Analysis of innovation management as a competitive strategy: a study of the gastronomic sector of the municipality of Playas de Rosarito, B.C., Mexico.

Montero-Nancy

Faculty of Accounting and Administration, Autonomous University of Baja California, Coordinator of the master's program in administration, Tijuana, B.C. 22390, Mexico.

Abstract

This work aims to identify he degree of innovation management with respect to the implementation of digital tools as a competitive strategy of the SMEs of the gastronomic sector of Playas de Rosarito Baja California. Whit the application of the descriptive-agglomerative longitudinal method. The data collection technique was the structured survey with a Cronbach alpha of 0.89, applied to a sample of 150 micro-enterprises in the locality. The analysis of the data was performed by using the SPSS statistical package, dendrogram and tree maps. The most representative findings of this study show that social networks such as Facebook and Instagram are the most effective; because they are the ones that come directly to their target market, which in turn become their best allies by having a satisfactory experience; which translates to recommending to their family and friends such establishment.

Biography:

Nancy Imelda Montero Delgado Master's degree from the School of Accounting and Administration of the Autonomous University of Baja California. She has a degree in Business Administration and a Doctorate in Administrative Sciences. She coordinates the Master's Program in Administration, is certified with PRODEP and ANFECA profile, is a member of the Academic Body MIPYMES (In Consolidation), International Network of Researchers on Competitiveness and the Iberoamerican Association in Marketing. Her research interests are competitiveness, strategy development and marketing in MSMEs.

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