

The Association Through the Generation of Consortiums, Methodology Applicable to Mypimes of Imbabura- Ecuador

Jenyffer Yépez

Universidad Técnica del Norte

Ibarra, Ecuador

jayepez@utn.edu.ec

Karla Paola Negrete

Carrera de Ingeniería Industrial

kpnegrete@utn.edu.ec

Abstract

The objective of this research is to design and propose a consortium generation model that allows the associativity of MIPYMES in the province of Imbabura, for this, a contextualization and information gathering of the economic activities that are generated in the cantons of Ibarra was carried out, Antonio Ante, Cotacachi, Otavalo, Pimampiro and San Miguel de Urququí. The results obtained from this research are the model for the generation of associative promotion consortiums in which four phases, 8 stages are described, as well as the objectives and techniques to be used.

Keywords

Associativity 1, Consortiums 2

Biographies

Jenyffer Yépez, Mechatronics Engineer from the Técnica del Norte University, Master in Quality Management from the Private University of Loja, work experience in the area of electromechanics, Research Professor of Industrial Engineering

Karla Paola Negrete, Business Engineer from the Escuela Politécnica Nacional, Master in Industrial Management Engineering, Facilitator for MYPIMES of Ecuador, Research Professor of Industrial Engineering