

TIC, desarrollo y negocios inclusivos



Ariel

Tics Desarrollo Y Negocios Inclusivos

R Barnett



Tics Desarrollo Y Negocios Inclusivos:

TIC, desarrollo y negocios inclusivos Sonia Navarro (Coord.), Mar Cordobés, Beatriz Sanz, 2012-12-10 Las TIC y en particular las tecnologías más viables pueden generar usos sociales positivos para mejorar la calidad de vida de los más desfavorecidos y apoyar su integración social El uso de las TIC es la forma más sencilla y probablemente la única en muchos casos para desarrollar y hacer efectivos servicios de salud educación negocios administración etc Es necesario trabajar para solucionar la Brecha Digital y repensar las formas tradicionales de cooperación al desarrollo Este ámbito de trabajo es el que se conoce en inglés con las siglas ICT4D Information and Communication Technologies for Development TIC, desarrollo y negocios inclusivos, 2012 **Competitividad, sostenibilidad e inclusión social en la agricultura** Octavio Sotomayor, Adrián Rodríguez V., Mônica Rodrigues, 2011 Anuario de integración latinoamericana y caribeña, 2001 INFOLAC, **Economía industrial**, 2010 Innovar para crecer, 2010 **Special Agents' Series**, 1917 *Guía de Negocios Inclusivos: Negocios inclusivos para el desarrollo del sector privado* Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, 2022 **Guía de Negocios Inclusivos: Negocios inclusivos para el desarrollo del sector privado** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, 2022 **Negocios inclusivos y empleo en la base de la pirámide** Helena Ancos Franco, 2011 Los negocios inclusivos se identifican con nuevos modelos de negocio y emprendimientos innovadores que sin perder de vista el objetivo de la rentabilidad económica apuntan a los sectores más vulnerables de la sociedad la Base de la Pirámide bien a través de la oferta de productos y servicios innovadores que permitan aumentar su calidad de vida bien mediante su incorporación a la cadena de producción favoreciendo la inclusión de colectivos de trabajadores autónomos inmigrantes mujeres y grupos desfavorecidos en el mercado de trabajo Este libro presenta los negocios inclusivos como una nueva oportunidad de negocio de desarrollo sostenible de cambio y de integración social Se abordan temas como la movilización del capital social de estos sectores de población el papel de las Administraciones públicas y los emprendedores sociales como motores del desarrollo económico y social el análisis de la innovación el cambio organizativo y el modelo empresarial en las estrategias de entrada en los mercados de bajos ingresos y las herramientas de evaluación de impactos de desarrollo social Coordinado por Helena Ancos directora del Programa de Trabajo de Responsabilidad Social Corporativa del Instituto Complutense de Estudios Internacionales este estudio ha contado con la colaboración de destacados académicos de distintas universidades del mundo y con especialistas que aportan una completa visión teórica y las experiencias llevadas a cabo con éxito en América Latina Asia y España Negocios inclusivos SNV (Organization), 2010 **Negocios Inclusivos, Iniciativas de Mercado Con Los Pobres de Iberoamérica** Patricia Márquez, Patricia C. Márquez, Ezequiel Reficco, Post-Doctoral Fellow at Harvard Business School Ezequiel Reficco, Gabriel Berger, 2011-03 La red SEKN publica un nuevo libro sobre como mecanismos de mercado pueden impulsar cambios sociales en Ibero América Los resultados de los intentos tradicionales para mitigar la pobreza han sido bastante desalentadores a

pesar de la enorme cantidad de recursos invertidos en los últimos 50 años lo cual enfatiza la urgencia de explorar abordajes novedosos o complementarios. Diversas organizaciones desde empresas multinacionales hasta organizaciones de la sociedad civil están inmersas en como social y económicamente a las mayorías a través de nuevos modelos de negocio. En este novedoso libro académicos de diversas instituciones de América Latina y España colaboran nuevamente para demostrar como los mercados y nuevos intercambios económicos pueden ser parte de la solución a la pobreza. SEKN examina en profundidad un total de 33 experiencias a fin de determinar que se necesita para armar nuevas cadenas de valor económico que ayuden a la gente a salir de la pobreza. Este libro se divide en tres partes. La primera trata sobre los actores, los grupos de bajos ingresos que participan en iniciativas de mercado y las organizaciones con las cuales se relacionan. La segunda parte examina los sectores donde se desarrollaron las iniciativas mientras que la última parte analiza el nivel de creación de valor logrado. El propósito general del libro consiste en ampliar el debate en curso sobre los negocios en la base de la pirámide socioeconómica de Iberoamérica con marcos conceptuales orientados a la acción. Más allá de generar conocimientos SEKN busca impactar la realidad mediante la identificación de los desafíos concretos que enfrentan las organizaciones de la muestra y la descripción de las alternativas elegidas para superarlos. Este libro constituye una invitación para imaginar nuevas posibilidades de negocios que generen prosperidad económica y una transformación social positiva. Con ese objetivo en mente presentamos ejemplos que demuestran que las iniciativas de mercado con la participación de los pobres pueden servir para construir sociedades más equitativas y justas en la región.

Negocios Inclusivos en América Latina Michael Tuil, Yvette Sánchez, 2009. El presente trabajo combina dos conceptos: el de los nuevos modelos de negocios llamados Negocios Inclusivos (NI) en los cuales se considera a los segmentos de bajos ingresos la Base de la Pirámide (BdP) como socios de negocios, incluyendo a los actores en la cadena de creación de valor y el Nuevo Modelo de Management de San Gallen (NMMSG) un modelo integrativo analítico y normativo para la gerencia de empresas. Se propone en este estudio un nuevo modelo que modifica el NMMSG para que sea aplicable a los NI en Latinoamérica. En una parte práctica se aplica el modelo en el análisis de un caso concreto: la compañía Grupo Nueva. Se encuentran en dicho caso elementos pertinentes para cada categoría del modelo lo que contribuye a confirmar la aplicabilidad del modelo propuesto. El modelo conserva las propiedades esenciales del NMMSG y considera los elementos centrales en el ámbito NI. Es un modelo analítico que integra todas las categorías de elementos que son y/o deben ser consideradas como relevantes para el management de un NI y establece relaciones normativas entre estos elementos. Intervienen tres modificaciones principales del NMMSG: 1) los stakeholders periféricos deben ser integrados en el modelo; 2) la modelización de los procesos empresariales debe ser modificada: cada proceso debe comenzar por el diálogo con la BdP, seguir con la innovación incorporada y tender hacia la co-creación de valor mutuo; 3) una nueva dimensión debe ser añadida: la evolución del modo operativo empresarial hasta llegar a la llamada intimidad de negocios entre la empresa y su socio: la comunidad de bajos ingresos.

Negocios inclusivos Laura Iturbide Galindo, 2017 **Base**

de la pirámide ,2012 *Emprendimiento social y negocios inclusivos* ,2010

Decoding **Tics Desarrollo Y Negocios Inclusivos**: Revealing the Captivating Potential of Verbal Expression

In a time characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its capability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Tics Desarrollo Y Negocios Inclusivos**," a mesmerizing literary creation penned by way of a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring impact on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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