The Innovation and Tic’s used as points of growth of SME’S
(Aguascalientes Mexico Case)

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Abstract:
Worried about develop and growth of SME’s, due to their high contribution in the GDP and been a high employment fount in Mexico, we develop a research looking for strategies which can help in the survival of the SME’s, in Mexico, and Based on the literature reviewed, and the empiric evidence found, we can conclude that innovation and the Tic’s use, are the tools necessary for the Mexican SME’s can survive and improve their profits, based on the exportation, the new technology and the introduction of innovative products in the market which are the key for the SME’s improvement, but for to make this actions it’s necessary invest a lot of resources, human and materials, like entrepreneurs training and capacitating and computer equipment for affront the international competence and constant technology change.

Key Words: (SME’s, Develop and growth, innovation)

Introduction.
SMEs account the economic platform of Mexican enterprises since actually they currently employing 62% of the economically active population and contributing 41% of national GDP and account for 99% of the number of operating companies, is why our concern is to search tools for development and retention of these companies, the innovation involves a critical factor for effective operation and for developing of the SME’s, and this research will address the issue of innovation as means or knowledge and practice that the entrepreneur must master to ensure the development of SMEs, starting to present some outlook data information representing SMEs in Mexico and in some places of the world.

Graphic No. 1
Economic Impact of SMEs

As shown in the graph No.1, SMEs represent a significant contribution to the economies of countries, since their contribution is very high in terms of GDP, employment and number of firms, as this involves the livelihoods of millions of families who depend on permanence of SMEs to ensure their survival and that of their families.

Objective.
The aim of this research is to identify the strategies of innovation and Tic’s use applied in Mexican SME’s and the impact in their growth with the purpose to
detect the better strategies of innovation to be recommended to the SEM’s, looking on their growth and development.

Research Questions.
Which are the Innovation practices and strategies utilize for improve the growth of SME’s in México.
Which strategies and Practices of Innovations have better results for improve the growth of SME’s in Mexico, according with their experience. The use of Tic’s helps the improvement of SME’s?

Hypothesis.
The Innovation and use of Tics’s, have a positive influence in the SME’s improve and growth, according with [6],[2],[5] who consider the innovation as part of the enterprise strategy in commercialization, production, research and development.

Methodology Research.
The methodology utilized is a qualitative method, consisting in the literature compilation.
The research method used in this paper, is the Documentary Compilation, which is based on the printed manuscripts results of various authors presenting empirical evidence on the use of the innovation as a business operations in different parts of the world taking care of the SME’s growth and development, measuring the impact on their performance with the purpose to reduce the high mortality rate that have shown to date and seek development and stay in the market.

Literature Framework:
Innovation in Mexico.
In San Luis Potosi, Mexico, [11],explains, analyzing a group of manufacturing SMEs with the characteristics that determine their high growth, a research model sponsored by the Organization for Economic Cooperation and Development (OECD), favoring the qualitative method, grounded theory and the use of software to analyze the information given by the interviewees. Categories of perception of innovation, control of information, core competencies and dynamic owner-leader are identified, which contain properties and explanatory dimensions of growth of SMEs studied and also are compatible with the theory of growth of the company and recent theory based on the resources and capabilities of the firm.

According to [2], companies have a source of competitiveness when developing strategies that create value for both the customer and the company itself and that can not be implemented simultaneously by any competitor, actual or potential, nor can double the profits made by parallel strategies. without however, mentioned that the relationship between strategies and competitiveness can be altered by factors such as technological leaps is means innovation.

In his last research [5], argues that innovation is not considered within the strategies of survival, but in strategies forward as a way to improve strategies of any functional department (marketing, manufacturing, finance, etc.) strengthen the future competitiveness of the company.

[6], believe that in the pursuit of competitiveness, innovation plays an important role, provided that set closely with the strategy. The current concept of the
innovative activity considers the company as an integrated whole, where competitive success depends on the close relationship between production, marketing, research and development.

[13], it follows that in Mexico about 5% of the artisans are successful and have innovated; 65% used rudimentary systems and survive of that activity; the other 30% is at the midpoint. Despite the interest of the artisan to increase income, the situation described above has not changed over the years because the technological dependence in the development process crafts involves little activity associated with the development of new products; this search is performed so unplanned, slow and very biased. Also, for new products, it requires greater technological capacity, more personal, material and financial resources, and take greater risks.

[12], Innovation has long been considered an important factor for creating and maintaining the competitiveness of nations and firms. Common knowledge holds that innovation causes an increase in exports. However, contradicting empirical evidence is reported in the literature on the links between innovation and export. It was examined whether innovation by small and medium enterprises (SMEs) enhances their likelihood of exporting in the context of the developing country of Vietnam. Using a uniquely rich Vietnamese SMEs database, it was fund that innovation as measured directly by 'new products', 'new production process' and 'improvement of existing products' are important determinants of exports by Vietnamese SMEs. It was added to the current literature by examining the modification of existing products as an innovation activity. It was also found evidence of endogeneity of innovation that may lead to biased estimate of innovation in previous studies, which failed to take this problem into account.

Based on the literature presented, it could be concluded that innovation should be adopted by the SME’s as a strategy due to the high impact reflected in the articles presented above which most of them mention that innovation is the Key for to survive talking like becoming as an export enterprise, design of new products, or introducing new or original articles in the market, but innovation en Mexico have been difficult due to the lack of expertise in design and lack of resources for hiring experts in marketing and manage operations.

The Tic’s use in SME’s
[4], They discuss the importance of ICT among SME’s in terms of changes in production and organization process, the public-private institutional network and its advantages to create social capital. Also they discuss the poor ICT incorporation into internal and external management of SME’s, the disequilibrium between ICT infrastructures and software applications and the weakness of institutional network as determinants of limited use of ICT to extend SME’s competences.

The basic axes are: a) To identify the SME’s role to improve the national competitive strategy applying ICT’s and; b) To analyze the effective articulation among public-private institutional network to incorporate, develop and adopt new technologies.

[8], They mention that Currently the use of Information and Communication
Technologies (ICTs) in SMEs (Small and Medium Enterprises), are an essential element in the integration of the basic activities of operation, since the SME economic activity requires systems that allow them to stay in the market, to be on the vanguard, and certainly that generate performance according to the expectations of the organizations. In this paper, starting from a sample of 400 companies of the State of Aguascalientes, Mexico, the influence that the ICT has in the SMEs’ performance is analyzed. The results obtained show a positive influence in the SMEs’ performance, that the use of ICT in the organizations core can constitute a competitive advantage.

**Performance and SME’s growth.**

Performance factors of SMEs have identified different ways of measuring performance in SMEs and have different factors that lead to successful performance of SMEs raised by various researchers. The degree of innovation in products, processes and management systems have a positive influence on performance, as well as the survival and competitiveness of SMEs, based on the success factors such as innovation, value added services, technology, quality and information society.

[9] Performance measures, which are the resources generated operating income, economic profit, operating profit and financial performance, are performance measures to measure performance SMEs. [7] The average number of earnings before interest and taxes, quality of products or services, introduction of innovations, productivity of labor, customer satisfaction with products or services, knowledge and business experience, motivation / employee satisfaction and reputation and image of the company is recognized as explanatory factors of competitive success of SMEs. Considered most relevant, the financial, technological edge, innovation, marketing capabilities, management of human resources and information technology and communication.[3].

To measure success in SME’s studied in Ville Hochimin South Vietnam, considered, among others, the items are listed below, [10].

Elements of Measurement:
1. More than two years of existence.
2 . Growth in market share.
3 . Job security and good atmosphere among staff
5 . Marketing a new product or service.
8. Contribution to the improvement of the environment social.
9. Dignity associated with the personal success of the entrepreneur or leader.

The basis of the success of micro enterprises in the country are: technological innovation, aggressive marketing strategies, the culture of the business, the quality of products or services, political stability, bank loans, financings and family business conduct, which were reflected in the success as perceived by the Vietnamese entrepreneur are: High level of profits, greater market share, export products, workplace safety, employee benefits packages, environmental improvement and social pleasant work environment.

[1], mention that, Our country or rather our government if it implements support, but it is necessary and provides financial support, machinery, etc. Implement support training to entrepreneurs of small and medium enterprises, because if there SMEs that are run by people with bachelors, masters, but we must also take
into account that most SMEs are run by people who do not have a career and that even some people do not have the basic knowledge of studies, but more however have managed to reach where they are out of necessity or improvement, if the government implemented this type of training achieved many people who have no knowledge of these supports get involved more and as mentioned above, the integration would be achieved both employer and authority, we must also note that President Enrique Peña Nieto is doing a great job with SMEs has since invested a lot of resources very important to achieve the development of SMEs. On the external growth, Mexico is a country with good growth prospects in this area, because the government also provides support for entrepreneurs, can bring products or services to international countries and thus make themselves known, it is time to take the next step and become an import-export structure that is the engine of national development and employment in the country.

Conclusions.
Based on the literature presented above, we can conclude that innovation and Tic’s use are the tools necessary for the Mexican SME’s can survive and increase their performance getting higher level of sales and improving their profits, based on the exportation, the new technology and the introduction of innovative products in the market which are the key for the SME’s improvement but for to make this actions it’s necessary invest a lot of resources materials and human like entrepreneurs training and capacitating, and computer equipment, for affront the international competence and constant technology change.

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