

# Handbook T-XXIV

## CIERMMI Women in Science

Research and social entrepreneurship

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*Coordinators*



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| Content  | Page    |
|--|---------|
| <b>1 Social media analysis in digital campaigns: #Istop #cyberbullying</b><br>Urbina-Nájera, Argelia Berenice, Martínez-Mirón, Erika Annabel, Juárez-Gutiérrez, Rossana Enith and Sánchez-Román, Guillermina                   | 1-10    |
| <b>2 Intertwined modernities: the figure of the witch in the comic Rumbo a las Ánimas (2021)</b><br>Castelli-Olvera, Sarahi Isuki & Castelli-Olvera, Azul Kikey  | 11-29   |
| <b>3 Review of learning theories applied to physics subject at university level</b><br>Beltran-Zhizhko, Gali Aleksandra, Garcia-Arambula, Cintia Germania, Zhizhko, Elena Anatolievna and Guerrero-Rodríguez, Rebeca           | 30-40   |
| <b>4 Intellectual biography of Latin American academics II</b><br>Arteaga-Castillo, Belinda, Santillán-Nieto, Marcela, Alvarado-Sánchez, Martina and Vélez-Castillo, Raquel de Jesús   | 41-61   |
| <b>5 Exploring the Kawaii Phenomenon: A study for its classification</b><br>Martínez-Ramírez, Frida Paola, Rodríguez-Gutiérrez, Susana, Landeros-Lorenzana, Karina Hildelisa and Hernández-Torres, Ervey Leonel                | 62-74   |
| <b>6 Design of an optional course for the training of educators in Zacatecan Normal Schools</b><br>Alvarado-Sánchez, Martina   | 75-87   |
| <b>7 The challenge of entrepreneurs facing corporate social responsibility in the southern zone of Tamaulipas</b><br>González-Duran, Nora Hilda, Guzmán-García, Juan Carlos and Guzmán-Obando, Javier                          | 88-97   |
| <b>8 Strategic management in the development of MSMEs in the municipality of Progreso from Obregón, Hidalgo</b><br>Trejo-Encarnación, Patricia, Hernández-Gómez, Diana Aguilar-Reyna, Verónica and Bartolo-De La Cruz, Marisol | 98-110  |
| <b>9 Validation, reliability and application of a survey to identify the accommodation needs of small and medium miscellaneous</b><br>Aguilar-Aguilar, Verónica & Hernández-González, Salvador                                 | 111-119 |
| <b>10 Cluster composition and regional resilience: The case of the U.S. in the Great Recession</b><br>Zárate-Mirón, Viviana Elizabeth & Moreno-Serrano, Rosina   | 120-136 |

Strategic management in the development of MSMEs in the municipality of Progreso from Obregón, Hidalgo

La gestión estratégica en el desarrollo de las Mipymes del municipio de Progreso desde Obregón, Hidalgo

Trejo-Encarnación, Patricia<sup>\*a</sup>, Hernández-Gómez, Diana<sup>b</sup>, Aguilar-Reyna, Verónica<sup>c</sup> and Bartolo-De La Cruz, Marisol<sup>d</sup>

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**Key Handbooks**

This research provides knowledge for the generation of Science and Technology and fulfills priority objectives 1 to strengthen the link between HEIs and MSMEs in the municipality of Progreso de Obregón, Hidalgo with the purpose of solving local problems and contributing to social well-being. of the municipality. In addition, it allows guaranteeing universal access to Scientific, Technological and Humanistic knowledge to benefit MSMEs in this region. On the other hand, take advantage of and reuse the data and information from this research for the development of public policies for the benefit of the population. The key aspects of this research are applicable to generate universal knowledge transfer and consolidate coordination with the scientific, public, private and social sectors to solve priority problems from the local, state, national and international levels. The conclusion of this work is that despite public policies, there is a gender gap, and in the structure of MSMEs, 90% are family members and their initial capital is contributed by family members, derived from the lack of financial inclusion.

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