

The management of intellectual capital and work commitment in the economic-administrative careers of the Technological University of Ciudad Juárez

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Abstract

Inside little evaluation of intangibles in organizations of our country, there is very little implementation and research the “Universidades Tecnológicas” of the country, with the primary purpose of improving the allocation and deployment of resources in an effective manner and with the best possible performance, in this case of applications methodological as the proposal these will provide tools to the senior management of the colleges for implementation of resources coming from the Government, to make the most of Intellectual Capital within the institution of could reach away from reliance on the totality of the Government funding to proceed with what the accrediting agencies and evaluators as the “Consejo para la Acreditación de la Educación Superior” (COPAES) and the “Comités Interinstitucionales para la Evaluación de la Educación Superior” (CIEES) called as generation of resources for educational programs and institutions in general provided services and products industry as well as the population in general. The research is quantitative approach, having the characteristic of being descriptive since should be observed from all possible angles the situation of the colleges, also has this research with the characteristic of “ex post-facto”, since it will not experience or cause intended to modify some variable or the result thereof as well as cross-cutting feature since data were only collected for a period. The correlations of the different characteristics of the varying proposals were obtained for greater interactions for the realization of the proposed model, all of this with the purpose of promoting technological research applied in economic and administrative careers of the Universidades Tecnológicas that share characteristics with Ciudad Juarez

Intellectual Capital, Universidades Tecnológicas, Intangibles

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1. Introduction

This work seeks to find the correlation between intellectual capital and labor commitment in the economic and administrative careers of the Technological University of Ciudad Juárez, which include the Higher University Technician (TSU) in Accounting, TSU in Business Development and TSU in Operations International Commercial, as well as their study continuations, Tax and Financial Engineering, Business Engineering and Business Innovation and Engineering in International Logistics, these careers having around 30% of the UTCJ's enrollment.

1.1 Justification

The organizations within their accounting do not contemplate the intangible assets, as are their employees, what they contribute and what they are worth for the operation of the organization, this is worth noting that it occurs in Mexico and Latin America, while the European countries already have these indicators in your accounting.

1.2 Problem

The situation marked by the environment of the issue to be addressed arises with the need to know the value of intangibles within the organization, but really what are the intangibles within the IES? To answer this question it is enough to only review how an organization is measured, this is with its assets, fixed assets and some other visible and tangible elements, but in our western culture we only see the beginnings of these studies in organizations, much less in IES, that's where the questions arise, objectives set here.

1.3 Hypothesis

- H1: There is a correlation between the intellectual capital and the labor commitment of teachers in the economic and administrative careers of the UTCJ.
- H0: There is no correlation between the intellectual capital and the labor commitment of teachers in the economic and administrative careers of the UTCJ.

1.4 Objectives

1.4.1 General Objective

Analyze the correlation between intellectual capital and labor commitment of teachers in the economic and administrative careers of the UTCJ.

1.4.2 Specific objectives

- Obtain the index of intellectual capital of teachers in the economic and administrative careers of the UTCJ.
- Obtain the index of labor commitment of teachers in the economic administrative careers of the UTCJ.

2. Theoretical framework

The usefulness of this research falls as mentioned by Nonaka (1988), which defines knowledge management as "The company's ability to create new knowledge, disseminate it in the organization and incorporate it into products, services and systems", taking our case in the IES create new knowledge to incorporate it to students (products), the sale of services to the productive sector (service to companies) and possible systems aimed at society, that is, knowing the way in which UUTTs generate knowledge, learn as organizations, generate intellectual capital and manage all acquired knowledge.

Bearing in mind that the technological education subsystem is relatively new in Mexico, there is a lack of specialized studies in which it has participated, in addition to the rapid growth of this type of HEI and its adaptability to the environment, both socially, labor and teaching; the UUTT manage knowledge like the rest of the HEIs in the world, but the absence of scientific studies where the variables of organizational learning and intellectual capital are central parts of knowledge management in organizations.

3. Methodology

Description of the problem, justification, research questions, research objectives, type and design of research, hypothesis (if any), population and sample of the study and data collection instrument.

The research approach was mixed, according to the measurement of the variables to be investigated, since both a quantitative approach to the treatment of the data that the survey yielded, as well as qualitative data from the observation and the case study. The qualitative data are useful to understand the rationality or the underlying theory that reveal the relationships found in a quantitative way (Walker, 2002).

3.2 Theoretical Methods

In order to answer the research questions and test the hypotheses, the present study, both in the survey and in the case study, has a non-experimental design, of the transectional or transversal type (Walker, 2002). . This means that the purpose of this type of research design is to describe variables and analyze the incidence and interrelation of them at a given time or, in other words, that the data is collected on a single occasion.

4. Results

The data collection for the intellectual capital was designed with the Likert scale format, with 10 options, which are 1 = less in agreement; up to option 10 = Totally agree, this depending on the item and its respective content, while the labor commitment is on scales ranging from 1 = Strongly disagree; until 5 = very agree, the latter being the same options for all items of the questionnaire, where it should be noted that some items are in reverse. According to Kindrey (1986) the reliability is divided into three main parts or dimensions.

- The construct.
- Internal validity.
- External validity.

Below is the reliability of the instruments and each of their dimensions, which were calculated with Cronbach's Alpha, this being the method

Variable	Cronbach's Alpha
Intellectual capital	.976
Affective Commitment	.363
Commitment to Continuity	.647
Regulatory Commitment	.655
Total	.735

Table 1 Cronbach's Alpha of the questionnaires applied in the economic-administrative area of the Technological University of Ciudad Juárez.

5. Conclusions

It can be concluded that in the case of the economic administrative careers of the UTCJ there is a negligible relationship between the two variables analyzed, however it is necessary to analyze the correlations between the items of the questions 1, 2, in later works, 8 and 16 of the Labor Commitment questionnaire and the complete interaction with the Intellectual Capital questionnaire.

It is possible to conclude additionally according to table 2, people have high commitment to continue in that position in the UTCJ for the rest of their lives, as well as they feel that the problems of the UTCJ take them as their own of each individual, this related to the same person who applied the Intellectual Capital questionnaire.

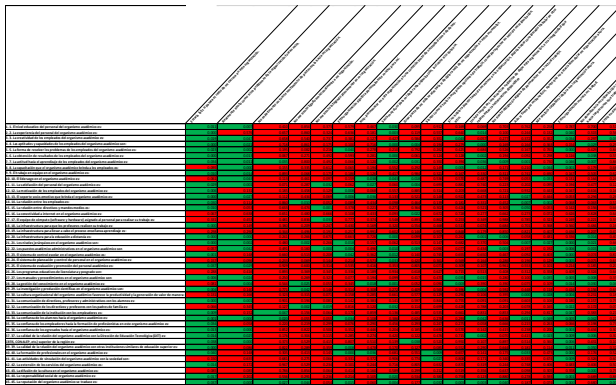


Table 2 Contingency table, the result of the chi-square tests in the questionnaires applied in the economic-administrative area of the Technological University of Ciudad Juarez.

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