Most of the investigations are carried out with a defined purpose and should be significant enough to justify its realization. It should also explain why it is convenient to carry out the research and what the benefits are (Hernández, Fernández, and Baptista, 2014).

This research determines the key factors that encourage innovation capacity in professional services companies, through the analysis of the variables under study where companies in the region can mitigate the problems that characterize them to cope with changes technology and innovation to which they are immersed.

The results obtained in this research can serve as a methodological guide applied to other economic sectors and be replicated to know the analysis perspective in the region or the country in question. With the creation of the measurement instrument applied to another population, shows or context different to the companies under study here proposed propitious to the generation and dissemination of knowledge closing the theoretical and practical gaps that could be generated.

Another of the tangible benefits of this research is that the government will be able to provide support and streamline regulations that facilitate the creation of new professional services companies as explained (Blili and Raymond, 1993, Hii and Neely, 2000 p.5; Porter, 2001, Ritchie and Brindley, 2005, Santos, Dorrego and Jardón 2011).

1.2 Problem

Based on the above, the research problem is that professional services companies are characterized by a deficiency in labor trust and innovative culture Rousseau, et al., (1998), which allows them to determine the factors that encourage the ability of innovation (Taruté and Gatautis, 2014).

It is important to emphasize and take as reference the aforementioned, in order to respond to the problem raised with the following question: What are the key factors that incentivize the capacity of innovation professional services companies?

1.3 Hypotesis

Based on the variables theoretically analyzed in the present investigation, the general hypothesis and the multiple linear regression model are presented, where the explanation of the dependent variable is sought in terms of two dependent variables.

Labor trust (H1) and innovative culture (H2) are key factors that encourage innovation capacity in professional services SMEs in Ciudad Obregón. Below the proposed graphic model:

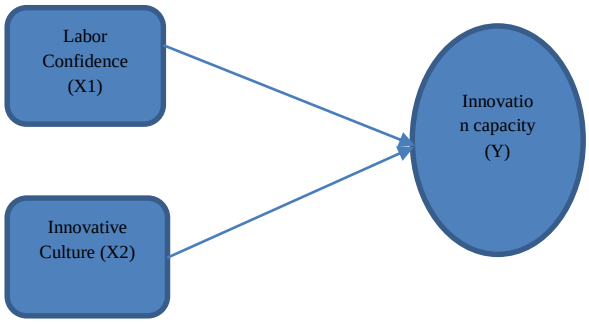

Figure 1
Source: Self made

1.4 Objectives
1.4.1 General objective

Determine if the labor confidence (CL) and the innovative culture (CI) stimulate the capacity of innovation in the SMEs of professional services established in Ciudad Obregón, Sonora.

1.4.2 Specific objectives

- Review the theoretical and conceptual framework that allows to identify if (CL) and (CI) incentivize innovation capacity.
- Develop a measurement instrument to know the perception of employees in the companies under study.
- Define the study population of SMEs to determine the representative sample.
- Validate the measurement instrument to perform item debugging based on exploratory factor analysis.
- Apply the instrument to obtain data and analyze it.
- Analyze the statistical results that lead to the analysis of the results and conclusions.

2. Theoretical framework

In this section we present the suggested procedures to carry out the present research on the revision of theories about innovation capacity (Y) as a dependent variable in relation to the independent variables: Labor Confidence (X1) and Innovative Culture (X2) a The purpose of establishing guidelines for research and to generate a measurement instrument, with the purpose of obtaining quantitative information on the impact of these variables on professional services SMEs..

2.1. Innovation capacity

In order to study Innovation Capacity it is necessary to analyze the internal factors of companies and according to Cohen and Levinthal (1990) they are difficult to evaluate in practice and are an important explanatory factor to develop innovation in companies.

From the perspective of Barney (1991), he analyzes the Capacity for Innovation as a strategy of improvements for companies. On the other hand, from the point of view of Forsman (2011) analyzes the capabilities of companies to exploit and explore the opportunities presented with the purpose of developing new products or services.

Taking the aforementioned authors as reference, the capacity of the company is important in the supply and maintenance of competitive advantages and in the application of the strategy. The literature analyzed proposes the theory of the point of view based on resources to explain why a company grows. This theory contributes in the understanding of how the company obtains and maintains a competitive advantage over others within the same industry, facilitating the definition of Innovation Capacity Yang, Zhang and Ding (2015).

Based on the literature analyzes, definitions of Innovation Capacity are presented:

Wonglimpiyarat (2010) defines it as the necessary process to improve and create new technologies. On the other hand Forsman (2011) defines the capacity for innovation as a continuous improvement of the capabilities and resources that the company possesses in order to explore and exploit the opportunities for the development of new products / services and to satisfy the needs of the market. .

For Santos, Dorrego and Jardón (2011) is defined as "the internal potential to generate new ideas, identify market opportunities and implement tradable innovations by applying existing resources and capabilities".

For this reason the present investigation takes as reference the theory of the point of view based on the resources since it is based on the set of individual resources to perform certain tasks and activities. According to Barney (1991), he assures that companies have different resources and capacities to implement improvement strategies.

According to the aforementioned, the following is inferred: various authors have studied the capacity for innovation from their perspectives and their context, however, some differ in their content. The concept must be considered from different levels and from a broad perspective and this will depend on the resources and capabilities of each company.

Below is a brief analysis of the key factors that determine the Innovation Capacity, in order to offer a methodological guide that allows SMEs to mitigate the problems outlined above by presenting a general context:

2.2 Labor Confidence

In the research conducted by Peterson (2004) argues that if employees of a company are recognized first as members of a better society, this recognition strengthens self-esteem and positive impact on attitudes in the organization where he works. This situation causes confidence within organizations.

Below are definitions about this factor:

The study carried out by Rubio y Espada (2009) on several definitions in the subject concludes that trust is the heart of the exchange of knowledge and the success of business agreements and as a need to achieve the interactions of the company, the collective work that facilitates the debate, learning, innovation to improve dialogue and group relations.

In the research carried out in a casino on the trust that employees have in the company they work Lee, Song, Lee, and Bernhard (2013) define it as those expectations (positive or negative) that people have about relationships and behaviors within the organization, taking into account the interactions of all related parties.

As part of the literary analysis carried out on this variable, applied studies of this factor are presented:

In their research conducted Cegarra, Briones, and Ros (2005) analyzed 151 SMEs in Spain from different economic sectors where they conclude that each company has its own characteristics and depend largely on the nature of the sector they belong to, in addition to the strategies taken in the past and in the beliefs and personality of the leader. Therefore according to the authors the trust will depend on each organization since the companies are different.

In the research carried out by Jain and Jain (2016) in Denmark, they analyzed the work trust that is carried out within a hospital, concluding that the reliability perceived by the employees starts from the interpersonal trust vertically and also horizontally within the organization.

In the same sense, the research carried out by Rezvani, Chang, Wiewiora, Ashkanasy, Jordan and Zolin (2016) assure that confidence is a psychological state that includes the intention to accept the vulnerability of positive expectations of the intentions or behaviors of others people including elements of independence, risk, favoring creativity, problem solving and knowledge dissemination.

For this reason and as a reference part of this research, the issue of job trust focuses on research conducted in a casino where Lee, Song, Lee, and Bernhard (2013) concluded that trust can be (positive or negative), in addition keep people close to relationships and behaviors within the organization, taking into account the interactions of the parties involved.

2.3 Innovative Culture

The following factor analyzes the scientific research carried out by Ceja (2007), which states that culture plays different roles within organizations; Decision-making is based on and interpersonal relationships are directed between the members of the company. Specifically where one of the functions of the culture are: Innovation and risk taking which feed employees to be innovative and correct risks. For this reason Dobni (2008) says that there has been interest in the study of innovative culture especially in academic and professional fields.

In the same sense, Hernández and Valencia (2007) analyzed the culture of Colombian innovative companies, concluding that each organization is an open system; that is to say, they present their own cultural system, which determines their organizational form and work processes, for this reason they reflect the behavior of all the members of the organization.

Based on the above, the following concepts are presented: according to their research Cañamares and Ruiz (2009) define the innovative culture as: the set of knowledge, practices and individual and collective values which determine the way of acting and also promote the society to create new knowledge and innovation.

In the same sense in the scientific research of Tomislav, Tonći and Sutić (2013) in Croatian companies are in agreement with the established by Dobni ensuring that the company must be innovative and with certain infrastructure to support the processes of generating value and claim that the Innovative culture must take into account risk tolerance. As part of the literary analysis carried out on this variable, applied studies of this factor are presented:

Filgueiras and Castro (2012), affirm that companies need an attitude of innovation, apply and exploit knowledge to achieve the result successfully, adapt and evolve, this intention will depend on the culture and the context in which it is applied. Based on what determines Ceja (2007) in its research in Venezuelan companies, argues that culture can have a negative effect on the effectiveness of the company when it is widely shared and when it is internalized in the members of the organization.

As can be seen, the analysis carried out by the authors coincides unanimously that the innovative culture is a key factor in the innovation process but will depend on the strategies and behaviors of the organization.

3. Research Methodology

3.1 Research Type

This research is of a causal type since it is desired to determine whether labor trust and innovative culture encourage innovation capacity, and it is based on a quantitative approach. This, according to Creswell (2003), points out the possibility of creating knowledge and seeks to measure the impact of the variables under study by contrasting the objectives and hypotheses given by answering the research question. Also Edmondson and Mcmanus (2007) ensures that quantitative research addresses questions of other researchers and seeks to clarify specific aspects of existing theories.

3.2 Design of the investigation

Given the nature of the research, the design of the research process is: Non-Experimental since the results are presented as they happen without pretending to manipulate the variables under study Hernández, Fernández and Baptista (2006).

3.3 Analysis method

To carry out the present investigation whose objective is: To determine if the labor trust (CL) and the innovative culture (CI) stimulate the capacity of innovation in the SMEs of professional services established in Ciudad Obregón, Sonora. A measurement instrument was developed which was applied to 55 employees of different SMEs in order to know their perception on the Innovation Capacity in each company. In the social sciences, the methodological tools have been sophisticated in the development of research and increasingly complex models that try to explain reality have been designed and tested. The SPSS, is one of the statistical programs most recognized by researchers for the treatment of data and statistical analysis for testing hypotheses in the field of social sciences.

This tool has the ability to work large databases and simple analysis (Bisquerra, 1989). To select the statistical technique, researchers are required to take into account the size of the sample and the characteristics of the data (Hair, Ringle, and Sarstedt, 2011). To test the hypotheses of the present investigation, a multiple linear regression analysis will be carried out through the software SPSS version 21. The research analysis unit was the professional services SMEs selected from the National Statistical Directory of Economic Units (DENUE), with a total of 123 SMEs and the study subjects were the employees of trust or responsible for each SME under study. We applied the finite simple random sample for that population resulting in a total of 55 SMEs under study.

The Materials: In order to collect the data, general talks were held with the employees of the SMEs in order to know the perception of each one. The measurement instrument was applied where the two key factors of the Innovation Capacity in the companies where they work are included. The measurement instrument was composed of a total of 21 questions distributed by each factor analyzed according to the theoretical framework as follows:

- 7 questions related to Innovation Capacity (CI).
- 7 questions related to Labor Trust (CON)
- 7 questions related to the Innovative Culture (CUL).

A Likert scale was used for the construction of the variables considering 1 (totally agree) 2 (Partially disagree) 3 (Neutral) 4 (Partially agree) and 5 (Totally agree). The delimitation of the Likert metric was defined according to the experience of the owners of SMEs of professional services in the region through opinion interviews.

The items were written by the researcher taking into account the literature and also the terminology suitable for the respondents. The procedure of the present investigation was carried out in the following manner:

1. The key factors that encourage the Innovation Capacity of SMEs of Professional Services were determined through the generation of variable starting from the items used in the instrument.
2. An Exploratory Factor Analysis was applied to determine the integration of the two factors and it was observed that 5 items did not obtain a level of correlation greater than 0.4. which were eliminated (see table 2).
3. The selected sample was 55 SMEs of professional services according to the determined finite random sample.
4. The importance and monitoring of the application of the measuring instrument with a Likert scale with 5 elements was determined.
5. The necessary information was collected.
6. The technical criteria were validated and the results were analyzed through the multiple linear regression model obtained from the instrument.
7. Interpretation of the statistical results obtained.

4. Results

This section presents the statistical analysis of the data collected from the 55 respondents, which allows showing the results obtained for the verification of the research hypothesis. To verify that the set of items coincides with each of the factors that are identified, an Exploratory Factor Analysis (AFE) was carried out, demonstrating that each item of the measurement instrument is integrated into each Rositas variable (2014).

Below is the result of the AFE:

components	Components		
CON1	0.761		
CON2	0.814		
CON5	0.688		
CON6	0.839		
CON7	0.828		
CUL42		0.844	
CUL43		0.672	
CUL45		0.831	
CUL46		0.793	
CI34			0.790
CI35			0.871
CI36			0.636
CI37			0.837
CI38			0.836
CI39			0.654
CI40			0.782

Table 1 Matrix of main components rotated with the varimax method. Prepared by SPSS.

The application of the EFA of table 1 allowed to reduce the items for each factor or groups with which the total variance explained is 69.95% with a total of 16 items eliminated 5 of them (two of the variable Labor Trust and three of the variable Innovative Culture) it was observed that they did not obtain a level of correlation greater than 0.40 which were eliminated.

Once the results of the AFE were obtained, the reliability of the instrument of the measurement instrument was made through Cronbach's Alpha. According to (Lévy and Varela Mallou, 2003) the result must have a scale greater than 0.60 in exploratory studies, this value being as necessary for the present investigation and the reliability of content of a scale refers to the correspondence between the attribute that it is intended to measure and the content of the sample of items that make up the scale. Below are the results of Cronbach's Alpha by variable:

Variable	Entry items	Output items	Cronbach's Alpha
Innovation Capacity (CI)	7	7	0.889
Labor Trust (CON)	7	5	0.802
Innovative Culture (CUL)	7	4	0.860
	21	16	

Table 2 Results of Cronbach's Alpha.
Own preparation with SPSS

As can be seen in table 2 with the input and output items, it is stated that these are valid, reliable because the Cronbach Alpa by varibale have a value greater than .60, therefore, the provisions of (Lévy and Varela Mallou, 2003).
In the same sense, it is verified that there is internal validity of the measurement instrument and how the items refer to the same variable that we want to measure through the Kaiser-Meyer-Olkin test and Bartlett's sphericity test. The results were as follows: follow:

KMO and Bartlett's test		
Sampling adaptation measure of Kaiser-Meyer-Olkin.		.824
Bartlett's sphericity test	Approximate Chi-square	293.533
	gl	36
	Sig.	.000

Table 3 KMO test and Barlett test. Prepared by SPSS.

The result of table 3 shows a (KMO) of 0.824 and the Bartlett sphericity test was significant of .000. When carrying out the aforementioned tests, we proceed to perform the multiple regression model by applying the successive steps method so that it is shown which of the independent variables has the highest correlation, the results are as follows:

Model summary[c]				
Model	R	R square	R corrected square	Durbin-Watson
1	.766[a]	.587	.580	
2	.790[b]	.624	.610	2.271
a. Predictor variables: (Constant), CULX2				
b. Predictor variables: (Constant), CULX2, CONX1				
c. Dependent variable: CIY				

Table 4 Summary of the multiple regression model (Adjustment Goodness). Prepared by SPSS.

As can be seen in table 4, two models were chosen, which is chosen as number two, since it is the one that best explains to the dependent variable Innovation Capacity with the variables Labor Confidence and Innovative Culture with an explained variance of 0.624, which means that the R2 explains 62.40% and represents a good quality fit of the model. Likewise, the Durbin Watson statistic presents a result of 2,271 below the established range (between 1.5 and 2.5), which means that the residuals are independent. The following is the statistical result F and the significance of the model:

ANOVA[a]				
Model		Sum of squares	F	Sig.
1	Regression	21.900	75.425	.000[b]
	Residual	15.388		
	Total	37.288		
2	Regression	23.275	43.186	.000[c]
	Residual	14.013		
	Total	37.288		
a. Variable dependiente: CIY				
b. Variables predictoras: (Constante), CULX2				
c. Variables predictoras: (Constante), CULX2, CONX1				

Table 5 ANOVA (Analysis of Variance). Prepared by SPSS

The result of the presented F statistic allows to decide if there is a significant linear relationship between the dependent variable and the independent variables taken as a whole. Likewise, the column "Sig." Presents a value of .000, that is, less than 0.05, indicates that there is a significant linear relationship. Next, table 6 with the coefficients is presented in order to construct the regression equation (1), being the following:

Coefficients[a]					
Model		Coefficients not standardized	t	Collinearity statistics	
		Beta		Tolerance	FIV
1	(Constant)	.759	2.252		
	CULX2	.768	8.685	1.000	1.000
2	(Constant)	.332	.882		
	CULX2	.607	5.478	.590	1.695
	CONX1	.256	2.259	.590	1.695

Table 6 Coefficients Prepared by SPSS.

$$Y = 0.332 + 0.607\ (CULX2) + 0.256\ (CONX1) \qquad (1)$$

Likewise, the result of the "Variation Inflation Factor" (IVF) is less than 5, which determines that there is no presence of collinearity in the independent variables with respect to the dependent variable. H1 is accepted: Labor Confidence is a key factor that encourages innovation capacity in the professional services companies established in Ciudad Obregon, where the provisions of Rubio y Espada (2009) are confirmed, since in their research it shows that Labor Confidence favors interactions, collective work, improves dialogue and group relations, improving innovation within organizations.

In the same sense, also the analyzed literature is in agreement with the established by Lee et. al., (2013) since it is inferred that there are positive interactions between people who work in the companies under study. On the other hand H2 is proven: Innovative Culture is a key factor that encourages innovation capacity in professional services companies established in Ciudad Obregón and goes hand in hand with Ceja (2007) where it states that in companies object of study employees present the functions of an innovative culture, which are: initiative to innovation and character in decision making and ability to correct risks. In addition it is inferred that they are organized and good organizational form which is reflected in the behavior of the members of each company.

In the same sense, table 7 shows that there is no presence of collinearity between the variables:

Collinearity diagnostics[a]						
Model		E-values	Condition index	Proportions of variance		
				(Constant)	CUL X2	CONX1
1	1	1.977	1.000	.01	.01	
	2	.023	9.176	.99	.99	
2	1	2.961	1.000	.00	.00	.00
	2	.024	11.076	.90	.37	.04
	3	.015	14.121	.10	.63	.95
a. Dependent variable : CIY						

Table 7 Diagnosis of collinearity. Prepared by SPSS

As shown in the previous table, model two does not present problems of collinearity since the condition index does not exceed 15.

5. Conclusions

With the present investigation the objective described is confirmed, which was: To determine if the labor confidence (CL) and the innovative culture (CI) stimulate the capacity of innovation in the SMEs of professional services established in Ciudad Obregón, Sonora. In this same sense, the specific objectives described were met and the findings found are presented:

The obtained results confirm that the labor confidence and the innovative culture stimulate the capacity of innovation since they are congruent with the analyzed literature and it is the reflection of the perceptions of the respondents and represent the reality of the companies object of study; that is, Labor Confidence and Innovative Culture can be characteristics that internally describe the factors that encourage Innovation Capacity. The main contribution of this research is to serve as a methodological guide to be replicated in other economic sectors in order to know the perspectives of employees in other regions of the country.

With the results obtained, the generation and dissemination of knowledge is fostered, closing theoretical and practical gaps that could be generated, with this the government will be able to grant support and expedite the regulation for the creation of new professional services companies.The low number of participating companies serves as a limiting factor in this research, for this reason it is possible to expand the sample and in this way generalize the results obtained. It is advisable to continue carrying out analyzes with the different indicators that encourage Innovation Capacity considering areas of improvement for the organizations analyzed.

For future research it would be interesting to analyze external factors that encourage Innovation Capacity such as government regulations, competition and clients to know their perfectiva externally and generate valuable information for the companies under study.

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Ciudad Juarez Customs Agencies ¨Infractions more committed in the customs operations 2017¨

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Abstract

In January, the Tax Administration Service informed through the media that it will implement the electronic audits and with this, one of its main objectives is to streamline the audits and cover the largest possible number of taxpayers to be audited, using only cross reference of electronic information. This measure also applies in customs matters, since in this area the technology is more present with the SEA (Electronic Customs System), for that reason the customs operations carried out by customs agencies should be more efficient and more attention to detail. But customs are common to make mistakes, what is surprising in this area is that any error is an fined with consequences, ie typified or fined. In Ciudad Juarez there is a number of customs agencies that currently carry out imports and exports of various products, which involves a series of stages to import a merchandise, from the classification of entry document elaboration, tax payments and other activities. The present investigation seeks to analyze and deepen in detecting which are the most committed infractions in the customs agency and with this to have a panorama of if these companies are prepared for the audits of the SAT.

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Definition of the problem

In the area of foreign trade, technology is present with the electronic customs system and the software systems used by the agencies to make work more efficient and, for this reason, to eliminate or reduce to a large extent errors and mistakes when carrying out foreign trade operations. . The problem is based on the fact that even with these tools and constant trainings to the customs agencies mistakes and mistakes that lead to a customs violation at the moment of importing or exporting a merchandise and can cause the imposition of a fine, are still very expensive. , as well as risky for the operation.

Objectives and goals

As previously mentioned, the customs agencies with the implementation of their computer systems and the modernization of customs in Mexico should not have problems when importing and exporting a merchandise. And yet this is still happening for this reason the objective of the investigation is to determine the causes and types of infractions committed by the customs agencies and with this to have a clear picture and implement an improvement proposal.

Justification

The purpose of this project is to raise awareness of the new audit policies of the Tax Administration Service 2017 with the implementation of electronic systems, as well as to detect and diagnose foreign trade companies that have had problems entering into the electronic aspect with the investigation it will be possible to have a plan of those conducts and acts that are frequent in the customs agencies of errors in the operations of foreign trade.

Theoretical framework

In the review of the literature, it is observed that the topic of infractions and sanctions is addressed by (Hernández, 2009) in his work, a practical study of the infractions and sanctions that sustain the elements that each infraction must contain. The great authors like (Mercado, 2000) and (Roman, 2001) in their work Foreign Trade: theory and practice clearly define international trade as an exchange of goods and services. Another author who also defines foreign trade is (Pérez 2010), (Martínez 2016) broadly addresses the issue of international trade and groups CAAAREM in international trade. Another of the relevant is the one developed (Becerril, 2011) in his work faculties of verification, administrative procedure in customs matters and means of challenge, with respect to the customs duty we have the maximum master exponent (Carvajal, 2011).

Methodology

(Pilar Bautista) He mentions that the explanatory method is that which determines the causes of phenomena; they generate a sense of understanding that is highly structured. However, the descriptive method tries to describe phenomena, situations, contexts and events, that is, it details how they are and how they manifest themselves. They seek to specify characteristic properties. In the research that is presented, the descriptive method is applied because based on the description of the types of infringement and how they arise in a customs agency it is better to apply the descriptive method, we understand as the errors that the customs agencies comment in their work as a phenomenon that is why it is about describing the event of updating an infraction. And based on this, detect the causes of the problem.

Auto - fiscal declaration

In our country we have established the federalism system where citizens as in ancient Rome must contribute with taxes to the functioning of the country, which is why this obligation is established in art 31 fraction IV of our constitution. But up to where the government can exercise that power to impose taxes where the limit is established, the same article states that the payment of taxes must be proportional and fair, these two principles apply in fiscal matters and for this reason one of the particularities of the Mexican tax system where the taxpayer self-declares as provided by the CFF (Fiscal Code of the Federation) the ART 6 third paragraph, provides ¨Crespond to the taxpayers the determination of the contributions to their position, unless expressly stated otherwise. If the tax authorities must make the determination, the taxpayers will provide them with the necessary information within 15 days from the date of their causation¨. At the same time also the ART 36 LA (customs law) ¨

Those who introduce or extract goods from the national territory destinándolas to a customs regime, are obliged to transmit, through the electronic customs system, in electronic document to the customs authorities, a petition with information regarding the aforementioned merchandise, under the terms and conditions established by the Tax Administration Service by means of rules, using the advanced electronic signature or the digital seal, and shall provide an impression of the petition with the corresponding information, which shall bear the code printed of bars "these articles mention that the taxpayer declares and determines their contributions personally for this requires the advice of experts in the tax area.

But making the analysis of these two provisions we have a point of fragility, this because the person makes his own statement both in accounting and in foreign trade is exposed to make errors that are intentional or lack of experience or of knowledge in the area this is the reason why we will do the analysis of the chapter corresponding to the infractions.

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Electronic audits

The authority has certain powers granted by law to determine that the taxpayers and as stated (Becerril 2011) the faculty of verification allows the authority to check that the self-determination of fiscal and customs obligations have been carried out in the import operations and export with this have fulfilled their tax obligations and can be defined as the mechanisms that are legitimized by the authorities the tax authorities in order to verify that taxpayers.

Jointly responsible, third parties with them have complied with the general provisions for this reason Article 42 of the CFF provides ¨The tax authorities in order to verify that taxpayers, jointly liable parties or third parties with them have complied with the tax provisions and, where appropriate, determine the omitted contributions or tax credits, as well as to check the commission of crime fiscale and to provide information to other tax authorities, will be empowered to ¨, the article is very clear and refers to several faculties of which we mention, the cabinet review, the home visit, among others, but in 2017 draws the attention of the new tool that will count the authority consisting of the electronic audit for it As part of the 95 commitments signed between the Federal Executive and the leaders of the main Mexican political parties in the month of December 2012, in the so-called Pact for Mexico, highlights the Collective Efficiency.

The aforementioned commitment includes simplifying the collection of taxes, increasing the taxpayer base and combating tax evasion and evasion. Therefore, on September 8, 2013, the Federal Executive presented the economic package for 2014, which included substantial modifications to the Income Tax Law (LISR) and the CFF.

These reforms were approved by the Congress of the Union during the month of October 2013. Among the reforms approved for 2014, specifically to the CFF, the authority became more mature powers to verify compliance with the tax obligations of taxpayers through the use of Information and Communication Technologies (ICT), such as the Tax Mailbox, Electronic Accounting and, of course, Electronic Reviews, to reduce informality, as well as to discourage fiscal evasion practices (the latter, by canceling digital stamp certificates and publishing lists of unpaid taxpayers, as well as those that invoice simulated transactions).

The rationale for proposing the creation of the Electronic Revisions, according to the initiative to reform the fiscal package for 2014, was that the cabinet reviews -as an audit process- were complex due to the volume of information presented by the taxpayers to the fiscal authority and at the time of up to a year that took to conclude Because of the foregoing, the Federal Executive proposed that electronic revisions be made as a new control procedure, using the Tax Mailbox as a means to notify and require taxpayers, and that they use this tool as a means to send the required documentation and information to the tax authorities.

All within a deadline for that review of only three months. Also, as part of the reforms for 2016, approved by the Congress of the Union in October 2015, some aspects of Electronic Review were modified.

With this new faculty the authority seeks to make their work more efficient, but with a double intention of having information quickly and without using human resources.

The ict in foreign trade operations

Just as the authority prepares to make its work more efficient by using ICTs as tools, there are other areas that began even before the same authority to prepare for the stage of the technologies and the customs agencies since they began. In past years, for example, the petition is not validated since it was attended to the import trade, that is to say, in the facilities of the customs

Implementation of computer systems for filling pedimentos

In the customs operations previously the aduanals filled paper pedimentos using the stencil machine which had a function of printed in where to the impression of the petition and of extensive form that is to say in a leaf by regular official size. From 1986 onwards, some systems were started to generate invoices, such as the KAVEPA system, which also introduced the elaboration of the application in the system, another system that was implemented is the SOIIA system where it could already be done the validations pedimentos but more however the payments were made with check already last and currently the MAYA system is used in this system and an infinite number of electronic movements and document generation can be done and this is how the new technologies are presented in the customs agencies especially in pedimentos.

Implementation of computer systems in the tariff classification

In the area of tariff classification remember that previously the customs agencies reviewed every day the official newspaper of the federation since the tariffs are published in the official gazette and the adaptation of the agreement of the harmonized system occurred in 1988 and in those times the tariff was divided in two, there was a law of tariffs for imports and another for exports, all this was changing but it is worth mentioning that the tariff classification tool has always been the LIGIE.

Since the law of the general import and export taxes that this law establishes the tariff rates to be paid for the import and export of products but, as previously discussed, the customs agencies began to implement computer systems in their operations and other areas of the classification is the tariff classification since it is made of through a software system that updates the information and continues It has the tariff rate in digital form in order to make the work more efficient and quickly.

SWMFT (Single Window of Mexican Foreign Trade)

Since the nineties, world trade has grown twice as fast as the world gross domestic product, countries that attract foreign investment and boost foreign trade will have greater economic growth, however, to increase trade between countries, it is not enough to reduce or eliminate tariffs; It is necessary to implement customs modernization systems that reduce costs and increase international competitiveness. The countries with the best practices in foreign trade have adopted the Single Window system to facilitate trade and to enter the global modernization movement.

The single window is a tool that allows the sending of electronic information, only once, before a single entity, to comply with all foreign trade requirements. This is possible through the simplification, homologation and automation of the management processes.

In practical terms, the Single Window aims to streamline and simplify information flows between trade and government and provide significant benefits for all parties involved in cross-border trade. The Single Window is generally managed centrally by a governing body, which allows competent authorities and government agencies to receive or have access to information relevant to its purpose. In addition, the authorities and participating organizations must coordinate their controls. In some cases, the Single Window must provide means for the payment of corresponding duties, taxes and fees.

A curious fact in the implementation of the system is that the Tax Administration Service (SAT) and the Intersecretarial Commission of the Ventanilla, as expressed (Pérez, 2011) in its investigation application of the single window of foreign trade in Mexico, were monitored constantly the implementation of this electronic tool, in order to know if it is operating in a stable manner and if its response times to users is improving.

According to experts, the first day of the Single Window on June 1, 2011, there was a waiting time of approximately 40 minutes to one hour in the processing of Electronic Voucher (COVE), which caused discomfort among workers such as customers and customs agents. Even several workers commented that the power to generate a COVE was taking an approximate one or two hours to return, we have a client who handles over 90 invoices and mentioning that it is a COVE for each invoice, this would take a long time workers commented.

By 4:00 o'clock on the afternoon of June 1, the Confederation of Associations of Customs Agents of the Mexican Republic (CAAAREM) published the report that 29 thousand 264 COVE'S had been processed, of which 13 thousand 559 were pending, due to the delay that was presented. And it was to be expected, that the system was slow, if only in Nuevo Laredo there are more than 10,000 commercial operations per day¨.

The VUCEM has been developed within a process of progressive releases, these releases allow the orderly implementation of the project and taking care not to hinder the operations of the companies and allowing a process of continuous learning and stabilization.

This window today includes in its platform all the dependencies involved in foreign trade and from this platform you can perform the procedures for example to request and generate a permit for secretary of economy can be done directly from the page as the procedure it is not to go to the dependence as it was done before, what it is about is the speed of the commerce as the image is seen.

https://www.ventanillaunica.gob.mx/vucem/TramitesyRequisitos/index.htm

Figure 1 página principal de VUCEM

Note; the following image shows the menu of the secretaries that can be found on the VUCEM page, www.ventanillaunica.gob.mx, 2017

This is how web systems were presented with which this document would be done through a computer, only emptying the data in the system, this would make the work more efficient and it would be done more quickly.

Customs operations

Within a customs agency there are several activities with the purpose of importing and exporting a merchandise, from the promotion of the company to the delivery of the merchandise to its client, are the operations that make the work complex and the consequence of committing errors, but As we discussed earlier, it should not have been expected that the customs agencies have reinforced this work with the support of new technologies.

In the customs law in its art 35 ¨ For the purposes of this Law, customs clearance is understood as the set of acts and formalities related to the entry of merchandise into the national territory and its exit from it, which according to the different t regimes Customs established in the present ordinance, must perform before the customs, the customs authorities and those who introduce or extract goods from the national territory, whether the consignees, recipients, owners, holders or holders in the imports and the senders in the exports, as well as the customs agents, the electronic customs system ¨But in practice the procedure involves several difficulties,

1. The commercial invoice. At this stage, for example, for the import of a merchandise, a commercial invoice is required, which is drawn up by the merchandise owner and this document can be filled out with the request and the payment of the contributions, as well as generate their respective receipts. electronic value in the VUCEM, hence the customs agency insist with the seller of the goods to provide the necessary information.

2. Another activity is to classify the merchandise that is in charge of an expert called a classifier, this person with extensive experience and knowledge requests information that may be, plans, brochures, data sheet, photos, chemical tests all that is required for encode the merchandise.
3. Processing non-tariff regulations also requires effort and skill and this depends on the type of merchandise as we remember there are several secretaries who are responsible for various areas, for example, if meat is responsible for supervising this merchandise is SAGARPA, if it is gunpowder, the dependence will be SEDENA. All permits and certificates will be requested through the one-stop page, but this requires the capture of the information.
4. The important activity is the declaration before the authority of the operation that is performed and this is done through the filling of the petition, this document that has a certain degree of difficulty to fill it and like the tariff classification requires knowledge in the area of foreign trade, and above all a great precision and dexterity, also in this activity is used a web systems below we mention other activities that are carried out in a customs agency.

Activities of a customs agency.

Activities in an A.A.
Deliver documents to the carrier
Pay the fee
Create import file
Check seals and containers
Carry out an inventory of the goods in the warehouse
Scan documents
Validate pedimentos
Print COVES
Print PEDIMENTS
Make quotes
Give advice
Prepare market studies
Assist the importer
Guarantee taxes

Table 1

Note; In the surveys and visits made to the customs agencies, the following activities carried out by the customs agencies were collected (Salazar, 2017). These are some of the operations carried out by a customs agency with the support of new technologies, but as mentioned above, it is of great interest to know why there are still errors that frame a violation and therefore a fine.

More committed offenses ciudad juarez customs agents mistake errors at the time of carrying out their customs operations

The customs area is regulated by the customs law that establishes the guidelines that must be followed to import or export goods, as well as all formality issues, and establishes an EIGHT TITLE for infractions committed in operations where articles are highlighted. 176, 179, 182, 183-A, 184, 184-A, 186, 188, 190, here are included infractions that are discussed in agreement (Hernández, 2009) infractions are those conducts that have as purpose or result the violation or transgression of any rule or provision that has been issued as mandatory in customs matters and is sanctioned by the authority, of which at the time of conducting the survey for the investigation several interesting causes were detected that commented on the infractions. Likewise we will start from the most common to the least.

Errors when filling out general data in documents.

For this purpose, "Article 184.- Infractions related to the oblations of transmitting and presenting, information and documentation, as well as statements, who:

III. Transmit or present the reports or documents referred to in the two previous infractions, with inaccurate data or phalluses or omitting any data. "The text is clear when indicating that the person who declare inaccurately and omitting data, when using the systems, This is one of the most committed infractions in customs agencies, almost in most agencies this violation was detected for example at the documentary moment of the documentary review of an import loss, where rubber tires are declared, but it is observed in the block corresponding to the items, in the quantity of merchandise 22 rubber tires are declared but of different sizes, not containing it in the Motion and the Invoice presented the data that can identify each one of them.

At the documentary moment of the documentary review of an import loss, where rubber tires are declared, but it is observed in the block corresponding to the items, in the amount of merchandise 22 rubber tires are declared, but of different sizes, not containing it in the Motion and the Invoice presented the data that can identify each of them. This is at the time of filing the petition also other errors by updating this violation is the error at the time of arriving the general data of the taxpayer or the goods

Errors in the digital transmission of the data in it SEA (Electronic Customs System)

In this same tenor This infraction is found in article 184, part VI of the L.A, which says: "Article 184.- Commit the infractions related to the obligations to transmit and present, information and documentation, as well as statements who: SAW. Transmit in the electronic customs system or record in the bar code printed in the request or in any other means of control authorized by the Tax Administration Service, information other than the one declared in said document or when these are submitted to the automated selection module with the badly printed bar code.

The lack of any data in the printing of the bar code will not be considered as different information, provided that the information processed to the aforementioned system is the same as that stated in the motion. "

As we developed earlier this type of infractions have started to be more frequent since the opening of the Single Window (VUCEM), since customs procedures are now carried out digitally, and is related to the infractions of Article 184 Fractions I which refers to the lack of documents and frac III referring to inaccurate data. And that upon being transmitted by the Customs Agent to the SAAI Module and not coinciding, one of the aforementioned assumptions can be made.

Example: From the physical and documentary verification made to the goods covered by the simplified impression of the petition, it is found that the customs agent transmitted four electronic documents with the following numbers COVE 12017RNZ6, COVE12017RU81, COVE12017RZA6 and COVE12017S1K5, only COVE12017RNZ6, they coincide with what is presented to digital dispatch does not comply with the provisions of Article 36, subparagraph a) of the Customs Law, for this reason the transmission of information information was incorrect. It is evident that at the moment of transmitting the information few people took the task of reviewing the electronic with the physical.

Inaccurate tariff classification

Reference was made previously to Article 184 of the Customs Law, where the data declaration is erroneously falsified and data omitted, thus, the conduct of the incorrect tariff classification is updated as indicated above in the section on Tariff classification is required for this job great skill.

Coding a merchandise is very difficult and for the simple fact of not describing correctly the merchandise is updated in the same way the infringement for example; In a customs agency an infraction was found for not correctly describing the merchandise and incorrectly classifying it at the time of mentioning in the bean plastic bean order that is actually a bean can. This is clear, as the canister implies that it is plastic material and a tin that is aluminum, another case is that of adhesive tapes that are classified in the chapter of plastic when some tapes are paper as was previously embroidered this should not happen since a system is used software.

Other infractions

Other not so frequent but still commit the customs agencies are, those of declaring the value of the merchandise errors because in the request is added more value to the merchandise and market its value is lower price, other infringement is the address of the importers is very common that no one is in that address and finally the cancellation and suspension of the patent of the customs broker this infringement only occurred in two customs agencies as established in ¨ ARTICLE 165. The patent of the customs agent will be canceled, independently of the penalties that may be applicable for the infractions committed, for the following reasons:

There. Indicate in the petition the name, fiscal address or the key of the federal registry of taxpayers of some person that had not requested the operation to the customs agent, or when these data are false or nonexistent and IX. Transmit under any title, the use or enjoyment of the patent or the rights consigned therein¨. In one of the cases, the customs agency ¨A¨ pays the customs agency ¨B¨ so that it can also carry out operations on behalf of agency

A, but if the customs agency B comments on any infraction, the direct party will be the customs agency A and therefore the patent is canceled for updating the infraction established by the aforementioned article.

Population and sample

This research is present, it was carried out using surveys and interviews with the customs agents and the workers that intervene in the area, as well as interviews and visits of the personnel of PRODECOM Ciudad Juárez and the population. Customs agencies were used to carry out various operations and for For this reason, customs agencies that carried out the importation of only one product, maquiladoras and marketers were discarded for which only 10 agencies, located in different points of this city, have participated because they have more commercial activity for this population and the following were taken into account: indicators:

- Location
- Service that renders
- Knowledge in the legal area
- That use software systems
- That has at least one infraction

Analyzing the results of this survey we could see that the most difficult question for them was "What are the most common infractions that you have?", And results are alarming because they show different answers. From this we can see the following numbers.

Infringement committed	Customs agencies
Inaccurate classification	5
Patent suspension	2
Inaccurate dances in the motion	8
Inaccurate data transmission	8
Error in the calculation of taxes	1
Other infractions	3

Table 2

These are some of the numbers thrown at us by the polls that since it is a small number it is not so difficult to confuse us as we can notice almost all of them have some infraction related to the transmission of the information.

Results and recommendations

The results of this research claim that even if the ICT tools are used to facilitate their work, infractions continue to be committed due to various causes, one of them being the lack of attention in daily activities and this is mainly due to the workload that is assigned to each staff and it is difficult in a customs agency that there is no work other than the cause in the mistakes made it was detected that the clients provided the data in a wrong way and this generates that when filling the documentation does not realize that the merchandise does not coincide with what is declared with respect to the lack of experience with the new personnel as this has always been a great challenge for the companies, there are other causes such as the lack of motivation for the work and the daily work cause the worker to lose that attitude of work, for all these causes for which the infractions are generated we give the following recommendations:

Second and third data capture review:

In this recommendation that has already been implemented in some of the customs agencies that at the moment of the capture of the information once filled by the worker is reviewed in, more than two or three times by the person in charge of the area or by another person who perform the same work as a standardized mechanism where mistakes are avoided in the documents and carry those errors that can be detected before performing the operation.

Staff training

Carry out trainings regarding the new topics of foreign trade in which the subject of operations of foreign trade operations is addressed at least once a year to the personnel hired. In such training they should be instructed on the implications of their work in the success of an import or export merchandise operation.

Preventive audits

This third and very interesting recommendation that is the subject of another investigation is that of preventive audits that in the month of January or February an audit committee must be created by members of the customs agency that must select the auditors and present a plan of work as well as carry out the audit in two or three months and give observations on the weaknesses of the companies that may be exposed in the faculties of verification, for this reason as its name mentions this recommendation is to carry out an internal audit by part of workers of the agency that as its name mentions it is about preventing those infractions that can be updated.

Courses on the subject of infractions and sanctions

Perform intensive courses to publicize infractions and sanctions, as well as conduct an assessment of knowledge about the infractions and responsibility of working in your area and make you understand the importance of the worker within the customs agency.

Conclusion

In conclusion the result that was obtained in each agency when carrying out surveys and interview is to detect that human error is a very important factor present in customs operations and more in fiscal aspects since the authority sanctions even the smallest error that is committed we conclude that the infractions are no longer as frequent as in past years and that in the field of foreign trade the most relevant technology is applied but as mentioned the human factor is very important for the success of an import or export and that a violation has serious consequences especially economic and operational, in a second stage will be carried out the recommendation of audits that will be used as strategies to find the intention of the authority to put fines on when the other recommendations are easy to carry out and that generate little cost, nowadays the foreign trade is impressively fast and requires a lot of effectiveness and for that reason the importance of the present study to see the panorama of how it affects in an operation a violation.

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Business Diagnostic to Identify the MSEs of Xicotepec de Juárez, Puebla, with the Potential to Import and Export

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Abstract

In Mexico, all the micro and small companies represent the 70% of the national commercial activity, of this percentage 80% are businesses that are not formally established that involve the 40% of the national population in commercial activities. Starting from these figures we can notice the importance that these businesses have in our country for the family economy and therefore the national one. For this reason there must be implemented the appropriate strategies to endure in a changing market, increasing in competitiveness and improving performance in general. For all the reasons previously mentioned, it is necessary to make a business diagnosis to know the situation and vision of the micro or small entrepreneur in Xicotepec de Juárez, Puebla, where the expectations of growth obtained are not aimed in a local or regional market but global, in which you can sell your services or products in addition to purchasing supplies in the same way, and be a real participant in foreign trading to take advantage of the benefits that this entails or the opportunities provided when belonging to it.

Companies, Foreign Trade, Opportunities, Global Market

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1. Introduction

1.1 Justification

Because the micro and small companies in Mexico are of vital importance for the country, it is necessary to know the situation in which they are located in Xicotepec, but not only in the local or regional market, but also projecting them globally, to to be able to determine the opportunities for improvement and growth that they have in the introduction to world trade, looking for them to be competitive.

The assets, resources, capacities and competences are driving elements of the competitive advantage that the MSEs can present (Barney, 2003), and in this region we find products that have high commercial value due to the characteristics that they present and that can be used by the clients and final consumers, which makes the product profitable.

1.2 Problem

The MSEs of Xicotepec generally focus their commercial activities on a local or regional market, which can cause as soon as larger companies with more resources access the same market, the local ones, break or barely survive for a short period of time of time unless they can implement strategies that make them competitive to reposition themselves. One of the options that MSEs have is to enter an international market where they can position themselves by marketing a competitive product or service with the own and distinctive characteristics of the Xicotepec region.

1.3 Hypotesis

Implementing appropriate strategies in the MSEs to introduce them in international trade, will open new opportunities for individual and regional growth in companies and in the human resources that intervene in this process directly and indirectly.

1.4 Objectives

1.4.1 General objevtive

Identify the factors that favor and hinder the MSEs of Xicotepec de Juárez in the international trade of goods and services, through the application of interviews and questionnaires, to define areas of opportunity and suggest improvement actions to obtain corporate empowerment.

1.4.2 Specific objectives

- Obtain data from companies that already export or import goods and services
- Recognize the interest of the owners of MSEs in entering the international market
- Knowing the vision of entrepreneurs of international trade and local commerce - regional
- Identify the real growth opportunities of local companies with the potential to export and import.

2. Theoretical framework

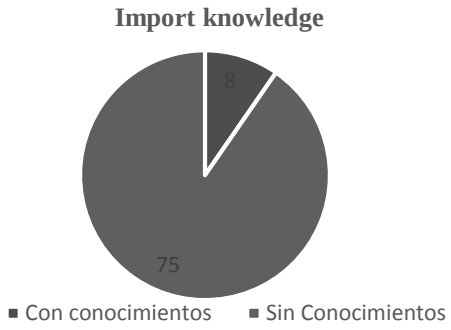
Importation: is the customs regime by which goods imported from abroad or from a Special Economic Development Zone can circulate freely in the customs territory, in order to remain there permanently, after the payment of duties and taxes to the importation, surcharges and sanctions, when there is room to them, and of the fulfillment of the customs formalities and obligations. (COPCI, 2010). Exports in economics refer to any good or service sold or sent for commercial purposes to a foreign country. In other words, the export is the traffic of goods and services of a country in order to be used or consumed in another country. The objective of imports and exports is to obtain raw materials, machinery, technology or non-existent services in the country of the entrepreneur who buys, and in case of existing, is to seek differentiation in quality, price and service.

The business owners of the micro and small companies must consider different factors when having the initiative to import or export to one or several countries because the contexts differ from those of the national market, among which the legal ones stand out, customs, technical, commercial, social and cultural customs.

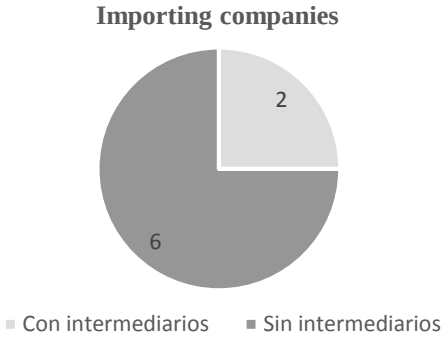
3. Research Methodology

The research is multimodular (Creswell, 2002), because it tries to understand and interpret reality, from the perception of the subjects that interact in it (owners of the MSEs) and the own experiences that are expressed in the scientific production around the object of study for which qualitative methods such as content analysis and empirical exploration have been combined through questionnaires and interviews. For the development of the exploratory study the Xicotepec Micro and Small Business Analysis questionnaire was applied and the survey on knowledge of the global import and export market. The sample size is 83 companies surveyed, for the calculation was taken into account 50% variability of the probability, a confidence level of 95% and a margin of error of 4%, on a universe of 296 MSEs that They are registered in the Municipality in this year 2017.

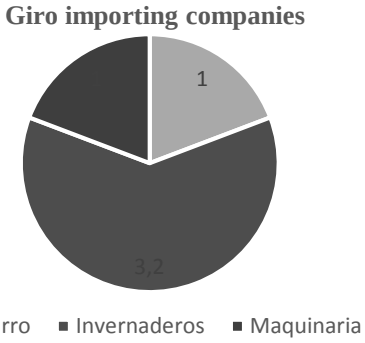
4. Results



Graph 1 Companies trained and knowledgeable in importing products



Graph 2 Import companies with or without intermediaries that increase prices



Graph 3 Turn of MSEs that matter in Xicotepec

Graph 4 MSEs with knowledge in export

Graph 5 Companies that export their products with and without intermediaries

Graph 6 Spin of MSEs exporting in Xicotepec

5. Conclusions

There is a great lack of knowledge, fear or disinterest on the part of businessmen to enter international trade. In the MSEs of Xicotepec it is necessary to reach a quality standard that allows products and services that are offered locally, to compete internationally, so it must invest in training and improvement of production processes. It is important to take care of the cost of the production process since if countries import products one of the key elements is the competitive sale price that is offered.

Training and support should be sought from government agencies so that the MSEs can obtain greater facilities when exporting, scams can be avoided and the legal and customs guidelines established in the governments can be complied with. You can access new markets, more and better jobs are generated and you do not depend economically on a local market.

Entrepreneurs should be taught the benefits and harms associated with excessive import and export and with little control of the handling of international currencies. The most important thing is the vision of the businessmen who, due to their ignorance of the import and export issue, do not obtain opportunities for improvement and lose business that is the family support. By training them, they lose the fear of growing in a global market and therefore become entrepreneurially empowered.

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The experience of the collaborative work in the study of media and in the public agenda

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Abstract

In the field of scientific research, collaborative work has become an indispensable dynamic for the creation, discussion, analysis and diffusion of new knowledge. However, networking involves a complicated work, which requires intellectual and personal skills that allow the pooling of complex codes, interests and, of course, coincidence in the search for solutions to problems that afflict society. This paper presents part of the research results of the network called Studies of media the Public Agenda, made up of two Mexican Academic Bodies, one from the Universidad Autónoma de Nuevo León and another from the Universidad Autónoma de Coahuila; As well as the research group Semiotics, Communication and Culture of the Universidad Complutense de Madrid. In addition to the results are also exposed the experiences of the conformed by the international group.

Public Sphere, Mass Media, Public Agenda, Research Networks

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1. The research communities

As in all sectors of the globalized world, education has redefined its practices and objectives against the shrinking of the State and the primacy of information coupled with the reduction in the perception of space and time. This vertiginous change includes the detachment and decentralization of the state obligation to educational systems in the face of the new vision of education-merchandise.

The clearest evidence is found in the educational reforms that have been succumbing since the end of the last century, which include, in particular, the new role of the States in the distribution of public resources. The current formula includes educational institutions forced to fulfill objectives and goals in exchange for being able to receive public resources user. These objectives are led by quality and competitiveness, neglecting the civic-citizen values traditionally found linked to university education and preferring "the preparation of competent workers for a restricted occupational market" (Mollis, 2014: 33).

In Mexico, the measurement of educational quality was formalized in 1994 with the document "Points of Agreement for the Establishment of the National System of Measurement and Accreditation of Middle and Higher Education", signed by the National Association of Universities and Institutions of Higher Education (ANUIES) and the Council of Public Universities and Related Institutions (CUPIA). From then on, it was taken for granted, between the State and the Higher Education Institutions, that measurements, accreditations and evaluation programs would be an indispensable part for the fulfillment of the Institutional Development of the Universities that, in turn, contribute to the fulfillment of the State Development Plan.

Thus, measurements became the parameters of compliance with the function of higher education in our country following global trends. In this sense, in a world in which education is another commodity, rankings, evaluations and competitions represent an essential element in the differentiation of the brand. Excellence and quality become concepts that must be measured and quantified if we want to obtain the economic benefits that the State provides and it is precisely through this quantification of such diverse variables that educational institutions pour all their efforts.

However, numerous investigations have shown the risks that exist in this universal practice (Mollis, 2009 and 2010, Casas y Luna, 1994, Ferrari, 2005, Zorzona, Edo and Puig, 1999, and Delgado, 2012) since it drowns to educational institutions requirements that include certifications, infrastructure, self-evaluations, innovation, scientific production, quality in the service, wide academic offer, efficiency, sustainability, competitiveness, and so on; all aimed at the construction of the social knowledge society in which, inevitably, universities are an indispensable part.

In order to find a solution to this problem, Higher Education Institutions (IES) have found in collaborative work a fundamental tool that contributes in a very significant way in obtaining positive evaluations. Research in networks of professors and researchers from public universities are part of the Secretary of Public Education (SEP) of the Federal Government. For the Director of Academic Improvement, the work of communities of researchers would enhance the transformation of society and for this it has used the creation of Academic Bodies (CA), defined as "a group of professors - researchers, who share one or more lines of study, whose objectives and goals are aimed at the generation and / or application of new knowledge "(SEP, 2017).

However, networking involves a complicated task, which requires intellectual and personal skills that allow the sharing of complex codes, interests and, of course, coincidence by the search for solutions to problems that afflict society.

2. The experience of the Network of Media Studies of the Public Agenda.

The task of research is already a complex exercise, including skills and abilities that are developed with continuous practice and the desire always alive to understand the world around us. It is also about individual and personal exercises that come to constitute a style in the search for knowledge and become an experience that, as such, can only be personal.

More complex, therefore, will be the development of research groups. Castellanos (2011: 4) talked about it: The research is built with a certain order, a lot of creativity and endless personal hobbies to such a degree that it is important to ask how such a personal process can give precise results and generate consensus in communities of scholars.

Following Castellanos, the biggest challenge is therefore, in the commitment and coordination that each, user of its participants acquire. Also, of course, you have to consider the study discipline, the weight you have in the institutions, the budget allocated; in addition to personal considerations such as the age and gender of the members, experience, etc. (Pérez-Castro, 2013: 46). Despite all the difficulties, the research communities acquire even more meaning in the globalized world in which we live, in which our perception of time and space has changed drastically, and in the social knowledge society in which we are already immersed.

Today it is impossible to think about research and innovation without the exchange of experiences beyond our closest environment or without linking to other people's experiences that broaden our knowledge and serve researchers as a parameter of quality measurement.

It is not, however, a new concept, Habermas (1989) already spoke of collective learning thanks to the consensus achieved through our communication skills. For this author, the main characteristic of learning communities is based on egalitarian dialogue using arguments of value and not power. This requires, without doubt, respect for the diversity of positions and recognition of differentiated knowledge that is built through the personal and cultural experience of each member of a community.

Under these principles, the Network of Media Studies of the Public Agenda was created, whose main objective goes far beyond the updating and professionalization of its members; The real motive is focused on social change, seeking to generate tools for citizen participation in the construction of public affairs.

Inserted in the National Development Plan (PND) 2013-2018, drawn up by the Presidency of the Republic in relation to a Mexico in Peace and an inclusive Mexico, the network aims to influence the formation of practices and policies necessary to build inclusive societies, innovative and reflective, as suggested by the PND. The network has set itself the main goal of contributing to the reflection on the role of information in democratic societies and in particular on its capacity to promote the development of a public sphere open to diversity and controversies in the current context of transformation of the technologies and forms of communication.

Our main objective is to attend to innovation in the public sphere (EP), studying how social and political actors get to introduce new issues and perspectives in the space of public visibility; how these questions are converted by the media into informative stories that shape their meaning and value and involve the emotions of the recipients.

Faced with this field of problems, rather than investigating the media or the technological and communicative convergence, we start with the issues that interest a sector of the citizenry. We selected some of those who access the first plane of the EP to see how the actors interested in them use the means and resources at their disposal, among which the citizen platforms and social media networks are surely fundamental today, to ensure that the issue or its perspective and initiatives on it access to the official EP, which increase their chances of influencing controversies and ultimately political decisions. We consider that investigating the mediation of social diversity requires observing the construction of issues of common interest and public debate (or lack of it) in the different media that make up the public sphere today, which we can no longer deprive of its value dimension and affective, so we include these aspects in our perspective of inquiry.

2.1. The experience of its members

The Network of Media Studies of the Public Sphere is made up of a group of researchers from different disciplines, ages, nationalities, geographical regions and even academic degrees. Teachers - researchers are included; Doctorate, Master's and even Bachelor's degree students; members of the National System of Researchers and teachers with different degrees of administrative responsibility.

It is conformed by the CA Studies of Mediatic, Educational and Organizational Communication, of the Autonomous University of New Leon; the CA Communication for the social development, of the Autonomous University of Coahuila and; the Semiotics, Communication and Culture research group of the Journalism Department III of the Faculty of Information Sciences of the Complutense University of Madrid.

Thanks to the experience in the subject of research of this last group, as well as the previous work of the Mexican CAs on similar topics, that the initiative arises to unite three groups from three different places in order to enrich the investigative process.

The conformation of the community has not been simple matter. Undoubtedly the space factor has largely determined the evolution of the work being done; However, as members of the network have begun to become familiar with communication technologies, this has been a problem that diminishes[1].

Nor was it easy to reach an agreement on the analytical perspectives that would guide the investigation. The objective of the discussion of theoretical and methodological proposals was to agree on the common theoretical references among the researchers who participate, both national and international. The capacity of the team was supported in the first instance by the most veteran researchers, who have directed a considerable amount of doctoral theses. Also the diversity of research experience makes the group to be built as an environment conducive to sharing references, methods and objects of study that will result in the generation of knowledge.

[1] It is very important to consider that almost 40% of the members of the network are over 60 years of age and, in many cases, are in the process of retirement.

None of this would have been possible without the existence of an adequate work environment that has resulted in the creation of an organizational culture aimed at the production of knowledge as a whole, "so that a person learns a fact and another builds on this fact, to discover another, and so on "(Tierney, 2001: 165).

3. Project: Analysis of the media agenda, a semioetnographic vision of the information

The first project on which the network has worked is centered around the new public sphere through the informative construction of controversial issues. We set out to contribute to the reflection on the role of information in democratic societies and in particular on its capacity to promote the development of a public sphere open to diversity and controversies in the current context of transformation of technologies and forms of communication.

Our main objective is to attend to innovation in the public sphere (EP), studying how social and political actors get to introduce new issues and perspectives in the space of public visibility; how these issues are converted by the media into informative stories that shape their meaning and value and involve the emotions of the recipients and, finally, if the controversies between the different views of the subjects investigated evolve towards the meeting of common values and interests that make possible agreements. More than investigating the media or the technological and communicative convergence, we start with the issues that interest a sector of the citizenry.

We selected some of those who access the first plane of the EP to see how the actors interested in them use the means and resources at their disposal, among which the citizen platforms and social media networks are surely fundamental today.

To ensure that the issue or its perspective and initiatives on it access to the official EP, which increase their chances of influencing controversies and ultimately political decisions. The research focuses on two different areas: the producers of information and the stories of the media. Consequently, there are two basic methodological procedures to deal with these areas: one of ethnographic nature that allows us to investigate how companies and information producers select the relevant voices, perspectives and issues, make them relevant and disseminate them; and another one of socio-semiotic character, that analyzes the stories and controversies mediatic on the selected issues. The corpus of the investigation will be formed by those matters included in:

- Online and traditional edition of one or two local media that are the most relevant and widespread. The teams will analyze the means of reference to prepare the samples during the final election of the issue.
- Publications and thematic or sectoral sites in network or on paper; citizen platforms built around each selected issue

It is therefore a project of great impact in the search for the democratic society that we all yearn for and which, given the nature of the network, allows us to replicate in different parts of the planet to verify and contribute to the construction of a better society.

In order to fulfill the objectives, the members of the network selected different controversies, not only for the different CAs, but also, within the institutionalized research groups, work teams were formed that analyzed diverse issues with the intention of expanding the panorama and get more results In this way, almost a dozen studies focused on particular controversies that examined, under a common approach, the construction of the public sphere.

4. The construction of a matter in the public sphere: the case of "el gasolinazo"

One of the research teams of the CA Media, Educational and Organizational Communication Studies, of the Autonomous University of Nuevo León, undertook the task of analyzing the controversy known as "el gasolinazo". Using analytical perspectives and shared tools we show some of the results obtained under said the the stated scheme.

4.1 The controversy

In Mexico, the biggest increase in the price of gasoline in 20 years sparked public outrage. Thousands, in almost all the states of the country, began peaceful protests that continued for several days until they became looting and riots that led to the arrest of thousands of people, hundreds of stolen businesses, fuel theft, road closures and loss of lives The uncertainty that sparked the release of gasoline prices led to a debate among actors of various kinds who used strategies to achieve maximum visibility and expose their perspectives on a matter that had a direct and immediate impact on the economic and social life of Mexicans.

Using social networks, thousands of citizens shared their discourses and positions in a virtual world that ended up materializing in forceful actions, some violent, in front of the main urban spaces that represent the institutionalized political power of the country and, then, the controversy surrounding the gasolinazo took other dimensions. To identify the role of the media in the construction and dissemination of issues arising from the controversy surrounding the "gasolinazo", we first undertook the task of analyzing the informative stories of two local television stations (one of a public nature and the other of a private), two local newspapers (both free and two) and two national digital information portals (those with the highest consumption).

Regarding the period of analysis, new texts were collected from December 15, 2016 to February 15, 2017. This corresponds temporality to the beginning of the controversy, or what Dewey (2004) describes as the problematic situation, with the shortage of fuel at some gas stations in Monterrey and the metropolitan area, as well as the end of it when it was decreed that the first programmed increase in the price of gasoline would not be effective.

The information that was collected includes: the identification data (date and publication), the title of the informative piece, its extension (in time or words as the case may be), the journalistic genre to which it corresponds, a brief description of the fact that narrates , the actors of the narrated fact (classified into 12 different categories), the type of attribution (direct, with reservation, compulsory reservation or total reserve), the position before the event (positive, negative or neutral), if the narrative includes past events, if it suggests future events and the inclusion of actors outside the controversy (specialists).

To analyze the processes of dissemination of the issue in social networks and establish the dominant perspectives, based on the data collected, the main actors were identified and their participation in Facebook and Twitter was examined.

The analysis period was distributed during the 3 weeks of greatest media activity for each observed month (from December 27 to 30, January 5 to 12 and February 2 to 7). The information that was gathered includes the fact that it relates, type of opinion (personal, shared or of third parties), number and type of reactions, number of times the publication was shared, as well as number and position of the commenters.

4.2. Results of the analysis of the controversy

The controversy analyzed turned into a public issue that truly represented the interests of Mexican citizens. However, the interactions needed for the construction of citizenship and the spaces for discussion are shown, in this first analysis, full of elements and tools that mediated the degrees of political participation from various actors.

Once the controversy in the media agenda was included, the story of "el gasolinazo" was not simply conveyed by the media; On the contrary, we could corroborate that, according to the interests of the company, the speeches can be manipulated as demonstrated in an informative piece of more than 5 minutes transmitted by the public television channel that praises the Governor for the reduction of his salary. In the same sense we can observe the visibility that certain actors can reach depending on the relations they maintain with the mass media.

Thus, for example, the same governor is practically omitted in the news of the private television station or the newspaper of greater importance as a consequence of the threat of Jaime Rodríguez to investigate those media that favored him in past administrations.

As an example of the above, on the interaction of the hegemonic powers in the digital media that citizens use to encourage mobilization, is the participation of EPN in social networks and, above all, the reaction to his publications.

In relation to the Internet, it is also necessary to continue analyzing if, truly, this space has become a public arena that gives visibility to diverse and heterogeneous social actors; especially when in a society such as the Mexican one, access to information becomes "a more decisive form of social exclusion since that access is played at the same time on the economic order - economic possibilities of connecting to the network - and cultural : knowledge, languages, habits and mental skills "(Martín Barbero, 2001: 100).

5. Conclusions

Work in learning communities has become a necessity in the Mexican educational system. For decades, in the federal government has implemented a model that forces High Educational Institutions (HEIs) to strength their teaching staff by incorporating them into Academic Bodies in order to give priority to research work within the framework of the Knowledge Society. The HEIs, on the other hand, structurally organize these CAs in their plans and programs in order to meet the institutional objectives and contribute to the development of the region and the country.

However, collaborative work is not an easy task, it implies the conjunction of common agreements and codes of a diversity of actors with particular research styles, with their own cultural and cognitive background and, above all, with individual interests and motivations to develop the activity of the investigation.

However, if part of the recognition of the possibility of generating a social change through collaborative dialogue, and if it is recognized, as a main position, the value of each one of the members that make up the learning community; the road can be less winding and, in addition, contribute to the formation of a more just and egalitarian society.

The experience of the Network of Public Studies of the Public Sphere has shown us that it is possible to establish communities of knowledge beyond those offered by the IES itself and that, in addition, it is based on the communication which is based it is value of the arguments and not power, substantial differences such as age, nationality, academic degrees, etc. can be avoided.

We do not pretend to ignore the problems that derive from the change of educational paradigm almost imposed to force, or from the injustices that prevail among teachers and researchers, their level of preparation, their professional activities and their salary recognition. What we do want to do is to recognize the work of many researchers, inside and outside the country, who are convinced that by questioning the world we live in, they can contribute to the building of a better world.

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Instructions for authors

A. Submission of papers to the areas of analysis and modeling problems of the:

- Commerce
- International factor movements and International economic activity
- International finances
- Macroeconomic aspects of international trade and finance
- International relations and international political economy

Introduction

Text in Times New Roman No.12, single space.

General explanation of the subject and explain why it is important.

What is your added value with respect to other techniques?

Clearly focus each of its features

Clearly explain the problem to be solved and the central hypothesis.

Explanation of sections Article.

Development of headings and subheadings of the article with subsequent numbers

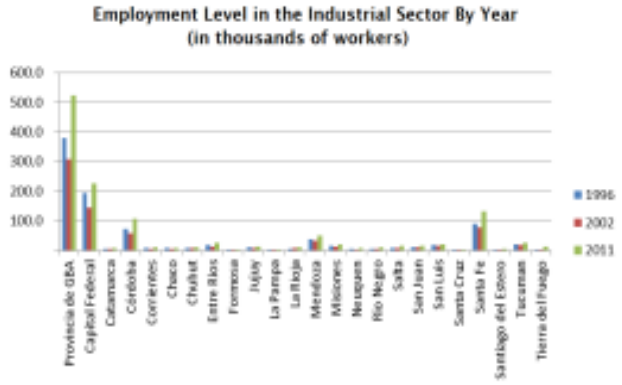
[Title No.12 in Times New Roman, single spaced and Bold]

Products in development No.12 Times New Roman, single spaced.

Including graphs, figures and tables-Editable

In the article content any graphic, table and figure should be editable formats that can change size, type and number of letter, for the purposes of edition, these must be high quality, not pixelated and should be noticeable even reducing image scale.

[Indicating the title at the bottom with No.10 and Times New Roman Bold]



Graphic 1 Title and Source (in italics).

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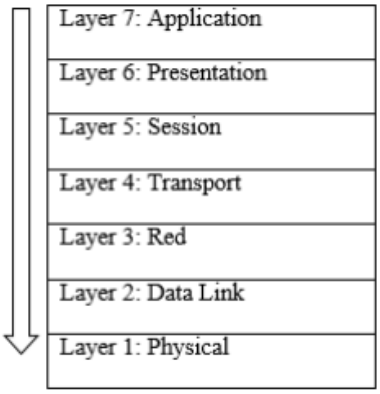

Figure 1 Title and Source (in italics).

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		Convergence rate of growth			
Regression	Period	Coefficient	Standard deviation	R^2	Cases
1	1940-2010	0.0070	0.0009	0.672	32
2	1940-1985	0.0138	0.0023	0.537	32
3	1986-2010	0.0135	0.0035	0.346	32
4	1986-2010	0.0025	0.0037	0.016	29

Table 1 Title and Source (in italics**).**

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Each article shall present separately in **3 folders**: a) Figures, b) Charts and c) Tables in .JPG format, indicating the number and sequential Bold Title.

For the use of equations, noted as follows:

$$Y_{ij} = \alpha + \sum_{h=1}^{r} \beta_h X_{hij} + u_j + e_{ij} \qquad (1)$$

They must be editable and number aligned on the right side.

Methodology

Develop give the meaning of the variables in linear writing and important is the comparison of the used criteria.

Results

The results shall be by section of the article.

Annexes

Tables and adequate sources thanks to indicate if they were funded by any institution, University or company.

Conclusions

Explain clearly the results and possibilities of improvement.

References

Using APA system, should **Not** be numbered, either bulleted, however, if necessary, will be because reference number or referred to in any of the article.

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