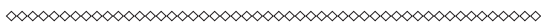


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## Proem



### **INTERNATIONAL NETWORK OF RESEARCHERS IN MANAGEMENT AND DEVELOPMENT OF ORGANIZATIONS MEXICO, BRAZIL, COLOMBIA, ECUADOR**

#### **RIIGEDO**

#### **RESEARCH SEEDS VOL. 1**

The International Research Colloquium “Management and Development of Organizations” began in 2017 and 10 editions have been held. It was created by the Regional Directorate of South Central Zone V belonging to the National Association of Faculties and Schools of Accounting and Administration (ANFECA). Through the Regional Postgraduate Coordination and the Regional Coordination of National and International Liaison, both coordinations based in the Faculty of Administration of the Benemérita Universidad Autónoma de Puebla (BUAP) in Mexico.

Since its creation, the International Research Colloquium “Management and Development of Organizations” has the objective of disseminating and promoting research in Latin American teacher-researchers from public and private universities in Mexico, Brazil, Colombia, Ecuador, Chile, Argentina, Bolivia, Peru and Panama. Likewise, it gives opportunity to Young People and Research Seedbeds accompanied by Research Tutors.

The colloquium is distinguished by being a biannual event that takes place in the last week of April and November of each year. And because it is a business academic scientific space, where young researchers (undergraduate and master’s degree students) learn

from consolidated researchers (doctors, doctors, teachers and specialists in the area), through the presentation and explanation of the contributions and knowledge exposed in the work tables.

This edition is made up of 10 investigations from Mexico, Brazil, Ecuador and Colombia that were selected from the 10th International Research Colloquium “Management and Development of Organizations”, held as a multi-venue and hybrid event from MEXICO BRAZIL COLOMBIA ECUADOR. Each of the papers was judged by double-blind pairs.

The articles in this edition were written by Jóvenes Semilleros de Investigación under the tutelage of Research Teachers. It is a complete work, it is multidisciplinary. Where young researchers are the seed in research. They are pertinent works and of great contribution. They will serve as a guide for other researchers to develop high-performance human capital in research. This edition gives the example of working together, the teacher with the young researcher, to create academic products that are also practical for decision-making in companies.

The topics describe Latin American companies, both small, medium and large, and especially the micro ones in Mexico, Colombia, Ecuador and Brazil. Since they almost always share the same characteristics, the most outstanding being empirical marketing and industry expertise to be competitive from a marketing perspective, since the lack of strategic plans or programs in this discipline makes them disappear or have problems in their marketing and positioning processes.

**Dr. Emigdio Larios Gómez, PhD.**





