

Analysis Impact of The Associativity on The Competitiveness of Fishing Commercial Companies.

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Abstract

The purpose of the study is to determine the impact of associativity on the competitiveness of the commercial fishing industry and contribute to the achievement of the Sustainable Development Goal 8; Decent work and economic growth.

The theoretical component is made up of postulates related to competitiveness, associativity, methodologies to characterize economic sectors and theoretical approaches of the relationship between associativity and competitiveness, the main variables of study. The research is correlational with focus mixed, it is developed in 5 phases: 1. Characterization of the commercial fishing sector, 2. First measurement of competitiveness, 3. Identification of willingness to associate, 4. Intervention for promote associativity and 5. Second measurement the competitiveness; The project is led by the Planaudi group of the Cooperative University of Colombia with the participation of Tolima, Catholic University of Cuenca (Ecuador), Cesar University

Vallejo (Peru) and Universidad Veracruzana (Mexico), also entities such as Acopi, chambers of commerce, unions and entities that agglomerate the study sectors in the different countries and regions The research will take place in 14 cities simultaneously applying the same instruments of collection of information that allow analysis Comparisons of the results.

Keywords

Organizational Management, SMEs, Fisheries, Associativity, Competitiveness.

Introduction

The model of doing business in the world has changed mainly due to globalization and new trends technological, phenomena that also involve changes cultural, political, social and environmental influencing the business field as they generate volatility in the markets (Reyes, M., Reyes, B., and Flores R., 2018), in response to these global, national and local environment changes, companies make mergers, strategic alliances, make up business networks, production chains, clusters, are aggregated into legal figures such as cooperatives, associative work companies and others modalities (Avendaño,2014). The various forms of association that make up companies, they have the purpose of strengthening themselves to compete in a market globalized and complex, where smaller companies are they are threatened and tend to disappear, creating an effect negative not only for the economy of the country but also for the

welfare of the population where they are located, In this sense, Lozano (2010) ensures that, so that the systemic competitiveness, that is, of articulation and constant interaction at the meta, macro, meso and micro levels, are required joint efforts that generate synergies and project these chains over time, contributing to the sustainability of companies, in other words, smaller companies they must face the challenges and changes of the environment together to Stay in the market, be competitive and grow. In the study conducted by Buitrago (2015), where the Competitiveness of micro businesses in the city of Ibagué under the parameters defined by Icontec (2008) in the Technical Standard Colombian NTC 6001 of 2008, it is concluded that, as a whole, the Competitiveness level of the companies analyzed was 27%, the planning shows a level of 30%, supply management 28%, operational excellence 26% and demand management 2.3%. In this scenario, where the low level of competitiveness, it becomes important to work towards achieving strategies that allow them to improve that level of competitiveness. One of the strategies to promote competitiveness could be sector work, based on the associativity of companies, what which can allow greater chances of survival and growth to those companies that work together with others, in aspects, such as in the development of suppliers or the joint attention of the demand, because they could have greater opportunities to remain in the market and improve your productivity and competitiveness, as studies suggest made in Mexico (Ibáñez S., Cruz, B., Acevedo, J., Ruíz, A. and Maldonado, J. (2015), Peru (Quillahuamán and Carasas, 2018), Ecuador (Núñez, Guerra, and Pérez, 2017) and Colombia (Collazos, Heredia and Lucero, 2017), countries where it is proposed to develop the study.

Given the low competitiveness of companies in the field Latin American and taking as reference the countries where proposes to develop the study (Mexico, Colombia, Peru and Ecuador), the need arises to explore new associative forms that allow to strengthen collective decision making, detect and face threats together and execute strategies for joint form that allow companies to take advantage of, for example, opportunities that arise in the markets international and that, individually could not to take advantage of. An element to consider in this approach is the approach cooperative sociological, because it is understood that the human being is associative by nature and requires cooperation and competition of their peers to emerge, improve, progress, develop and transcend, as described by Mira (2018) from the Theory of social compensation, considering those maximum popular as -the union is strength- or, -in good company the path becomes shorter and more bearable - because at the time of Perform business management, compete in markets highly competitive that facilitate union and joint work, which counteracts the individualistic, selfish and excluding, which do not lead to true social progress(Fontalvo,2019).

These antecedents allow to demonstrate the need to explore, validate and implement effective associative models that increase the competitiveness of companies mainly in Latin America, empowering human capital, in order to improve their skills and abilities, understanding that it is vital for the efficient use of productive resources (material, technological and economic), in addition to effective use of time, as companies will be competitive in the same proportion in which their human capital is more competitive and have the ability to partner and take advantage of synergies that derive from joint work, as expressed Caicedo and Rosero (2017), who propose the implementation of a model of organization and structuring of networks inter-business and inter-institutional, contributing to the Productivity and competitiveness of companies. Having in account of the approaches outlined above, the next research question to which you want to give response through the project: What is the impact of the associativity on competitiveness in companies Latin American? Understanding that the impact results from the difference between the level of competitiveness in which they are the companies, before and after implementing the model.

Conceptual Framework

For the development of research it is important to conceptualize the business management, associativity, competitiveness and sustainable development, given that these aspects are related to the object of study Regarding business management, Lagos, García and Perea (2016), affirm that the current business dynamic has aroused the generation of mediations that facilitate the organizational knowledge, related to your human capital, its organizational climate and social capital, highly factors incidents in the levels of productivity and competitiveness business.

The authors initially stated affirm according to their research, that behavior based on values social, recognition of regulations and the construction of lasting relationships based on the recognition of duties and rights, can be considered positive for the generation of social capital depending on the link to external networks. Starting from this concept a relationship between the associativity and business management, since social capital, It can facilitate the formation of business networks.

On the other hand, Sánchez, Cervantes and Peralta (2016), affirm that the innovation management constitutes a decisive component of competitiveness, which must be incorporated into daily activities to plan the objectives and actions to achieve them, taking advantage of market opportunities, because the success of the innovation for companies may depend on attention to environmental signals, their ability to adapt, monitor and evaluation. According to these authors, innovation management involves a process formal for the generation and evaluation of ideas in accordance with the resources and capabilities of the company; this process must be accompanied by evaluation criteria conducive to increasing the staff participation, oriented to results that impact the Competitiveness of companies based on innovation and sustainability. The study inferred that the implementation of a management model implies the existence of processes structured, use of skills, capabilities, participatory and planned processes that involve proposals Creative of all staff (Saavedra,2020).

This conception of the management of the innovation is relevant to the project since it consists of precisely in implementing a model of social innovation based on associativity to promote competitiveness, having as reference the sustainable development. This first conceptual section on business management, it allows to show that the new administration models are oriented towards innovation, sustainable development and use of information and communication technologies, to that companies can respond to the dynamics of the environment, as well as the social and environmental problems that experience today, elements that are part of the model proposed.

Another element that is part of the conceptual framework is the associativity, which is initially conceptualized as a alternative so that companies can organize, achieve development and innovation, as well as the penetration and development of markets (Rubio and Buitrago, 2018), objectives that companies smaller cannot do individually but working together. In this sense, Liendo and Martínez (2001) define associativity, as the way in which they are organized companies, mainly small ones, to participate in the market, be competitive, stay and grow, because combining efforts, they can face the threats of market and effectively seize the opportunities that This one offers them.

On the other hand, Lozano M. (2010) conceptualizes associativity as the set of effective strategies that, through union business generate small and medium development companies -pymes-, also defines it as a mechanism collective collaboration that pursues the creation of value through the realization of common objectives that contribute to overcoming the shortage of individual scales and increase competitiveness (p.1). Finally, this author conceives associativity as a indispensable tool for small and medium sized companies can survive in an increasingly market Dynamic and complex.

Competitiveness is the third element to consider in this section; although there are several concepts about competitiveness and the majority are based on microeconomics and value chain of Michael Porter (1990), cited by Rise (2018), This study addresses competitiveness as from the management business and organization, as basic components of the competitiveness, taking as reference the fulfillment of the ISO standards internationally and the ICONTEC standard in the case Colombian, where the company is considered competitive that properly develops its management, and has evidence of this as contemplated in Colombian Technical Standard NTC 6001 2008 and for the current case 2015 (Rubio and Buitrago, 2018).

Sustainable development, which constitutes another element of the framework conceptual is defined as the one that allows to satisfy the needs of the present generation without compromising the resources of future generations, so that these too can meet their own needs (World Commission on Environment and Development CMMAD, 1987), this concept is operationalized by achieving the objectives of Sustainable development of the 2030 Agenda (Program of the Nations United for Development -PNUD-, 2015), which includes the 17 Sustainable Development Goals -ODS- associated with 169 goals that are part of the current universal agenda. In the case of This project specifically refers to SDG 8 which it consists of promoting decent work and, in turn, generating economic growth, without ignoring the proposed model the pillars of economic, social and environmental development, which They constitute the basis of sustainable development.

Methodology

This research Kind of investigation: Research is approached from the study of behavior of two variables: competitiveness and associativity, being the first, the dependent variable and the second, the independent one. The research approach is mixed, given that in the operationalization of the variables are considered elements both

quantitative, as qualitative, which are susceptible to measurement through instruments that obey these two approaches (Chaves, 2018), (González and Fahara, 2018). That is, The nature of the variables allows addressing the phenomenon of study from the quantitative and qualitative approach, because both the competitiveness such as associativity constitute phenomena social and business interests that can be studied both from the quantitative as from the qualitative understanding that These approaches are not exclusive but complementary. (Vega, Ávila, Vega, Camacho, Becerril and Leo, 2014).

The level of research is correlational, given that the possible relationship between the variables under study, to determine the type of relationship they can have and their degree of correlation (Arias, 2012). This type of research has a value partial explanatory, since it is not intended to show that the competitiveness depends entirely on associativity, but yes, it seeks to determine the degree to which associativity can influence the competitiveness of companies. The project is led by the Cooperative University of Colombia campus Ibagué-Espinal, with the participation of researchers from different headquarters nationwide, there is also the participation of the Catholic University of Cuenca in Ecuador, Cesar University Vallejo in Peru, Autonomous University of Coahuila in Mexico.

As the main ally in Colombia for the execution of the project, It has the support and participation of the Association of Micro and small businesses Acopi. Once the information has been collected to design the proposal of the model, we proceed to perform data triangulation for both verification as for information comparison obtained at different times through the different both qualitative and quantitative methods, to identify the characteristics of the observed phenomenon, in the search for convergence patterns to be able to develop or corroborate a global interpretation of the behavior of the variable, leading to the development of the social innovation model, object of the study (Benavides, Mayumi Okuda, & Gómez, 2005).

Population and sample: The population under study is made up of entrepreneurs from Colombia, Peru, Mexico and Ecuador; given the breadth and complexity of these populations, as well as the limitations of time and resources of the study will be chosen 10 cities in Colombia and 2 in the other countries; the key sectors for the economy and the instruments of information gathering, understanding that the results are they can generalize the population if the sample conforms to the statistical parameters for the determination of the sample as well as the application of appropriate sampling techniques .

According to DANE (2017) cited by the magazine Dinero, in Colombia there are 2.5 million micro, small and medium enterprises, which they are fundamental for the Colombian productive system, as This is demonstrated by the fact that, according to the Single Business Registry and Social (RUES), in the country 94.7% of the registered companies are micro and small and medium-sized 4.9%. According to this union body, in 2016 there were a total of 2,518,181 in the country active license plates of which 2,311,539 are micro, 114,917 are Small and 29,107 are medium. Statistics confirming the breadth and complexity of the population for the Colombian case, from which a non-representative sample will be extracted to achieve The objectives of the project.

Methodology to achieve objectives and techniques for collecting information: To perform the characterization of the key sectors for the economy of the regions where the project will be executed, in First, research in development plans, government, the policies, Conpes and other equivalent documents, which allow to determine the vision of each government regarding the Different sectors of the economy. Once identified the key sectors, the chambers of commerce (for that matter Colombian) or equivalent entities, which group the entrepreneurs, to know, through their databases, the formal companies that are part of the economic sectors selected. Based on this information, a characterization instrument which is complemented by statistics of the National Administrative Department of DANE statistics and information from other official bodies that allow documenting the characteristics of the population business object of study, know their particularities and and define strategies for approaching entrepreneurs.

Regarding the measurement of the competitiveness of companies: that are part of the selected economic sectors, this objective will be executed through the application of the matrix of competitiveness, a structured instrument based on the Update of the Colombian Technical Standard NTC 6001 of 2017 (Icontec, 2017). These results constitute the baseline of the competitiveness of the companies under study so they are an essential reference for the study.

The third objective is to apply the associativity model. This model has as implementation stages, identify the willingness to partner with entrepreneurs, perform intervention activities that encourage associative work, formulate a joint work plan and its execution. During this implementation an instrument will be applied that allow to determine

the propensity or aversion of entrepreneurs towards associativity and the definition of strategies that allow to develop works jointly. Finally, to assess the impact of the implementation of the model will make a second measurement of competitiveness, starting from the previously determined baseline. Also I know value the benefits of the associative model within the framework of Sustainable Development Goal number 8. Decent work and economic growth, through the results obtained in the participating regions, again applying the matrix of Competitiveness, structured under the Colombian Technical Standard NTC 6001: 2017, which allows to determine what the impact of intervention in companies, sectors and countries where it has been Developed the study.

Expected results

It is expected to know the current status of the sectors subject to study to define strategies that allow its adequate approach from the perspectives of the project, once the characterization stage measures the competitiveness of companies and participating sectors which allows to determine the level of competitiveness of the sectors and regions participating in the project, based on the measurement results.

By applying the associativity model, it is expected to contribute to the improvement of the competitiveness of companies, hypotheses that it will be checked by contrasting the results of the initial measurement, before the intervention, with the results obtained after the implementation of the associativity model. Finally, it is expected to contribute to the achievement of related SDG 8 with decent work and economic growth of companies that are part of the project which can be replicable and e incorporated into national public policies in both Colombia as in Ecuador, Peru and Mexico.

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