

**Empowerment, Transparency,
Technological Readiness and Their
Influence on Financial Performance,
from a Latin American Perspective**

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Empowerment, Transparency, Technological Readiness and Their Influence on Financial Performance, from a Latin American Perspective: A Sector Study

BY

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Foreword

The world is facing great changes with effects in all areas that have changed the way people work, coexist, and manage their companies. In a climate of global economic crisis, governments recognize the importance of companies as part of sustaining their economy, so they implement support programs for micro-, small-, and medium-sized companies. However, this situation is not the same in all latitudes of the planet, since developed countries have the resources for such support and even protection, unlike developing countries.

In Latin American countries, despite their great economic potential, the economic crisis has severely affected their companies, coupled with the scarcity of resources and support programs that their governments cannot grant them, since these are limited by the priority they must give to the essential needs of the population. This situation forces companies to look for solutions to their problems, which is more difficult for micro, small, and medium-sized enterprises to cope with.

In this way, MSMEs face the economic crisis with impacts such as not being able to make their payments, lack of liquidity, inability to obtain transformation materials, finished products, or services to achieve their growth or sustainability objectives, and various problems that even lead to a state of bankruptcy, leaving collaborators unemployed. For this reason, owners, managers, or directors should deepen the analysis of their financial performance, since their subsistence depends on their profitability, being necessary to look for indicators to measure their performance through financial and nonfinancial variables.

These scenarios lead companies to seek models that allow them to redefine themselves, from the basic objective of financial performance, considering factors that may affect them positively or negatively. Where the management of companies varies depending on different characteristics of the organization and the environment in which it is located. One of these characteristics is the cultural context in which they operate. Unfortunately, Latin America has little literature on their peculiarities. This book analyzes the parameters necessary for success in the context of Mexico as a Latin American benchmark and constitutes information of great interest to companies and public administrations in Latin America, but also to people from the rest of the world who plan to work with companies in Mexico and Latin America.

In the financial performance of the company, the collaboration of human capital is essential to achieve the objectives of success, differentiation, and business competitive advantage, a situation that motivates companies to observe

cognitive aspects of human capital through empowerment, providing tools that support them to carry out their activities such as ICT, digital business, as well as commitment and transparency establishment in their daily work, as a value of business conduct.

This work contributes to the rhetoric of financial performance, as it goes beyond the classic approaches that financial performance offered in the literature, providing a practical vision involving current and relevant approaches by combining empowerment, transparency, and e-readiness with impact on financial performance in companies. Also, it has added other elements that make this research an in-depth study, rarely seen in the literature, analyzing financial performance by size: micro-, small-, and medium-sized companies; by economic activity: industry, commerce, and service; by type of companies: single-owner companies, public limited companies, and family companies in Mexico.

This book is presented from the perspective of business owners or managers in Guanajuato, Mexico. Having three strategies that impact their financial performance: empowerment, transparency, and e-readiness. From the analysis of data from real companies, it generates useful scales and models for researchers and company managers. Where the author skillfully makes this specialized publication an interesting, current work, easy to read and understand. This book is an excellent contribution to the academia, as a reference for students and companies both in Mexico and Latin America. It will be helpful for students and companies in the rest of the world who plan to work with companies in Mexico as well.

Finally, it is of great satisfaction to present the book *Empowerment, Transparency, Technological Preparation and Their Influence on Financial Performance from a Latin American Perspective: A Sectoral Study*, where the reader will find an original and innovative contribution to the literature and specifically to the business world, which will serve as a reflection on the management of their companies as it addresses unusual strategies that the author skillfully relates to financial performance. It is breaking paradigms by delving into approaches that can support the financial performance of companies with a holistic vision when dealing with issues such as empowerment of human capital, transparency, and e-readiness, allowing an approach to the context of these issues in the special field of the MSMEs, considering that the author transfers knowledge to companies, researchers, students, and the community in general to whom the book is directed with a comprehensive vision.

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