

Editorial

The solution to the current problems of society and economic sectors has become one of the substantive work of universities, where researchers work opens up discussions on fundamental Mexico and the rest of the world.

But it is through the dissemination of these research work that permeates knowledge and application in specific cases as an example for decision making and as a reference in various economic sectors.

In the magazine of Administrative Sciences, innovative and very interesting research works are made available to the academic community that meet the needs for scientific information.

So, in this issue you will find jobs that help to distinguish what are the criteria used by a Micro, Small and Medium Enterprise group in Hidalgo, Mexico, in order to identify factors that influence your business and build a supplier assessment system. That includes the search for data from micro, small and medium-sized manufacturing companies, located in four municipalities of the state of Hidalgo and their respective analysis.

In addition to an empirical study that shows a model that links corporate social responsibility (CSR) and brand image as a precedent of loyalty of clients to a film franchise in Mexico. The results of the model showed that there is a positive and statistically significant relationship between CSR and brand identity and customer loyalty.

If interest is in effective sales an investigation is presented where that addresses issues that, both managers and sales partners, should be present before, during and after approaching a potential customer. The sales department is the heart of any company, lieutenant sellers with its skills and tools necessary to enable you to despair your function, you will have to positive impact on all levels of the organization.

And finally, an article on competitiveness and productivity of companies identifying the factors that determine the competitiveness of the textile and clothing industry of Mexican companies. The development of a company is conditioned by its ability to be competitive and productive, however, today there are aspects of utmost importance that have become key factors to achieve this, such as technology, innovation of organizational processes, the ability to market their products and enter new markets, as well as offering a higher quality of them.

All of them are key issues for decision-making in the Hidalgo and Mexico industry.

As you can see, the diversity and importance of the issues raised in this edition of the journal of administrative science is an attractive option for learning current and highly relevant global topics.
