



# Center for Competitiveness Studies Main Projects



**ITAM**



## Center for Competitiveness Studies

### CEC

Center for Competitiveness Studies (CEC) is the Center at ITAM in charge of applied research and consulting projects for firms, government institutions and international organizations. Its objective is to act as a catalyst, linking ITAM's knowledge with the needs of private and public sectors.

### History

CEC has completed over 150 applied research projects since it was established in 1991. The main concentration areas where CEC has background, methodology and advisors are:

- Sectorial Analysis
- Technology and Competitiveness
- Market Studies
- Program Evaluation
- Strategic Cost

### Vision, Mission and Objectives

Behind the CEC initiative is the strong belief on the importance of promoting cooperation between university and industry. Traditionally, Mexico has experienced a great gap between the universities as knowledge-creating centers and companies as users of this knowledge. Although this breach has been the norm in our country, the experience in other countries shows the value of cooperation. In countries such as Japan, United States, Germany and Sweden, companies constantly turn to universities to receive advice, recognizing their advantages over other consulting agents. Some of these advantages are:

- Cutting edge knowledge acquired through research and the continuous review of academic publications.
- Impartiality, with no previous commitment to any specific solution.
- Ability to generate capabilities within companies, combining consulting work with customized training.
- Cross-disciplinary, taking elements from different academic fields.

In order to guarantee its cross-disciplinary, CEC counts on an Advisory Council, taking elements from different academic divisions of:

- Actuarial Science, Statistics and Mathematics
- Business Administration and Accounting
- Economics, Law and Social Sciences

The main projects developed by the CEC are:

**EVALUATION OF FIRA IN COMPLIANCE WITH ART. 55 BIS 2 OF THE LAW OF CREDIT INSTITUTIONS**

Sponsor: Fideicomisos Instituidos en Relación con la Agricultura (FIRA)  
Project leader: Guillermo Abdel Musik  
2022

**EVALUATION OF IN COMPLIANCE WITH ART. 55 BIS 2 OF THE LAW OF CREDIT INSTITUTIONS**

Sponsor: Banco Nacional de Obras y Servicios Públicos (BANOBRAS)  
Project leader: Guillermo Abdel Musik  
2022

**CONSISTENCY AND RESULTS EVALUATION OF PROGRAM F005 DEVELOPMENT AND PROMOTION OF SUSTAINABLE TOURISM PROJECTS**

Sponsor: Secretaría de Turismo (SECTUR)  
Project leader: Guillermo Abdel Musik  
2021

**CONSISTENCY AND RESULTS EVALUATION OF PROGRAM P002 PROMOTION OF TOURISM SECTOR COMPETITIVENESS**

Sponsor: Secretaría de Turismo (SECTUR)  
Project leader: Guillermo Abdel Musik  
2021

**EVALUATION OF THE USER BENEFITS GENERATED ASYMMETRIC REGULATION**

Sponsor: Instituto Federal de Telecomunicaciones (IFT)  
Project leader: Guillermo Abdel Musik  
2021

**ASSESSMENT AND PROPOSALS TO STRENGTHEN CITIZEN PARTICIPATION IN MEXICO**

Sponsor: Fundación Kaluz  
Project leader: Guillermo Abdel Musik  
2021

**DIGITAL ADVERTISING SECTOR ANALYSIS**

Sponsor: Comisión Federal de Competencia Económica (COFECE)  
Project leader: Guillermo Abdel Musik  
2021

## **DESIGN AND ANALYSIS OF REQUEST FOR PROPOSALS OF FINANCIAL EDUCATION**

Sponsor: Nacional Monte de Piedad  
Project leader: Guillermo Abdel Musik  
2020

## **EVALUATION OF BANSEFI IN COMPLIANCE WITH ART. 55 BIS 2 OF THE LAW OF CREDIT INSTITUTIONS**

Sponsor: Banco del Ahorro Nacional y Servicios Financieros (BANSEFI)  
Project leader: Guillermo Zamarripa  
2019

## **MAPPING OF FINANCIAL EDUCATION INITIATIVES IN MEXICO**

Sponsor: Nacional Monte de Piedad  
Project leader: María Merino  
2019

## **DESIGN OF MATCHING ALGORITHMS AND SUPPORT PROCESSES FOR ASF**

Sponsor: Banco Azteca  
Project leader: Guillermo Abdel Musik  
2018

## **MEASUREMENT OF USER SATISFACTION FOR CONSISTENCY AND RESULTS EVALUATIONS 2017-2018**

Sponsor: Consejo Nacional de Evaluación de Política de Desarrollo Social (CONEVAL)  
Project leader: María Merino  
2018

## **SALES PROJECTION MODEL**

Sponsor: Tiendas Chedraui  
Project leader: María Merino  
2018

## **DEMAND ANALYSIS AND VALUE PROPOSITION FOR CASH**

Sponsor: Banco Azteca  
Project leader: María Merino y Guillermo Abdel Musik  
2018

## **EVALUATION OF TRUST FUNDS FOR RURAL DEVELOPMENT**

Sponsor: Fideicomisos Instituidos en Relación con la Agricultura (FIRA)  
Project leader: Guillermo Abdel Musik  
2017

**CONSISTENCY AND RESULTS EVALUATION OF PROGRAM K027  
INFRASTRUCTURE MAINTENANCE**

Sponsor: Secretaría de Turismo (SECTUR)  
Project leader: Guillermo Abdel Musik  
2017

**CONSISTENCY AND RESULTS EVALUATION OF PROGRAM P001  
TOURISM POLICY PLANNING AND MANAGEMENT**

Sponsor: Secretaría de Turismo (SECTUR)  
Project leader: Guillermo Abdel Musik  
2017

**DESIGN ASSESSMENT FOR THE PROGRAM U019 REGIONAL FUND**

Sponsor: Secretaría de Hacienda y Crédito Público (SHCP)  
Project leader: Guillermo Abdel Musik  
2017

**ANALYSIS OF THE ENVIRONMENT AND PERSPECTIVES OF THE PAWN  
SHOP INDUSTRY**

Sponsor: Banco Azteca  
Project leader: Guillermo Abdel Musik  
2017

**DETERMINANTS OF NET ACQUISITION OF U.S. DOLLARS BY BRANCH**

Sponsor: Banco Azteca  
Project leader: Guillermo Zamarripa  
2017

**VALUE PROPOSITION RENOVATION**

Sponsor: Colegio Madrid  
Project leader: Guillermo Abdel Musik  
2017

**PROCESS EVALUATION OF THE PROGRAM FOR QUALITY AND  
INTEGRAL ATTENTION TO TOURISM E005**

Sponsor: Secretaría de Turismo (SECTUR)  
Project leader: Guillermo Abdel Musik  
2016

**ANALYSIS OF SOCIAL DEVELOPMENT GOVERNMENT PROGRAMS  
INTENDED FOR MICRO, SMALL AND MEDIUM ENTERPRISES**

Sponsor: Consejo Nacional de Evaluación de la Política de Desarrollo Social  
(CONEVAL)  
Project leader: Guillermo Abdel Musik  
2016

**DESIGN ASSESSMENT FOR THE PROGRAM E008 PROTECTION AND PROMOTION OF INDUSTRIAL PROPERTY RIGHTS**

Sponsor: Instituto Mexicano de la Propiedad Industrial (IMPI)  
Project leader: Guillermo Abdel Musik  
2016

**DESIGN, ORGANIZATION AND IMPLEMENTATION OF NINE SEMINARS ON CLIMATE CHANGE AND ENERGY**

Sponsor: Deutsche Gesellschaft Für Internationale Zusammenarbeit (GIZ)  
Project leader: Juan Carlos Belausteguioitia  
2016

**STRATEGIC PROJECT TO IMPROVE THE COMPETITIVENESS OF FISHING COOPERATIVES**

Sponsor: Confederación Nacional Cooperativa Pesquera (CONACOOOP)  
Project leader: Guillermo Abdel Musik  
2016

**REDESIGN OF MEXICOFIRST 2.0 PROCESSES AND MANAGEMENT MODEL**

Sponsor: Mexico Federal Institute for Remote Services and Technology (México FIRST)  
Project leader: Guillermo Abdel Musik  
2015

**ASSISTANCE, INSPECTION AND USABILITY / UX TESTS FOR DIGITAL INTERACTIVE SYSTEMS**

Sponsor: Viajes Beda  
Project leader: Víctor González  
2015

**METHODOLOGY FOR THE DEVELOPMENT OF AN INTEGRAL QUALITY MODEL IN THE MONITORING OF SATELLITE NETWORKS**

Sponsor: PricewaterhouseCoopers  
Project leader: Federico Kuhlmann  
2015

**THE SOCIO-ECONOMIC BENEFITS OF MOBILE BROADBAND TECHNOLOGY AND RELATED POLICY ISSUES FOR MEXICO**

Sponsor: QUALCOMM Incorporated  
Project leader: Guillermo Abdel Musik  
2015

**TECHNOLOGICAL PROPOSAL OF THE CLASSROOM MODEL FOR THE EDUCATIONAL PROGRAM WITH THE USE OF TECHNOLOGIES**

Sponsor: Secretaría de Educación del Distrito Federal  
Project leader: Ana Lidia Franzoni  
2015

**PROCESS ASSESSMENT OF PROGRAM F001 PROMOTION OF MEXICO AS TOURIST DESTINATION**

Sponsor: Secretaría de Turismo (SECTUR)  
Project leader: Guillermo Abdel Musik  
2015

**DESIGN EVALUATION OF PROGRAM F002 DEVELOPMENT OF INFRASTRUCTURE FOR THE PROMOTION OF INVESTMENT IN THE TOURISM SECTOR**

Sponsor: Secretaría de Turismo (SECTUR)  
Project leader: Guillermo Abdel Musik  
2015

**ANALYSIS OF THE MARKET POTENTIAL IN THE MEXICAN GOVERNMENT SALES**

Sponsor: Mercedes Benz Desarrollo de Mercados  
Project leader: Guillermo Abdel Musik  
2015

**THE POTENTIAL OF GOURMET CHOCOLATE AND FINE COCOA AROMA IN THE SOCONUSCO REGION, MEXICO**

Sponsor: Comisión Nacional para el Conocimiento y Uso de la Biodiversidad (CONABIO)  
Project leader: Antonio Lloret  
2015

**BARRIERS TO COMPETITION AND TO COMPETITION NEUTRALITY CAUSED BY REGULATIONS AND PROCEDURES OF PUBLIC ENTITIES IN THE TELECOMMUNICATIONS AND BROADCASTING MARKETS**

Sponsor: Instituto Federal de Telecomunicaciones (IFT)  
Project leader: Ante Salcedo  
2015

**ASSESSMENT ON THE TRAINING, ACCREDITATION AND PERFORMANCE OF EXPERT WITNESSES ACTING IN ADMINISTRATIVE PROCEDURES OF REGULATION AND COMPETITION IN THE TELECOMMUNICATIONS AND BROADCASTING SECTORS**

Sponsor: Instituto Federal de Telecomunicaciones (IFT)  
Project leader: Guillermo Abdel Musik  
2015

**RESEARCH OF CORPORATE GOVERNANCE PRACTICES IN MEXICAN FAMILY COMPANIES**

Sponsor: Russell Reynolds Associates  
Project leader: Imanol Belausteguioitia  
2015

### **DEMAND FOR IT PRODUCTS IN THE AUTOMOTIVE SECTOR**

Sponsor: Cámara Nacional de la Industria Electrónica, de Telecomunicaciones y Tecnologías de la Información (CANIETI)

Project leader: Guillermo Abdel Musik  
2015

### **FIBER OPTIC NETWORK DESIGN**

Sponsor: Banco Mundial

Project leader: Federico Kuhlmann  
2014

### **DESIGN OF A PLATFORM FOR QUALITY MONITORING OF DATA TRANSFER SERVICES OFFERED BY MOBILE NETWORK OPERATORS IN MEXICO**

Sponsor: Instituto Federal de Telecomunicaciones (IFT)

Project leader: José Incera  
2014

### **DESIGN OF A MODEL PROPOSAL FOR EDUCATIONAL INTERVENTION IN SECONDARY LEVEL WITH USE OF TECHNOLOGIES**

Sponsor: Secretaría de Educación del Distrito Federal

Project leader: Ana Lidia Franzoni  
2014

### **PROPOSAL FOR A NEW STRATEGY AND DEFINITION OF MEXICOFIRST 2.0**

Sponsor: Mexico Federal Institute for Remote Services and Technology (México FIRST)

Project leader: Guillermo Abdel Musik  
2014

### **ASSISTANCE, INSPECTION AND USABILITY TESTS / UX**

Sponsor: Autobuses de la Piedad

Project leader: Víctor González  
2014

### **CONSULTING SERVICE FOR USABILITY AND UX TESTS (USER EXPERIENCE)**

Sponsor: PLM Premier

Project leader: Víctor González  
2014



**CONSULTANCY TO PREPARE A SPECIALIZED ANALYSIS AND TECHNICAL OPINION, INCLUDING A MODEL TO EVALUATE THE PERFORMANCE OF THE SATELLITE NETWORK DENOMINATED "10K" OF THE MEXICAN SYSTEM CONNECTED FOR THE COORDINATION OF THE INFORMATION AND KNOWLEDGE SOCIETY**

Sponsor: Secretaría de Comunicaciones y Transportes (SCT)

Project leader: Federico Kuhlmann

2014

**CONSULTANCY IN TECHNOLOGICAL INNOVATION, USABILITY ENGINEERING AND DESIGN FOCUSED ON THE USER'S EXPERIENCE**

Sponsor: Amigos del Museo del Palacio de Bellas Artes

Project leader: Víctor González

2014

**EVALUATION OF AN INSTRUMENT FOR MEASURING ENVIRONMENTAL SUSTAINABILITY PRACTICES AND THEIR IMPACT ON THE COMPETITIVENESS OF MEXICAN COMPANIES**

Sponsor: Secretaría de Medio Ambiente y Recursos Naturales (SEMARNAT)

Project leader: Antonio Lloret

2014

**EVALUATION OF THE PRODUCTIVITY SELF-ASSESSMENT TOOL APPLIED TO ECONOMIC DEVELOPMENT PROGRAMS (FEDERAL SPENDING PROGRAMS)**

Sponsor: ABT Associates

Project leader: Guillermo Abdel Musik

2014

**PERFORMANCE EVALUATION OF THE MEXICAN PARTICIPATION IN TIANGUIS TURISTICO 2014**

Sponsor: Consejo de Promoción Turística

Project leader: Guillermo Abdel Musik

2014

**ASSESSMENT, PLANNING AND STRATEGY OF PRODUCTION AND DISTRIBUTION OF FREE TEXTBOOKS FOR THE 2014-2018 PERIOD**

Sponsor: Comisión Nacional de Libros de Textos Gratuitos (CONALITEG)

Project leader: Guillermo Abdel Musik

2014

**CEMENT INDUSTRY AND FISCAL TRANSPARENCY**

Sponsor: PricewaterhouseCoopers

Project leader: Sylvia Meljem

2014

**CONSISTENCY AND RESULTS EVALUATION OF PROGRAM E005  
TOURIST SERVICES COUNSELING AND ASSISTANCE MECHANICS**

Sponsor: Secretaría de Turismo (SECTUR)  
Project leader: Guillermo Abdel Musik  
2013

**ASSISTANCE, INSPECTION AND CONSULTING IN USABILITY AND UX  
(USER EXPERIENCE)**

Sponsor: Instituto Mexicano para la Competitividad (IMCO)  
Project leader: Víctor González  
2013

**CONSULTANCY AND EXECUTION OF WORKING SESSIONS IN DESIGN  
AND EVALUATION OF INTERACTIVE SYSTEMS**

Sponsor: Ingenium-AX  
Project leader: Víctor González  
2013

**FINANCIAL STRATEGIES FOR CHANNEL FLOWS OF FOREIGN DIRECT  
INVESTMENT TO MEXICO**

Sponsor: Secretaría de Economía (SE)  
Project leader: Sylvia Meljem  
2013

**SOFTWARE ENGINEERING WORKSHOP**

Sponsor: Operadores Turísticos Internacionales  
Project leader: Silvia Guardati  
2012

**UX AND SOFTWARE QUALITY TEST**

Sponsor: Operadores Turísticos Internacionales  
Project leader: Víctor González  
2012

**IMPACT EVALUATION OF PROSOFT**

Sponsor: Cámara Nacional de la Industria Electrónica, de Telecomunicaciones y  
Tecnologías de la Información (CANIETI)  
Project leader: Guillermo Abdel Musik  
2012

**DESIGN EVALUATION OF PROGRAM U001 SUPPORT FOR THE  
DEVELOPMENT OF TOURIST OFFER**

Sponsor: Secretaría de Turismo (SECTUR)  
Project leader: Guillermo Abdel Musik  
2012

**CONSISTENCY AND RESULTS EVALUATION OF PROGRAM F001  
PROMOTION OF MEXICO AS A TOURISM DESTINATION**

Sponsor: Secretaría de Turismo (SECTUR)  
Project leader: Guillermo Abdel Musik  
2012

**CONSULTANCY AND EXECUTION OF WORKSHOPS OF DESIGN AND  
EVALUATION OF INTERACTIVE SYSTEMS TO DE UX**

Sponsor: Operadores Turísticos Internacionales  
Project leader: Víctor González  
2012

**CONSULTANCY AND WORKSHOPS OF DESIGN AND EVALUATION OF  
INTERACTIVE SYSTEMS**

Sponsor: Intelexion  
Project leader: Víctor González  
2012

**EXTERNALITIES AND INCENTIVES OF PAPER COLLECTION**

Sponsor: Cámara Nacional de las Industrias de la Celulosa y del Papel (CNICP)  
Project leader: Guillermo Abdel Musik  
2012

**ANALYSIS OF ACQUISITION COST REDUCTION**

Sponsor: Grupo Nacional Provincial (GNP)  
Project leader: Guillermo Abdel Musik  
2012

**STRATEGIC IMPLEMENTATION OF MARKETING AREA IMPROVEMENTS**

Sponsor: Empresa farmacéutica  
Project leader: María Merino  
2011

**COMMERCIAL SPACE OPTIMIZATION MODEL**

Sponsor: TV Azteca  
Project leader: David Muñoz  
2011

**MARKETING FUNCTION AUDIT**

Sponsor: Empresa farmacéutica  
Project leader: María Merino  
2011

**CONSISTENCY AND RESULTS EVALUATION OF PROSOFT 2011-2012**

Sponsor: Secretaría de Economía (SE)  
Project leader: Guillermo Abdel Musik  
2011

**DESIGN EVALUATION OF THE SECTORIAL INNOVATION FUND 2011 (FINNOVA)**

Patrocinador: Secretaría de Economía (SE)  
Project leader: Guillermo Abdel Musik  
2011

**EVALUATION OF THE G7HOMECOMPUTER (G7HC) SYSTEM**

Sponsor: Urbanizaciones Inmobiliarias del Centro  
Project leader: Víctor González  
2011

**EVALUATION OF FORESTRY DEVELOPMENT PROGRAMS II**

Sponsor: Comisión Nacional Forestal (CONAFOR)  
Project leader: Guillermo Abdel Musik  
2011

**IMPROVEMENTS OF FOODBANKS AS A MODEL FOR OVERCOMING FOOD POVERTY**

Sponsor: Asociación Mexicana de Bancos de Alimentos (AMBA)  
Project leader: Guillermo Abel Musik  
2011

**DEVELOPMENT OF A YIELD MANAGEMENT MODEL**

Sponsor: TV Azteca  
Project leader: Guillermo Abdel Musik  
2010

**PROGRAM DESIGN EVALUATION OF THE TEXTILE, GARMENT, FOOTWEAR AND TOYS SECTORS CONVERSION FUND**

Sponsor: Secretaría de Economía (SE)  
Project leader: Guillermo Abdel Musik  
2010

**LOGISTIC ANALYSIS OF THE FISH AND SEAFOOD INDUSTRY IN MEXICO**

Sponsor: Consejo Mexicano de Promoción de los Productos Pesqueros y Acuícolas (COMEPESCA)  
Project leader: Guillermo Abdel Musik  
2010

**STRATEGIC ANALYSIS FOR THE DEVELOPMENT OF THE AUTOPARTS INDUSTRY IN LEON, GUANAJUATO**

Sponsor: Compass Technology and Infrastructure  
Project leader: Guillermo Abdel Musik  
2010

### **ASSESSMENT, FORESIGHT AND STRATEGY IN THE FORESTRY SECTOR**

**Sponsor:** Consejo Nacional de Ciencia y Tecnología (CONACYT)

**Project leader:** Guillermo Abdel Musik

2010

### **ASSESSMENT, FORESIGHT AND STRATEGY IN THE MEXICAN TELECOMMUNICATIONS INDUSTRY**

**Sponsor:** Consejo Nacional de Ciencia y Tecnología (CONACYT)

**Project leader:** Federico Kuhlmann

2010

### **DESIGN EVALUATION OF MEXICAN GEOLOGICAL SERVICE**

**Sponsor:** Servicio Geológico Mexicano (SGM)

**Project leader:** Guillermo Abdel Musik

2009

### **STRATEGIC ANALYSIS OF INVESTMENT FUNDS IN MEXICO**

**Sponsor:** Global Leader in Financial Services

**Project leader:** Guillermo Abdel Musik

2009

### **A FEASIBILITY STUDY FOR A FOREST INDUSTRY BASIN PROJECT IN NORTHWEST MEXICO**

**Sponsor:** Comisión Nacional Forestal (CONAFOR)

**Project leader:** Guillermo Abdel Musik (project in partnership with Pöyry Forest Industry Consulting Oy)

2009

### **PRODUCTIVITY AND COST STUDY OF THE MEXICAN FORESTRY SECTOR**

**Sponsor:** Secretaría de Economía (SE)

**Project leader:** Guillermo Abdel Musik

2009

### **PROCESS AND IMPACT EVALUATION OF PROSOFT AND PROLOGYCA**

**Sponsor:** Secretaría de Economía (SE)

**Project leader:** Marcos Escobar

2008

### **EVALUATION OF "TIANGUIS TURÍSTICO 2008"**

**Sponsor:** Secretaría de Turismo (SECTUR)

**Project leader:** Guillermo Abdel Musik

2008

### **IMPACT ASSESSMENT OF ENTERPRISE INNOVATION PROGRAMS**

**Sponsor:** Consejo Nacional de Ciencia y Tecnología (CONACYT)

**Project leader:** Juana Patlán

2008

**COMPETITIVENESS STRATEGY FOR VERACRUZ MUNICIPALITY**

Sponsor: Municipio de Veracruz, Veracruz

Project leader: Guillermo Abdel Musik

2008

**THE INFORMAL ECONOMY IN MEXICO: ANALYSIS AND PROPOSALS**

Sponsor: Joaquín Balboa (CONCANACO)

Project leader: Imanol Belausteguioitia

2008

**COMPETITIVENESS STUDY OF THE DECORATIVE CERAMIC SECTOR**

Sponsor: Coordinadora de Fomento al Comercio Exterior del Estado de Guanajuato

Project leader: Guillermo Abdel Musik

2008

**MASTER PLAN FOR THE TROUT INDUSTRY IN PUEBLA**

Sponsor: Asociación Especie Trucha del Estado de Puebla

Project leader: Guillermo Abdel Musik

2008

**TECHNOLOGICAL INFRASTRUCTURE STRATEGY TO ENHANCE THE COMPETITIVENESS OF SME'S**

Sponsor: Fideicomiso para el Desarrollo de la Región (FIDCENTRO)

Project leader: Guillermo Abdel Musik

2007

**IDENTIFICATION OF NEW BUSINESS OPPORTUNITIES IN THE INFORMATION TECHNOLOGY AND COMMUNICATIONS INDUSTRY**

Sponsor: Técnica Administrativa Bal

Project leader: Marcos Escobar

2007

**EVALUATION OF "TIANGUIS TURÍSTICO 2007"**

Sponsor: Secretaría de Turismo (SECTUR)

Project leader: Guillermo Abdel Musik

2007

**STRATEGY TO IMPROVE TOURIST GUIDES COMPETITIVENESS**

Sponsor: Secretaría de Turismo (SECTUR)

Project leader: María Merino

2007

**REDESIGN OF ORGANIZATIONAL STRUCTURE FOR CUSTOMER ORIENTATION**

Sponsor: AstraZeneca

Project leader: María Merino

2007

## **MASTER PLANS FOR KEY FISHING AND ACUACULTURE SPECIES FOR MEXICAN STATES**

**Sponsor:** Consejo Mexicano de Promoción de los Productos Pesqueros y Acuícolas (COMEPESCA)

**Project leader:** Guillermo Abdel Musik

2007

## **MASTER PLAN FOR THE TROUT INDUSTRY IN MICHOACAN**

**Sponsor:** Comité Sistema Producto Trucha Michoacán

**Project leader:** Juana Patlán

2007

## **MASTER PLAN FOR THE CATFISH INDUSTRY IN MICHOACAN**

**Sponsor:** Comité Sistema Producto Bagre Michoacán

**Project leader:** Jesús María Vásquez

2007

## **ANALYSIS OF PROCESSES, STANDARD FORMATS AND METRICS OF KEY MARKETING FUNCTIONS**

**Sponsor:** Corporativo Bimbo

**Project leader:** María Merino

2006

## **IDENTIFICATION OF HIGH IMPACT BUSINESS OPPORTUNITIES TO DEVELOP THE DAIRY AND HONEY SECTORS**

**Sponsor:** Fideicomiso para el Desarrollo Regional del Sur Sureste (FIDESUR)

**Project leader:** Guillermo Abdel Musik

2006

## **EVALUATION OF "TIANGUIS TURÍSTICO 2006"**

**Sponsor:** Secretaría de Turismo (SECTUR)

**Project leader:** Guillermo Abdel Musik

2006

## **EVALUATION OF THE PERCEPTION OF HURRICANES CRISIS MANAGEMENT IN THE MEXICAN CARIBBEAN**

**Sponsor:** Secretaría de Turismo (SECTUR)

**Project leader:** María Merino

2006

## **TREND ANALYSIS OF THE AUTOMOTIVE INDUSTRY IN MEXICO FOR THE NEXT FIVE YEARS**

**Sponsor:** Grupo Nacional Provincial (GNP)

**Project leader:** Guillermo Abdel Musik

2006



## **MASTER PLANS FOR KEY FISHING AND ACUACULTURE SPECIES IN MEXICO**

Sponsor: Cámara Nacional de las Industrias Pesquera y Acuícola (CANAINPESCA)

Project leader: Guillermo Abdel Musik  
2006

## **INDUSTRIAL AND TECHNOLOGICAL STRUCTURE FOR THE MEXICAN FISHING SECTOR**

Sponsor: Consejo Nacional de Ciencia y Tecnología (CONACYT)

Project leader: Juana Patlán  
2006

## **EVALUATION OF INTERNAL REVENUE SERVICE ACCOUNTING**

Sponsor: Secretaría de Hacienda y Crédito Público (SHCP)

Project leader: Sylvia Meljem  
2006

## **MEASUREMENT TOOL FOR PRODUCTIVITY IN MEXICAN FIRM**

Sponsor: Secretaría del Trabajo y Previsión Social (STPS)

Project leader: Ricardo TPO  
2005

## **EVALUATION OF "TIANGUIS TURÍSTICO 2005"**

Sponsor: Secretaría de Turismo (SECTUR)

Project leader: Guillermo Abdel Musik  
2005

## **MARKET STUDY FOR AUTOMOTIVE EMBEDDED SYSTEMS**

Sponsor: Soluciones Tecnológicas

Project leader: Guillermo Abdel Musik  
2005

## **TARIFF REDUCTION SCHEDULE**

Sponsor: Toyota Motors North America

Project leader: Guillermo Abdel Musik  
2005

## **ASSESSMENT, FORESIGHT AND STRATEGY IN THE MEXICAN ELECTRONICS SECTOR**

Sponsor: Consejo Nacional de Ciencia y Tecnología (CONACYT)

Project leader: Ramón Padilla  
2005



### **ASSESSMENT, FORESIGHT AND STRATEGY IN THE MEXICAN TEXTILE INDUSTRY**

Sponsor: Consejo Nacional de Ciencia y Tecnología (CONACYT)  
Project leader: Juana Patlán & Diana Delgado  
2005

### **ASSESSMENT, FORESIGHT AND STRATEGY IN THE MEXICAN GARMENT INDUSTRY**

Sponsor: Consejo Nacional de Ciencia y Tecnología (CONACYT)  
Project leader: Juana Patlán  
2005

### **SYSTEM AND INSTALLER EVALUATION FOR ENCICLOMEDIA**

Sponsor: Instituto Latinoamericano de la Comunicación Educativa (ILCE)  
Project leader: Francisco Cervantes  
2004

### **EVALUATION OF "TIANGUIS TURÍSTICO 2004"**

Sponsor: Secretaría de Turismo (SECTUR)  
Project leader: Guillermo Abdel Musik  
2004

### **IMPACT EVALUATION OF "COMPLEJO LAS AMÉRICAS"**

Sponsor: Banco Nacional de México (BANAMEX)  
Project leaders: Guillermo Abdel Musik & Imanol Belausteguigoitia  
2004

### **COMPETITIVENESS STUDY FOR THE MEXICAN FISHING SECTOR**

Sponsor: Comisión Nacional de Acuacultura y Pesca (CONAPESCA)  
Project leader: Juana Patlán & David Romo  
2004

### **DESIGN OF NEW INDUSTRY ENVIRONMENTAL NORMS IN MEXICO**

Sponsors: Consejo Nacional de Ciencia y Tecnología (CONACYT)-Secretaría de Medio Ambiente y Recursos Naturales (SEMARNAT)  
Project leader: Ricardo Samaniego  
2004

### **MEXICAN MINING PROMOTION PROGRAM**

Sponsor: Industrias Peñoles  
Project leader: Ramiro Tovar  
2004

### **MACRO AND MICRO CONDITIONS FOR INNOVATION IN MEXICO**

Sponsor: Banco Mundial  
Project leader: Guillermo Abdel Musik  
2003

### **EVALUATION OF FIFOMI 2003**

Sponsor: Fideicomiso de Fondo Minero (FIFOMI)

Project leader: Juana Patlán

2003

### **EVALUATION OF "TIANGUIS TURÍSTICO 2003"**

Sponsor: Secretaría de Turismo (SECTUR)

Project leader: Guillermo Abdel Musik

2003

### **EVALUATION OF THE SCIENCE SUPPORT PROGRAM IN MEXICO**

Sponsor: Consejo Nacional de Ciencia y Tecnología (CONACYT)

Project leaders: Juana Patlán & Guillermo Abdel Musik

2003

### **IMPACT STUDY OF THE CREATION OF A CRUISE HOMEPORT IN THE MEXICAN CARIBBEAN**

Sponsor: Secretaría de Turismo (SECTUR)

Project leader: Imanol Belausteguigoitia

2003

### **ASSESSMENT, FORESIGHT AND STRATEGY IN THE MINING SECTOR**

Sponsors: Fideicomiso de Fondo Minero (FIFOMI)

Project leader: Juana Patlán

2003

### **ASSESSMENT, FORESIGHT AND STRATEGY IN THE AUTOPARTS SECTOR**

Sponsor: Consejo Nacional de Ciencia y Tecnología (CONACYT)

Project leader: Guillermo Abdel Musik

2003

### **THE IMPACT OF THE FISCAL REGIME ON THE COMPETITIVENESS OF SME'S**

Sponsor: Secretaría de Economía (SE)

Project leader: Sylvia Meljem

2003

### **DESIGN OF AN ACTIVITY BASED COSTING SYSTEM**

Sponsor: Profuturo GNP

Project leader: Sylvia Meljem

2003

### **ASSESSMENT, FORESIGHT AND STRATEGY IN THE CERAMICS INDUSTRY**

Sponsor: Consejo Nacional de Ciencia y Tecnología (CONACYT)

Project leader: Guillermo Abdel Musik

2002

**EVALUATION OF FIFOMI**

Sponsor: Fideicomiso de Fondo Minero (FIFOMI)

Project leaders: Imanol Belausteguigoitia & Guillermo Abdel Musik  
2002

**EVALUATION OF "TIANGUIS TURÍSTICO 2002"**

Sponsor: Secretaría de Turismo (SECTUR)

Project leader: Gabriela Alvarado  
2002

**ASSESSMENT, FORESIGHT AND STRATEGY IN THE SOFTWARE INDUSTRY**

Sponsor: Consejo Nacional de Ciencia y Tecnología (CONACYT)

Project leader: Ignacio Ania  
2002

**OPTIMIZATION OF THE SUPPLY CHAIN OF A MINING COMPANY**

Sponsor: Industrias Peñoles

Project leaders: David Muñoz & Alejandro Terán  
2001

**CAPACITY AND WORKLOAD MEASUREMENT, AND PROPOSAL TO REDUCE DELAY RATES IN PRODUCT DELIVERIES**

Sponsor: INNES

Project leader: César Acosta  
2001

**DIGITAL GOVERNMENT SEMINAR**

Sponsor: Microsoft/Hewlett Packard

Project leader: Guillermo Abdel Musik  
2001

**EVALUATION OF FIFOMI**

Sponsor: Fideicomiso de Fondo Minero (FIFOMI)

Project leaders: Imanol Belausteguigoitia & Guillermo Abdel Musik  
2001

**EVALUATION OF "TIANGUIS TURÍSTICO 2001"**

Sponsor: Secretaría de Turismo (SECTUR)

Project leader: Gabriela Alvarado  
2001

**STRATEGIC FEASIBILITY STUDY OF THE MEXICAN ECOTURISM INDUSTRY**

Sponsor: Secretaría de Turismo (SECTUR)

Project leaders: Omar Romero & Guillermo Abdel Musik  
2001

### **ASSESSMENT AND STRATEGY FOR INTRODUCING ELECTRIC VEHICLES TO THE MEXICAN MARKETS**

Sponsor: Consorcio Mexicano de Baterías Avanzadas (COMBA)

Project leaders: Rogerio Domenge, Fausto Pretelín & Guillermo Abdel Musik  
2001

### **ACTIVITY BASED COSTING SYSTEM FOR THE MEXICAN POSTAL SERVICE**

Sponsor: Servicio Postal Mexicano (SEPOMEX)

Project leader: Sylvia Meljem  
2001

### **MARKET RESEARCH FOR ASSISTANCE PRODUCTS IN MEXICO**

Sponsor: Europ Assistance

Project leader: Guillermo Abdel Musik  
2000

### **TECHNOLOGY FORESIGHT FOR SOFTWARE, CERAMIC AND BIOTECHNOLOGY INDUSTRIES**

Sponsor: Consejo Nacional de Ciencia y Tecnología (CONACYT)

Project leader: Guillermo Abdel Musik  
2000

### **SOFTWARE DEVELOPMENT FOR THE "MANAGEMENT AND OPERATIONS IN MEXICAN INDUSTRY" SERIES**

Sponsor: Fondo de Estudios para el Desarrollo de la Industria Mexicana (FEDIM)

Project leader: David Muñoz  
1999

### **NETWORK EXTERNALITIES IN JAPANESE AUTOPART SUPPLIERS**

Sponsor: Kyoto University

Project leader: Guillermo Abdel Musik  
1999

### **ECONOMIC COST AND COMPETITION EFFECT OF A SPECIAL TAX ON TELEPHONE SERVICES**

Sponsor: Cámara Nacional de la Industria Eléctrica y de Telecomunicaciones (CANIETI)

Project leader: Ramiro Tovar  
1998

### **STUDY ON THE COMPETITION EFFECTS OF THE LICITATION OF THE COAHUILA-DURANGO RAILWAY LINE**

Sponsor: Industrias Peñoles

Project leader: Ramiro Tovar  
1998

**STRATEGIC REDESIGN OF FOREIGN OFFICE SERVICES (METHODOLOGY TO INCREASE THE LEVELS OF PRODUCTIVITY AND EFFICIENCY)**

Sponsor: Secretaría de Turismo (SECTUR)  
Project leader: Ramiro Tovar & Sergio Garza  
1998

**ALLOCATION OF DIGITAL TELEVISION CHANNELS**

Sponsor: Secretaría de Comunicaciones y Transportes (SCT)  
Project leader: David Muñoz  
1997

**LOCATION OF LOCAL AND REGIONAL OFFICES FOR THE TRIBUTARY MANAGEMENT SYSTEM (SAT)**

Sponsor: Sistema de Administración Tributaria (SAT)  
Project leader: David Muñoz  
1997

**REGIONAL SYSTEMS OF INNOVATION**

Sponsor: Consejo Nacional de Ciencia y Tecnología (CONACYT)  
Project leader: Guillermo Abdel Musik  
1997

**RELEVANT MARKET OF THE COMMERCIAL RADIO IN MEXICO**

Sponsors: Grupo Radio Centro y Hicks Muse Tate & Furst  
Project leader: Ramiro Tovar  
1997

**COMPETITION AND BARRIERS TO ENTREPRENEURSHIP AND TRUCKING DEREGULATION**

Sponsor: World Bank  
Project leaders: Guillermo Abdel Musik & Sergio Garza  
1997

**METHODOLOGY AND ESTIMATION OF THE SHADOW PRICE OF CAPITAL IN MEXICO**

Sponsor: Banco Nacional de Obras y Servicios Públicos (BANOBRAS)  
Project leaders: Ramiro Tovar & Isaac Katz  
1997

**CASE STUDIES OF ENTERPRISE COOPERATION**

Sponsor: Secretaría de Comercio y Fomento Industrial (SECOFI)  
Project leader: Guillermo Abdel Musik  
1997

**DEREGULATION OF ECONOMIC ACTIVITY**

Sponsor: Secretaría de Comercio y Fomento Industrial (SECOFI)  
Project leader: David Muñoz  
1997

## **CRITERIA TO DETERMINE THE RELEVANT MARKET OF COMMERCIAL RADIO**

Sponsor: Grupo Radio Centro  
Project leader: Ramiro Tovar  
1997

## **WILLINGNESS TO PAY FOR POTABLE WATER SERVICE IN MUNICIPALITIES OF THE STATE OF MEXICO, AND REGULATORY OPTIONS FOR OPERATING ORGANISMS**

Sponsor: Subsecretaría de Egresos de la Secretaría de Hacienda y Crédito Público (SHCP)  
Project leader: Ramiro Tovar  
1997

## **NETWORK INTERCONNECTION AND COMPETITION POLICY**

Project leader: Ramiro Tovar  
1996

## **STATISTICAL DESCRIPTION OF GOVERNMENT PROCESSES**

Sponsor: Secretaría de Relaciones Exteriores (SRE)  
Project leader: David Muñoz  
1996

## **STUDY TO DEFINE THE RELEVANT MARKET FOR PREPARED VEGETABLES IN MEXICO**

Sponsor: CORFUERTE  
Project leader: Ramiro Tovar  
1996

## **EVALUATION OF THE INTEGRADORA PROGRAM IN MEXICO**

Sponsors: Fondo de Estudios para el Desarrollo de la Industria Mexicana (FEDIM) & Secretaría de Comercio y Fomento Industrial (SECOFI)  
Project leader: Guillermo Abdel Musik  
1996

## **CONCENTRATION ANALYSIS OF THE PAPER INDUSTRY**

Sponsor: Kimberly-Clark  
Project leader: Ramiro Tovar  
1996

## **TECHNICAL CRITERIA TO ANALYZE INDUSTRY CONCENTRATION**

Sponsor: Comisión Federal de Competencia  
Project leader: Ramiro Tovar  
1996

### **TRIBUTARY COMPETITIVENESS**

Sponsor: Secretaría de Hacienda y Crédito Público (SHCP)

Project leader: Laura Sour

1996

### **COMPETITIVENESS OF THE MEXICAN FOOTWEAR INDUSTRY**

Sponsor: Fondo de Estudios para el Desarrollo de la Industria Mexicana (FEDIM)

Project leaders: José A. Cerro & David Muñoz

1994-1995

### **ORGANIZATIONAL STRATEGY FOR THE CONCAMIN INFORMATION SYSTEM**

Sponsors: Nacional Financiera (NAFINSA) & Confederación de Cámaras Industriales de los Estados Unidos Mexicanos (CONCAMIN)

Project leader: David Muñoz

1994

### **WORLD MAP OF FOREIGN INVESTMENT**

Sponsor: Secretaría de Comercio y Fomento Industrial (SECOFI)

Project leaders: Rafael Del Villar & David Muñoz

1993

### **FEDERAL DISTRICT GOVERNMENT STRATEGY FOR ECONOMIC DEVELOPMENT**

Project leaders: Sergio Sánchez & Mauricio García Bullé

1992

### **POSITIONING STRATEGIES FOR PALACIO DE HIERRO**

Sponsor: Técnica Administrativa Bal

Project leaders: Sergio Sánchez, Mauricio García Bullé & David Muñoz

1992

### **THE TECHNOLOGY IN THE MEXICAN INDUSTRIAL SECTORS: STEEL, TEXTILE AND AUTOPARTS**

Sponsor: Consejo Nacional de Ciencia y Tecnología (CONACYT)

Project leaders: Sergio Sánchez, Mauricio García Bullé & David Muñoz

1992

### **THE TECHNOLOGY IN THE MEXICAN INDUSTRIAL SECTORS: FOOD, PLASTICS, PETROCHEMICALS AND TELECOMMUNICATIONS**

Sponsor: Consejo Nacional de Ciencia y Tecnología (CONACYT)

Project leaders: Sergio Sánchez & David Muñoz

1992



## **TECHNOLOGY IN THE MEXICAN INDUSTRIAL SECTORS: PHARMACEUTICAL, ELECTRONIC AND MINING**

Sponsor: Consejo Nacional de Ciencia y Tecnología (CONACYT)

Project leaders: Rafael Del Villar, Sergio Sánchez & David Muñoz  
1992

## **CREATION OF AN INVESTMENT SOCIETY**

Sponsor: Aseguradora Mexicana (ASEMEX)

Project leaders: Sergio Sánchez & Mauricio García Bullé  
1991

## **THE INTEGRATION OF ASEMEX TO A FINANCIAL GROUP**

Sponsor: Aseguradora Mexicana (ASEMEX)

Project leaders: Sergio Sánchez & Mauricio García Bullé  
1991

## **THE MODERNIZATION OF THE MEXICAN NATIONAL RAILROADS**

Sponsor: Presidencia de la República

Project leaders: Sergio Sánchez & Mauricio García Bullé  
1991

## **THE MEXICAN PORT SYSTEM**

Sponsor: Presidencia de la República

Project leaders: Sergio Sánchez & Mauricio García Bullé  
1991

## **SELECTION OF STRATEGIC WAREHOUSES FOR CONASUPO'S LOGISTIC SYSTEM**

Sponsor: Compañía Nacional de Subsistencias Populares (CONASUPO)

Project leader: Sergio Sánchez  
1991

## **SOME TRENDS OF THE INTERNATIONAL INSURANCE MARKETS**

Project leader: Sergio Sánchez  
1991

## **MEXICO IN THE NORTH AMERICAN AUTOMOTIVE MARKET**

Project leader: Sergio Sánchez  
1991