

Contents

| | |
|--|----|
| Effects of the Implementation of the Smart Tourism Destination Model in the Magical Town of Tequila, Jalisco, Mexico | 1 |
| Ana Laura Herrera-Prado, Margarita Guadalupe Zazueta-Hernández, and Ernesto León-Castro | |
| 1 Introduction | 2 |
| 2 Theoretical Framework | 3 |
| 2.1 Tourism Management Models: Smart Tourism Destinations and Magical Towns | 3 |
| 3 Methodology | 6 |
| 4 Results | 7 |
| 4.1 Context and Study Area | 7 |
| 4.2 Tequila Tourist Offer | 9 |
| 4.3 Tequila Tourist Demand | 10 |
| 4.4 Discussion | 15 |
| 5 Conclusions | 16 |
| References | 17 |
| Evaluation of Service Quality in the Hotel Sector Through Exploratory Factor Analysis: Ensenada Baja California, Mexico | 21 |
| Jaime Morales-Morales, María Estela Torres-Jaquez, and Nadia Aileen Valdez-Acosta | |
| 1 Introduction | 22 |
| 2 Literature Review | 23 |
| 2.1 Service Quality Dimensions | 23 |
| 3 Methodology | 24 |
| 3.1 Exploratory Factor Analysis | 25 |
| 4 Data Analysis | 25 |
| 5 Discussion | 28 |
| 6 Conclusions | 29 |
| References | 29 |

| | |
|---|----|
| Sustainable Strategies and Competitive Advantage in the Hotel Industry in Mazatlán, Sinaloa | 33 |
| Inzunza-Duarte Kenia, Vazquez-Rueda Leonardo, Somoza Ríos Jesús Alberto, and Guzmán Lares Gregorio | |
| 1 Introduction | 33 |
| 2 Theoretical Framework | 35 |
| 2.1 Literature Review on Sustainable Strategies and Competitive Advantage | 35 |
| 2.2 Sustainable Strategies and Competitive Advantages in the Tourism Industry of the Municipality of Mazatlán (of the Pearl of the Pacific) | 38 |
| 3 Methodology | 41 |
| 4 Results | 41 |
| 5 Conclusions | 43 |
| References | 45 |
| Impact of Business Tourism on Regional Development. The Case of the Biobío Region, Chile | 47 |
| Claudio Inostroza-González, Carlos Silva-Salas, Luis F. Espinoza Audelo, Luis A. Pérez Arellano, and Ernesto León-Castro | |
| 1 Introduction | 48 |
| 2 Theoretical Framework | 49 |
| 3 Methodology and Results | 50 |
| 3.1 Characteristics of the Biobío Region | 50 |
| 3.2 Business Tourism in the Biobío Region | 53 |
| 4 Conclusions | 55 |
| References | 56 |
| Entrepreneurial Women in Southern Sinaloa. Female's Work and Its Challenges | 59 |
| Tania Elizabeth Ceballos-Alvarez, Ana Gabriela Alvarado-Osuna, and Nora Karina Guzmán-Vázquez | |
| 1 Introduction | 60 |
| 2 Theoretical Framework | 60 |
| 2.1 State of Art | 60 |
| 2.2 Gender Perspective Development | 61 |
| 2.3 Entrepreneurship and Female Agency | 63 |
| 2.4 The Female Entrepreneurship Challenges | 64 |
| 3 Methodology | 65 |
| 3.1 Research Context | 66 |
| 4 Results and Discussion | 67 |
| 4.1 Motivations | 68 |
| 4.2 Challenges of Entrepreneurship | 70 |
| 4.3 Female Empowerment | 72 |
| 4.4 Personal and Professional Balance | 72 |

| | |
|--|------------|
| 4.5 Cooperation Networks | 73 |
| 5 Conclusions | 74 |
| References | 75 |
| Education and Entrepreneurial Intention at an Early Age. Bibliometric Analysis 2013–2023 | 79 |
| María del Rocío Echeverría-Ávila and José Rosario Lara Salazar | |
| 1 Introduction | 79 |
| 2 The Case of Mexico | 81 |
| 3 Theoretical Framework | 82 |
| 3.1 Entrepreneurial Spirit | 83 |
| 3.2 Entrepreneurial Intention | 83 |
| 3.3 Entrepreneurial Education | 84 |
| 3.4 Practical Findings | 85 |
| 4 Methodology | 88 |
| 5 Results and Discussion | 91 |
| 6 Conclusions and Recommendations | 99 |
| References | 101 |
| Motivation as an Essential Factor in Organizational Behavior | 105 |
| Griselda Medina Montaña, María Guadalupe Gámez Medina, and Moisés Cossío Saiz | |
| 1 Introduction | 106 |
| 2 Revision or Literature | 107 |
| 2.1 Theories of Motivation | 107 |
| 2.2 Organizational Behavior | 108 |
| 3 Methodology | 109 |
| 4 Results | 110 |
| 5 Discussion of Results | 113 |
| 6 Conclusions | 116 |
| References | 116 |
| Quality of Work Life of Workers of 3 Labor Centers in the State of Sonora Through Organizational Management | 119 |
| Celia Yaneth Quiroz-Campas, Karen Leticia Félix-Álvarez, and Victoria Yuleni Orozco-Carrizosa | |
| 1 Introduction | 119 |
| 2 Theoretical Framework | 120 |
| 3 Methodology | 121 |
| 4 Results and Discussion | 122 |
| 5 Conclusions | 124 |
| Annex 1 | 125 |
| References | 128 |

| | |
|--|-----|
| The Wording of Job Offers as a Barrier to Application: Does Language Affect Women’s Labor Insertion? | 129 |
| María Sol Lorenzo, Matías Douelle, and Daniela Goyheix | |
| 1 Introduction | 130 |
| 2 Literature Review | 132 |
| 2.1 Evolution of Female Labor Participation | 132 |
| 2.2 An Alternative Factor Related to Female Labor Participation: Inclusion Through Language | 134 |
| 3 Data | 137 |
| 3.1 Source | 137 |
| 3.2 Descriptive Statistics | 138 |
| 4 Methodology | 140 |
| 4.1 Inequality Index | 142 |
| 4.2 Ad Database | 142 |
| 4.3 Job Search Survey | 143 |
| 4.4 Index | 144 |
| 4.5 Econometric Model | 144 |
| 5 Results | 146 |
| 6 Conclusions | 148 |
| Annex 1: Inequality in the Labor Demand Index | 149 |
| Annex 2: Job Search Survey | 150 |
| Annex 3: Examples of Job Ads | 152 |
| References | 154 |
| Study Habits and Motivation for Learning in High School Students | 157 |
| Armenta-Zazueta Lizeth, López-Jacobo Diego René, Morales-Hurtado Iris Guadalupe, and Quiroz-Campas Celia Yaneth | |
| 1 Introduction | 157 |
| 2 Preliminaries | 159 |
| 2.1 Formation of Study Habits | 159 |
| 2.2 Importance of Study Habits | 160 |
| 2.3 Definitions of Motivation in Learning | 160 |
| 3 Methodology | 161 |
| 4 Results | 162 |
| 5 Conclusions | 164 |
| References | 164 |
| Dual Innovation in Peruvian Manufacturing Companies? Evaluating Technological Innovations | 167 |
| Seclen-Luna Jean Pierre, Moya-Fernández Pablo, and Cancino Christian | |
| 1 Introduction | 167 |
| 2 Theoretical Framework | 168 |
| 2.1 Technological Innovation and Performance in Manufacturing Companies | 168 |

| | | |
|-----|--|-----|
| 2.2 | Dual Innovation and Performance in Manufacturing Companies | 169 |
| 3 | Methodology | 171 |
| 3.1 | Data and Sample | 171 |
| 3.2 | Measurement of Variables | 171 |
| 3.3 | Method and Tests | 172 |
| 4 | Results and Discussion | 173 |
| 5 | Conclusions | 175 |
| | References | 176 |
| | SWOT Analysis of the Mezcal Industry in Mexico for the Creation of Competitive Strategies | 179 |
| | Ríos-Angulo Rosaura, Guzmán Lares-Gregorio, and Maricruz Olazabal-Luego | |
| 1 | Introduction | 180 |
| 2 | Theoretical Framework | 183 |
| 3 | Methodology | 185 |
| 4 | Results | 186 |
| 5 | Discussion of Results | 187 |
| 6 | Conclusions | 188 |
| | References | 189 |
| | The Social Impact of Accomplishment with the Principle of Due Process in the Delivery of Criminal Justice in Mexico | 193 |
| | Orlando Del Rosario Gutiérrez-López, Andrés Avelino Sarabia-Ríos, Jonatha Jesús López-Rodríguez, Lucia Becerra-Hernández, and José Rodolfo Lizárraga-Russell | |
| 1 | Introduction | 194 |
| 2 | Theoretical Framework | 195 |
| 3 | Methodology | 199 |
| 4 | Results | 203 |
| 4.1 | Types and Characterization of Audiences | 203 |
| 4.2 | Analysis of the Principle of Due Process | 206 |
| 5 | Conclusions | 208 |
| | Annexes | 209 |
| | References | 209 |
| | Circular Economy in the Spanish Agri-food Distribution Sector: Factors that Drive or Stop Consumers from Engaging in Sustainable Behaviors | 213 |
| | Carolina Luis-Bassa and Roger Pagà Peris | |
| 1 | Introduction: The Circular Economy (CE): Importance and Actors | 214 |
| 2 | Theoretical Framework | 216 |
| 2.1 | The Agri-food Distribution Sector (ADS) and the Circular Economy | 216 |

| | | |
|-----|---|-----|
| 2.2 | The Circular Economy in the Spanish Agri-food Distribution Sector (SADS) | 217 |
| 2.3 | General Factors that Help or Stop Consumers from Behaving Sustainably | 217 |
| 2.4 | Focus Group on Consumer Perceptions About the SADS' Sustainability and Consumer Understanding of Their Role Within the Circular Economy | 220 |
| 3 | Methodology and Results | 222 |
| 3.1 | Methodology | 222 |
| 3.2 | Participants | 222 |
| 3.3 | Procedure | 223 |
| 3.4 | Results and Discussion | 224 |
| 4 | Discussion and Conclusion | 229 |
| | References | 232 |
| | Economic Development and Inequality in Thirteen Economies of Latin America and the Caribbean | 235 |
| | Luna Campos Felipe Andoni and Luna Campos Nery Ryan | |
| 1 | Introduction | 235 |
| 2 | Theoretical Framework | 236 |
| 2.1 | Inequality and Economic Growth | 236 |
| 2.2 | Empirical Facts on Inequality and Economic Growth | 241 |
| 2.3 | Inequality in Latin America | 242 |
| 3 | Methodology | 244 |
| 3.1 | General Panel Data Model | 244 |
| 3.2 | Data Processing and Statistical Tests | 245 |
| 4 | Results | 246 |
| 5 | Conclusions | 247 |
| | Annex 1: Database of Study Variables | 248 |
| | References | 274 |
| | Diagnosis of Social Responsibility of Agribusiness in Mexico and Its Impact in International Trade | 275 |
| | Estrada-Chavira María-Eugenia, Alvarado-Raya Horacio-Eliseo, and Escamilla-García Pablo-Emilio | |
| 1 | Introduction | 276 |
| 2 | Theoretical Framework | 277 |
| 3 | Methods | 281 |
| 4 | Results | 282 |
| 4.1 | General Features of Agribusiness in the Study | 283 |
| 4.2 | Diagnosis of Corporative Social Responsibility | 285 |

4.3 Analysis of Variance of One Factor with Kruskal-Wallis 286

5 Conclusions 286

Annexe 1: Applied Survey 287

Annexe 2: Answers of the Applied Survey 291

Annexe 3: Final results of Corporative Social Responsibility 293

References 294

Working Capital Management and Financial Performance During COVID-19 Pandemic: Evidence from Mexican Companies 297

Daniela Alcaraz-Ochoa, Ezequiel Avilés-Ochoa, and Ramón Martínez-Huerta

1 Introduction 297

2 Theoretical Framework 298

3 Data, Variables, and Methodology 300

4 Results 301

5 Discussion 304

6 Conclusion 305

References 306

Organizational and Financial Diagnosis: SME Case of Services in Sinaloa 309

Karen Iriana Galván-Vázquez, María del Carmen Monarres-Alderete, and Flor de la Cruz Salaiza-Lizárraga

1 Introduction 310

2 Literature Review 311

3 Methodology 312

4 Results 313

5 Discussion 318

6 Conclusions 318

References 320

An Integrated Approach to Decision-Making that Maximizes the Plastic Injection Molding Process 323

Luis Pérez-Domínguez, David Luviano-Cruz, Jesús Israel Hernández-Hernández, Delia J. Valles-Rosales, Dynhora-Danheyda Ramírez-Ochoa, and Diana Ortiz-Muñoz

1 Introduction 324

2 Basic Concepts 325

 2.1 Plastic Injection Molding 325

 2.2 Multi-Objective Optimization (MOP) 326

 2.3 Movement in Objective Space 327

3 Illustrative Case 329

4 Results 331

 4.1 Results First Scenario 332

| | |
|--|------------|
| 4.2 Results of the Second Scenario | 335 |
| 5 Conclusion | 337 |
| References | 338 |
| Dynamic Capabilities: A Bibliometric Analysis Approach Between 1992 and 2018 | 341 |
| Ballardo-Cárdenas Denisse, Ernesto León-Castro, M. Terán-Pérez Beatriz, and D. M. Félix- Guzmán | |
| 1 Introduction | 342 |
| 2 Methodology | 343 |
| 3 Results | 344 |
| 3.1 General Perspective | 344 |
| 3.2 Leading Authors, Institution, Countries, and Journals | 346 |
| 4 Graphical Analysis of Dynamic Capabilities with VOS Viewer Software | 357 |
| 5 Conclusions | 367 |
| References | 369 |
| An Overview of Control Systems from a Business Perspective | 373 |
| Christian A. Cancino, Elizabeth Grace, and Freddy C. Coronado | |
| 1 Introduction | 374 |
| 2 Theoretical Framework | 375 |
| 2.1 Goal Congruence (GC) or Management Control Systems (MCS) | 376 |
| 2.2 Performance Measurement Systems (PMS) | 376 |
| 2.3 Internal Control Systems (ICS) | 377 |
| 2.4 Risk Management Systems (RMS) | 378 |
| 3 Methodology | 378 |
| 4 Results | 379 |
| 4.1 Evolution of Publications in Control Systems Research | 379 |
| 4.2 Most Influential Papers in Control Systems Research | 381 |
| 4.3 Most Productive Journals in Control Systems Research | 381 |
| 5 Discussion of the Results | 386 |
| 6 Conclusions | 387 |
| References | 388 |
| The Sustainable Supply Chain in Ports: A Bibliometric Analysis of Its Evolution | 391 |
| Cortés-Medina María Guadalupe, Espitia Moreno Irma Cristina, and Pérez-Romero Miriam Edith | |
| 1 Introduction | 391 |
| 2 Theoretical Framework | 393 |
| 2.1 Sustainable Supply Chain | 393 |
| 2.2 Bibliometrics | 394 |
| 3 Methodology | 394 |
| 4 Results | 395 |

| | | |
|-----|-------------------------------|-----|
| 4.1 | Publications Per year | 395 |
| 4.2 | Publications by Journal | 396 |
| 4.3 | Publications by Country | 397 |
| 4.4 | Publications by Author | 398 |
| 4.5 | Citations by Journal | 399 |
| 4.6 | Country Citations | 400 |
| 4.7 | Impact by Authors | 400 |
| 4.8 | Search Engine | 400 |
| 5 | Conclusions | 404 |
| | References | 405 |