

Tec professor's research published in Scopus



Dr. Pablo Aguilera, a professor at the Business School on the [Tec's Cuernavaca campus](#), published an [article](#) on **SME competitiveness** in the journal [Competitiveness Review](#) that was indexed in [Scopus](#).

The published [article](#) is entitled ***'Managerial perceptions of the strategic relevance of resources and capabilities and its configuration for firm competitiveness: an exploratory study'***.

[Elsevier's Scopus](#) is the **largest abstract and citation database** of peer-reviewed literature: scientific journals, books, and conference proceedings.

*"It's an **excellent achievement**... This means that your **article has been reviewed by other researchers (peers)** and can be cited as a **100% reliable reference**, which is very valuable in a research environment,"* explains Citlalli Mora, Library Collection Development coordinator.

As a result of this achievement, the [Vice Rector's Office for Research and Technology Transfer](#) at Tec de Monterrey presented him with a **certificate**.



¡Felicidades!

Hemos identificado que tu publicación
*Managerial perceptions of the strategic relevance of resources
and capabilities and its configuration for firm
competitiveness: an exploratory study,*
ha sido recientemente indexada en Scopus.

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About the research

The article **compared the competitiveness of Morelos State with other states** and discussed its high level of growth over the last 20 years.

“Competitiveness is closely related to the **economic power** and development of each state,” explains Professor Pablo Aguilera.

In June and August 2019, the professor **studied 65 companies of various types** and sizes, using surveys **to measure their level of competitiveness.**

The key factors in analyzing the level of a company’s competitiveness are product innovation, focus on the internal market, application and quality of technology, and competitive strategy, to name but a few.

“That is what this type of study is about: finding out strengths and vulnerable points and making strategic decisions to correct them,” explained Pablo Aguilera.



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Dr. Pablo Aguilera Fierro focuses on **business development**, has a **business consultancy firm**, and is a **researcher** at the [EGADE Business School](#).

He has been a **professor** at the **Cuernavaca campus** since 2018, and teaches classes such as:

- *Planning, innovation, and strategic sustainability*
- *Administration and innovation in business models*
- *Administrative consulting and business intelligence*
- *As well as the Strategy and Talent block that forms part of the **TEC21 Educational Model**.*

His advice for new entrepreneurs is to **learn all the time about all areas of business** and follow the rules for the new normal during the pandemic.

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