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In this Number is presented an article Analysis of the factors that influence marginalization and poverty in the Huasteca Potosina from the perspective of public administration por MALDONADO-MIRANDA, Juan José with adscription in the Universidad Autónoma de San Luis Potosi, in the next section System for the administrative control of an EJIDAL commissioner by PAREDES-XOCHIHUA, María Petra, REYES-PÉREZ, Job Alberto, MORALES-ZAMORA, Vianney and LÓPEZ-MUÑOZ, Jesús with adscription in the Instituto Tecnológico Superior de San Martín in the next section an article Cultural consumption in higher education institutions: the faculty of communication sciences of the Universidad Autonoma de San Luis Potosí by VARGAS-NERI, Juan Fernando & ORTÍZ-ALVARADO, Francisco Jesús with adscription in the Universidad Autónoma de San Luis Potosí, in the next section an article Financial analysis of the year 2016 of the high volatility of the exchange rate mexican peso / american dollar in Mexico by CASTRO-VALENCIA, Alberto Merced, MEZA-CAMARENA, César and MUT-MUÑOZ, Armando with adscription in the Instituto Tecnológico Mario Molina

Content	Article	Page
Analysis of the factors that influence marginalization and poverty in the Huasteca Potosina from the perspective of public administration		1-6
System for the administrative control of an EJIDAL commissioner		7-11
Cultural consumption in higher education institutions: the faculty of communication sciences of the Universidad Autonoma de San Luis Potosí		12-21
Financial analysis of the year 2016 of the high volatility of the exchange rate mexican peso / american dollar in Mexico		22-27
<i>Instructions for Authors</i>		
<i>Originality Format</i>		
<i>Authorization Form</i>		

Analysis of the factors that influence marginalization and poverty in the Huasteca Potosina from the perspective of public administration

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Abstract

The Huasteca Potosina is a region of economic and ecological importance for the state of San Luis Potosí given that it has a great ecological diversity which allows the development of agricultural and tourism activities mainly. However, despite the great natural wealth that this region has, it now faces problems of poverty and marginalization due to the lack of adequate strategies for the management of resources, as well as the lack of innovation technologies that impede productive development. Therefore, the objective of this work was to perform an analysis of the indices of marginalization and poverty in the Huasteca Potosina, and propose strategies for improvement from the perspective of public administration. The analysis showed a lag in terms of infrastructure and innovation in productive activities, and lack of human resource training. For this reason, several strategies are proposed for the improvement of this situation, in order to promote the development of the Huasteca region.

Public administration, marginalization, poverty

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Introduction

The Huasteca Potosina is a region of warm and lowlands that extends off the coast of the Gulf of Mexico. It has several sites of great attractiveness, places of exuberant vegetation, intense humidity that favors the existence of numerous natural landscapes. The Huasteca Potosina has 20 municipalities grouped into microregions. The North microregion is one of the most socially and productively complex, given that it faces difficulties in its mountainous geography and the dependence on a little diversified agricultural sector, with little technology and with a predominance of small productive plots, which places it as the microregion with the highest concentration of poverty in the State (State Development Plan 2009-2015). On the other hand, the South microregion is one of the most densely populated areas and with the greatest pulverization of its settlements, its productive axes are agricultural, the sugar cane for piloncillo, that currently ventures into markets with granulated piloncillo; citrus and coffee; although much of the surface is planted with corn, more associated with the culture and traditions of the community as a food source, than as a commercial alternative (State Development Plan 2009-2015).

Justification

The Huasteca Potosina faces problems of poverty and marginalization that start from its mountainous geographical location, to its scarce technological diversification with predominance of small productive plots, which has caused little agricultural development and economic growth abroad. Given the economic importance represented by the Huasteca Potosina for the state of San Luis Potosí, it is important to analyze the factors that generated the backwardness, poverty and social marginalization, which may be useful in the decision making of public administration.

Problem

In the State of San Luis Potosí, poverty is an evident reality in both rural and urban areas, as a result of the inequities that distinguish productive and social activities; and that are expressed among people by the existing gaps in work and income opportunities. In the context of micro-regions, inequities have been generated by the advantages of one over another in a context of economic competitiveness; and between productive sectors due to the imbalances that the rural economy presents with respect to industrial activities and services in the urban environment.

Hypotesis

The analysis of critical factors in the economy of the Huasteca Potosina can contribute to making appropriate decisions in public administration.

Objectives**General Objective**

Analyze the factors that influence the decision-making of the public administration to solve the problems of marginalization and poverty in the Huasteca Potosina.

Specific objectives

- Carry out an analysis of the main economic sectors of the Huasteca Potosina.
- Identify factors that affect marginalization and poverty.
- Make a proposal for improvement that is the basis in the decision making of public servants.

Theoretical framework

Poverty is a reality that violates the foundations that sustain the lives of people. Its current magnitude, according to the estimates of the National Council for the Evaluation of Social Development Policy (CONEVAL), show that 44.2% of the total population is in a situation of multidimensional poverty, that is, approximately 47.2 million people present severe social deficiencies with insufficient resources to obtain a basic food basket. In particular, in the state of San Luis Potosí, the situation of poverty and social backwardness, carried out by the Subsecretariat of Social Development (Sedesol), 9.5% of the total population is in extreme poverty, that is, 258 thousand people. Among the municipalities of the Huasteca Potosina with the largest number of people with basic services deficiencies are Aquismón with 90.6%, Tamazunchale with 82% and Ciudad Valles with 28.2% (Sedesol, 2016).

Based on the foregoing, it is very important to determine the degree of intervention of the Public Administration in making decisions about the development of the rural communities of the Huasteca Potosina with the purpose of proposing strategies from the public to the social sphere.

Public administration is a science that is characterized as an activity of the State, and is aimed at society, for which it performs functions for the benefit of their welfare and momentum. Therefore, public administration has its origin, legitimacy and justification, in the growth and development of society (Guerrero-Orozco, 1997). The science of administration occupies a terrain of extensive publicity emerging from the civic activity, where individual destiny can not be cultivated without securing the destiny of the community, and where the social design is penetrated by the strength of the individual personality.

It is the knowledge that deals with a complex accumulation of links between society and the administered, which is applied to the preservation of these relationships through the action of public authority over men and things that belong to men, but always according to the interest of all. As scientific knowledge characterized as theory and as a social practice, it can then be considered as the knowledge of certain inherently administrative social relations (Guerrero-Orozco, 2015).

Research Methodology

The methodology used for this work consisted in carrying out an analysis of public information on the factors caused by marginalization and poverty in the Huasteca Potosina. To do this, basic information was collected in databases, State and Municipal Development Plans, news, articles, and later the opinions of the government representatives of some municipalities. The work strategy followed consisted in making an analysis about the factors that affect the public administration in the decision making of marginalization and poverty in the Huasteca Potosina to make an exploration of the public problem with the level of sufficient depth, to offer the reader a clear idea about its dimensions and the possible vision of the solution of this problem. However, it is difficult to obtain such information and opinion from public servants and society interested in this issue of Marginalization and Poverty, since there has been no public policy intervention where citizens express their dissatisfaction, services or programs offered by the municipality itself.

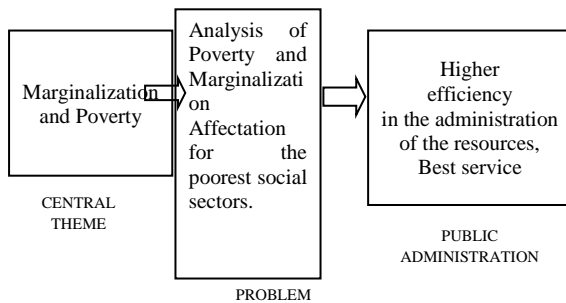


Figure 1 Analysis of the definition of the problem and establishment of the Public Agenda. Source: self made.

Kind of investigation

A qualitative research approach was used based on a variety of conceptions, visions, techniques and non-quantitative studies (Hernández Sampieri et al., 2010). This qualitative research was based on a logic and inductive process (explore and describe, and then generate theoretical perspectives) (Grinnell, 1997). In the qualitative search of this project, we began by examining the social side of the communities of the Huasteca Potosina, and during this process a coherent theory with the data was developed, according to what was observed. This process is often called grounded theory (Esterberg, 2002).

Analysis

According to the Marginalization Indexes 2014, published by the National Population Council (CONAPO), the state of San Luis Potosí was part of the group of entities with high marginalization, ranking sixth, after Guerrero, Chiapas and Oaxaca. Likewise, it was ranked 11th among the entities with the highest percentage of illiterate population aged 15 and over, and the same place with reference to the percentage of the population aged 15 and over without a full primary education.

The most critical were the fourth place in percentage of population without electric power; the fifth place by the percentage of people in dwellings with dirt floors; and the sixth as a percentage of dwellings without piped water.

Out of a total of 2 million 410 thousand 414 inhabitants, 3.5% was found in four municipalities with very high marginalization (Aquismón, San Antonio, Santa Catarina and Tanlajás) and 32.7% in 37 municipalities with high marginalization, which represents almost 873 thousand people in conditions of critical social backwardness. In addition, more than half (51.5%) was located in seven municipalities of low and very low marginalization (Ciudad Valles).

On the other hand, the CONEVAL's recent data indicate that 15.2% of the population is in extreme multidimensional poverty, 35.9% in moderate multidimensional poverty and that more than half of the population, 51.1%, suffers from poverty, which means in total 1 million 260 thousand people. Derived from the above, there are 570 thousand people in educational backwardness; 1 million 590 thousand people do not have access to social security; 560 thousand lack a quality housing and sufficient space; 640 thousand lack basic services in housing and 580 thousand do not have access to safe food.

In terms of human development, according to the most recent information from the United Nations Development Program (UNDP), San Luis Potosí ranks 19th in the national context for its Human Development Index; This position is the result of the limited possibilities that the population has to reach a healthy standard of living; acquire individual and socially valuable knowledge; and the opportunity to obtain the necessary resources to enjoy a decent standard of living.

The pattern of concentration of the population in few urban centers and the dispersion in rural areas, poses a number of problems to reduce social inequalities, eradicate the conditions of extreme poverty and marginalization, and raise their human development.

The fact that a small proportion of the population lives in a large number of localities, often rural and isolated, involves a complex challenge for social policy: 19.4% of the population resides in localities with less than 500 inhabitants.

The demographic and territorial dynamics are highly differentiated. Of the 6,887 localities of the State, only 60 localities are urban and concentrate 1.5 million inhabitants settled mainly in eight cities: San Luis Potosí, Soledad de Graciano Sánchez, Ciudad Valles, Matehuala, Rioverde, Ciudad Fernández, Ébano and Tamazunchale. In contrast, 6 thousand 827 settlements are rural, that is, have less than 2 thousand 500 inhabitants and there reside 900 thousand 449 people. Of these, 72% show high and very high marginalization. In addition to these structural conditions, multiple challenges are seen to promote equitable social development. San Luis has a predominantly young, urban, thriving society that seeks and shows industrial, commercial and infrastructure growth; but that, at the same time, coexists with important lags in opportunities and living conditions, particularly for people who live in rural and indigenous areas, as well as in marginal urban areas.

For this reason, a social agenda is proposed to deal with income inequality in the differences in access to education and technology, in order to expand the structure of vital services such as electricity, water, sanitation and care of the population environment; as well as to favorably influence social integration and human development.

Results

In order to conceptualize and study the formation of an agenda in public administration, it is necessary to investigate a public policy that is directed at how problems are solved and not so much at what problems they become the object of government intervention..

The state congress has not discussed the case of marginalization and poverty, has not been concerned about this phenomenon, have approved increases to public services such is the case of drinking water proposed by the drinking water and sewerage operators, and that some deputies have expressed that if there is a new increase in public services in the capital of Potosina, the family economy will be affected. "It is necessary to value the cost involved in creating programs that help to participate and contribute to productive support of localities, for their benefit, it is important to fight against the poverty and marginalization of these rural regions that in their case have seldom been attended.

In addition to the above, the actions of some officials with sufficient power of intervention disregard the normative provisions, which is interpreted as a hostile action by other users, thus triggering conflicts.

In addition to the coverage needs for the population, these criteria must be understood and hence find the best solution to address this situation. " In addition, a job dignifies the human being and the government has the obligation to provide this service, and that the municipal government is efficient.

Proposal

According to the analysis of this research, it is proposed that from the perspective of the public administration programs that guarantee a better social increase should be authorized, as long as the operator municipality guarantees economic growth in sufficient quantity and quality to its inhabitants, and recover the economically active population index. In addition, it is necessary to disseminate to the inhabitants the poverty and marginalization rates that currently exist. It is also essential to define the authorities responsible for providing and monitoring that the population occupies itself in productive activities to which the inhabitants have access, disposition and social participation in the different programs taught in the Huasteca Potosina localities.

As for the users, this social benefit, urgently guarantee them a good service and let them know the problems of marginalization and poverty the risks they can incur by not taking care of any productive activity.

Conclusions

The analysis presented in this article reveals that it is urgent to implement solutions in the short, medium and long term. One way to prevent the effects on marginalization and poverty is the training and occupation of human resources. Regarding the lack of economic resources, it is urgent to provide infrastructure to the field, and create more jobs.

On the other hand, it is important that public servants work on adequate legislation to be able to give possibilities to the problem of marginalization and poverty in the Huasteca Potosina.

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System for the administrative control of an EJIDAL commissioner

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Abstract

This article presents the system that is developed for the administrative needs of an ejidal commissary, in the specific case of the San Lucas Atoyatenco, municipality of San Martín Texmelucan, Puebla. Because all the information in relation to ejidatarios, ejidos, works done by the representative of the commissary, among others, had them in a physical way, without having registered in some physical or digital format. So the system was developed with the objective of having an efficient control of the information that is administered in the ejidal commissary, and the problem is not present in every change of representatives of the commissioner begins with an almost total ignorance of what was done in the previous management of the commissioner. The system allows access to information automatically and generates reports. The security that is implemented is for the care to the personal data, therefore the access to the same is validated as well as contemplating other security mechanisms for the database. The tools that were used for the development are of free license so no payment will be realized in terms of licenses.

Ejidal Commissary, XP Methodology, Security, Computer System

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Introduction

In Mexico there are ejidal commissariats, which represent agrarian nuclei, they carry out different activities, with the objective of benefiting their members and obtaining a better use in production, no matter the turn to which each ejido is dedicated. The municipality of San Martín Texmelucan, Puebla, has 12 police stations and one of these is that of San Lucas Atoyatenco. In this commissary the information is currently in a physical manner and is not organized, therefore, it is only known to the current representatives and those who are benefited by a support program, or those who are affected by any of the activities that the commissioner proposes to carry out.

Due to the above, a system was made to control the information of the ejidal commissioner, which allows access to updated and relevant information. It offers easy-to-use graphical user interfaces, friendly to users, as well as record data using a database manager that is efficient and quick to generate queries of information. The access to the system and the information is done in a secure way, by the protection of personal data of the ejidatarios and ejidos, also generates reports according to the needs of each module of the same.

Literature review

Commissioner Ejidal

FIFONAFE (2010), defines that an ejidal commissioner is the body in charge of executing and enforcing the agreements taken by the Assembly, as well as the representation and administration of the ejido, has the legal representation of the agrarian nucleus before third parties based on the agreements taken by the Assembly legally constituted.

The Ejidal Commissariat or Communal Property is composed of: President, Secretary and Treasurer, owners and their respective substitutes

The Supervisory Board is the body in charge of overseeing that the acts of the ejidal commission conform to the agrarian legislation, to the agreements of the Assembly and to what the Internal Regulations of the ejido establish. The Vigilance Council is a collegiate body, the ejidatarios in Assembly have the right to elect the Supervisory Board.

Methodology XP

The methodology of software development used was Extreme Programming XP (Extreme Programming), which includes the phases: Exploration, Planning, iterations, production and maintenance.

The roles that are played in the methodology are: programmer, client, test manager (tester), tracking manager (tracker), coach (coach), consultant and manager (big boss)

Development tools

The software tools for the development of the system are free license with the objective of not generating license fees to the commissioner. To manage the database, XAMPP was used, which is a completely free and easy to install Apache distribution that contains MariaDB, PHP and Perl. The XAMPP installation package has been designed to be incredibly easy to install and use.

The basic packages included, are:

- Apache, the most famous Web server.
- MySQL, an excellent free code database.
- PHP and Perl: programming languages.

- ProFTPD: an FTP server.

The Sublime Text editor is one of the most popular tools today for both web developers and layout designers.

Material Design is a design language that combines the classic principles of successful design along with innovation and technology. The goal of Google is to develop a design system that allows a unified user experience across all its products on any platform.

Development of the system

To carry out the system, we worked in collaboration with the President of the commission to identify the actual functional requirements for the system. The project was carried out according to the needs of the president who performs his functions as established by the Agrarian Procurator, these were handled during the development as functionalities. Therefore, the five phases considered in the XP methodology mentioned above are briefly described.

Phase 1. Exploration

In this phase, work meetings with the client were planned to define the functionalities of the system and identify user needs, as well as the physical characteristics of the equipment in which the system was implemented, which allowed to define the technologies for the project development. In figure 1, an image of an interview that was made is shown.



Figure 1 Meeting with the President of the Commissioner. Source: self made.

The exploration of the tools was done. The software used was: For the database XAMPP was used and for the development of the application we used MUI, php, Material Design.

Phase 2. Planning

The priorities of the user's functionalities were configured. The effort that was required for the programming of each functionality was estimated and a schedule was made according to the time estimate. The modules that developed were felt and are:

- Users
- Ejidatario Register
- Census of ejidos
- Historical facts
- Support Programs
- Commission work
- Record

For each module user logs and low fidelity screens were created, within each one of these the basic operations are considered (High, low, queries, modifications and generation of reports). Which were presented to the client for their authorization.

Figure 2 presents the interface where you can see the modules to which the user with administrator privileges has access, given that the system presents different options depending on the privileges that each of the users who access this account have.



Figure 2 System modules

Source: self made.

Figure 3 illustrates the system login and can be identified as one of the security measures included in the system.



Figure 3 Login

Source: self made.

Phase 3. Iterations

During this phase, the necessary iterations were carried out before delivering the project to detect possible errors and define the reports that the system would generate.

Figure 4 presents a photograph of the revisions that were made in collaboration with the users of the system for the possible identification of errors in it. In figure 5, one of the reports that allows generating the system is presented.



Figure 4 Review of the system with the user

Source: self made.



Figure 5 Report

Source: self made.

Phase 4. Production

In this phase it is in which all the knowledge of users, analysts and developers is included to implement the computational technologies to solve a need that one has in the daily life of one of the most important sectors in the agricultural country. In addition to this phase requires extra testing, reviews and validation, before it is delivered to the client. Therefore, for the successful completion of the system was presented with the representatives of the ejidal commissioner, the vigilance committee and even with the general assembly of the ejido, so that they had the confidence that using this tool will allow them to streamline the processes that performs the commissary.

Phase 5. Maintenance

In this phase, in addition to conducting training courses for users, it allows for the delivery of the necessary manuals for the optimal functioning of the system, in addition to coupling with the different real scenarios that arise when implementing it.

Results

The Ejidal System allows the control of information automatically and easily for users, provides the benefit of generating reports of the information requested in each of the modules that comprise it. In addition, users have the security that not any user of the team can access this given that the database and the entry into the system were programmed to avoid unwanted access.

The results obtained from the system are relevant, given that users express that their work is performed optimally and efficiently at a time that they considered they could not do, given that most of the representatives of the commissary are people with levels of basic preparation and that with the use of the system they see results of their work instantly to continue their activities in less time than they previously occupied.

Conclusions

The elaboration of the Ejidal System will allow to have the control of the information and that is of fast access, also it impacts at the moment of generating reports, delivery in time of the requests for supports before the different secretariats. As well as having an updated ejidal census and with data that is relevant to the work carried out by the commissioner, in addition to having historical data that in many cases are unknown by the inhabitants, the region itself, the municipality, and therefore society in general.

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Cultural consumption in higher education institutions: the faculty of communication sciences of the Universidad Autonoma de San Luis Potosí

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Abstract

Cultural consumption is a field of research specific to communication, because the expressive nature and interactive components of it, allow us to investigate and evidence trends, cosmogonies, characters and even the intimately human aspect of social groups, through the processes Of appropriation of the cultural products they generate in themselves and which in turn reflect, reproduce, transcend and empower. The identity spaces that higher education institutions represent are not only the expression dimensions of science and knowledge but also the genesis of those paradigms that will allow the transformation of society. Discovering the state of cultural consumption in the object of study, will allow in subsequent scenarios, to draw inferences, projections and contributions not only to the universe of university curriculum that belongs to it, but also to innovate in educational updating, redefinitions of academic work and even to pay Delimitation of the communicator profile in Mexico and Latin America.

Communication, Local Development, Culture, Cultural Consumption

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Introduction

The analysis of cultural consumption contributes to the understanding of social and political processes, the shaping of subjectivities and the construction of collective identities, the symbolic elaboration of differences and similarities in the contemporary world. The student of Communication Sciences to be a factor of social change and future leader of public opinion, must commit to acquire a wide range of linguistic and iconographic possibilities to understand the realities in which society is immersed. To the extent that it consumes culture, it will increase its possibilities for reflection and the imaginaries to which it must go or transform to design and implement expressive networks of high efficiency.

For the Communication to take place in environments full of information, as is the essence of today's society, it is necessary to clarify its distinctive marks, since it will provide the actant with discursive characteristics, which will lead it to use the data obtained from its immediate environment for the benefit of own and collective.

In this way, it is necessary to identify the activities that the student of said discipline is carrying out in terms of cultural consumption, since by pointing out the way in which they are appropriating discursive qualities, it allows the collegiate bodies to innovate and update the institutional curricula, with the purpose of assuring and increasing the quantity and quality of the materials with which the subjects construct their professional imaginaries.

The logic of consumption has led to the emergence of a changing individual, without deep ties, with personality and fluctuating gestures (Lipovetzky, 2006) giving rise to multiple interpretations of reality. Consequently, the research focuses on identifying the cultural materials that students in that area of knowledge are consuming. It is not intended to analyze the contents with which it is related, only trends will be framed when approaching journals, books, movies or even when exposed to public and / or private television.

Justification

The research is based on the premise of knowing what cultural materials students of the Faculty of Communication Sciences consume, since being agents of change and opinion leaders within their social contexts, it is important to identify the profile in terms of appropriation of books, films and television materials to which they come, since it is from them that they build their messages, which are replicated in the social body. Within the entity of higher education object of study, cultural consumption has not been addressed in this way, so that by knowing the written and audiovisual elements of which the student appropriates, intervention strategies can be generated within the curricula in order to promote and promote the approach to literature, film and television.

The ignorance of the cultural materials with which future professionals socialize, is undoubtedly a problem that must be addressed, since by not clearly identifying these elements, the university does not have the certainty of forming integral agents of social change, that innovate and enrich the contexts in which they develop.

Problem

There is a total ignorance of the cultural materials that the students of the Degree in Communication Sciences are consuming, with this it is not possible to identify if the integral development of said subjects is being carried out after passing through the institution, in such a way It is vital to know what materials are being exposed in order to design strategies that help strengthen their academic, professional and personal development.

Hypotesis.

There is no significant follow-up and catalog in the amount of cultural materials consumed with respect to the first, third, fifth and seventh semester students.

Objectives

General objective

Identify the behavior that students of the Faculty of Communication Sciences of the Universidad Autonoma de San Luis Potosí show regarding cultural consumption, with respect to their semesters studied.

Specific objectives

Contrast the level of cultural consumption of the university students of the career of Communication Sciences, in relation to the semester to which they belong.

Determine the frequency of consumption of cultural products of students at the School of Communication Sciences of the Universidad Autonoma de San Luis Potosí.

Theoretical framework

The activities performed by the agent within the context in which it develops, involve filling meaning with the signals with which it refers to the subject, in this case the culture, in this way gives an expressive meaning, differentiating it from the one that does not has the intention that the Issuing Agent (AG), has assigned to the Receiving Agent (AR), because it becomes relevant, exercising expressive work - activity designed to indicate and give meaning to that thing - provides perceptible qualities to what you do reference, this is the expressive use of the subject, allowing the AR, to find the differences that the AE identifies in the object to which it refers. According to Serrano's reflection:

The relevant states of the subject can be derived from the interaction of some actor, these actions are called: expressive work, activities designed to make a subject relevant to indicate things. The expressive work of an actor makes the subject relevant and intervenes on the perceptible qualities of the subject, granting an expressive use to the subject matter with figure value in a perceptual background. The expressive operations, have origin in the relevant use that the communicative agent grants to this matter, which the other agent allows him to differentiate that matter from the others (1982).

Cultural consumption becomes the expressive substance of man, because by filling works with a specific meaning, he gives value to the figure he has constituted from communication. The perceptual background is the created environment, but it loses importance, because the meaning of the culture is of greater relevance when having a subject in front of a certain number of books, journals and films of any kind: the figure will be that which of your communicative experience choose and the rest will become part of the perceptual fund.

The daily activities in which the agents operate have an important communication load, since the interaction based on significant signals for both allows the sharing of experiences and culture, helping to strengthen the cultural taste or modifying it. In the moment in which two subjects coincide in a certain place and begin an interaction, they share information that nourishes the culture of both, exerting an expressive work, the praxis of the communication becomes a living agent of the development of each one of the particularities with the that the individuals formed the society, with it the culture and its consumption. For Malinowski (1973) different cultures are functional, coherent and integrating; each closed element should be analyzed considering others, study social facts and how they are organized to meet their needs. Durkheim understood the phenomena which he called social facts, which can only be studied from sociological perspectives; he defines them as: ... the ways of acting, thinking and feeling external to the individual and possessing a power of coercion by virtue of which they impose themselves on him (1956) ... In this way they are a key piece for the cultural attainment of the individual. The language is made up of constituent units that must be identified, isolated and related to a large number of meanings; Cultural phenomena are considered as a product of a system of meaning that is explained only in relation to other structural elements as if it were he who dictated the meanings. Foucault holds:

Power is not an institution or a structure, or a certain force with which certain people are invested; it is the name given to a complex strategic relationship in a given society. "Power in the substantive sense does not exist [...] The idea that there is something situated in -or emanated from- a given point and that this something is a "power", seems to be based on a wrong analysis [...]"

In reality means relationships, a network more or less organized, hierarchical, coordinated. "(2001, in Dreyfus, 2001).

Zapata-Salcedo believes that power also has an economic relationship with society and the city. The marked accent of urban consumption in a capitalist context and in a consumer society, necessarily and analytically relates culture to the economy (2011). The strong bond between the capital and the culture of a society, affects the way of acquisition in which an individual represents their customs or social situation, in the same way as it satisfies their present or future needs. Mansvelt (2005) proposes that the study of consumer activity allows to elucidate the reasons for the relationship between economy and culture, the symbolic, the material and its expressive implication at various geographical and social levels. Lipovetzky himself warns of the emotional component of the process of cultural and symbolic appropriation of social reality, the logic of consumption has led to the emergence of a fundamentally voluble individual, without deep ties, with personality and fluctuating gestures (2006).

Consumption is directly linked to personality factors, with a way of understanding life that is projected on personal values and attitudes. Given the multiplicity of consumer objects exhibited by the media, the individual turns to himself, seeks his welfare, becomes administrator of his alimentary, aesthetic, affective needs, etc. Immersion in this process is carried out through persuasion and seduction, appealing to health, beauty, safety and well-being, and invoking feelings and needs of all kinds. Today, at the end of the first decade of the 21st century, consumption is largely subjected to affective identifications with those products and brands that know how to project the "identity" entity of the consumer and reinterpret it appropriately (Sarramona, 2011).

For authors like Bourdieu (1998) consumption is interpreted as a set of cultural practices that serve to establish social distinctions and not a simple means of expressing differences, in reality it is the place where they are constructed; Consumption involves symbols, signs, ideas and values and these are the product of the conditioning of class and habitus, that is, the mental structures through which they apprehend the social world and guide its practices. (1996: 134). Habits are vital in the configuration of preferences and the different classification systems that guide the practices of cultural consumption, which functions as distinctive signs and symbols of distinction. Cultural consumption can be approached from economic, political, anthropological or sociological perspectives and even in the current investigative, communicative field, since to date there is no definitive sociocultural theory that explains it; it can be delimited as that set of socio-cultural processes in which the appropriation and uses of the producers are made, from this the consumption is understood, first of all for its economic rationality; it is the place where the process initiated to generate products is completed, where the expansion of capital is carried out and the labor force is reproduced (Canclini, 2005), consequently, it does not turn out to be the social or individual preferences that define who consume or how they do it, but it is the paradigms that determine these trends, based on the logic in which cultural goods are distributed. Consumption is, consequently, a place where conflicts between classes, originated by the unequal participation in the productive structure, continue with the purpose of the distribution and appropriation of goods ... consuming is to participate in a scenario of disputes over what the society produces and by the ways of using it (Canclini, 2005).

Cultural consumption can even be understood as that social space, where a concept of differentiation and distinction between groups arises, where each subject consumes what he can according to his personal, economic, social, cultural, religious and personal possibilities. their needs to be located and established in a certain internal or external position in the group of belonging or reference, since consumer goods in this sense function as elements and vehicles of differentiation, distinction and recognition. According to the postulates of García (1999), an approach to the theoretical definition of cultural consumption can be found by visualizing it as an agglomeration of causes with which the individual acquires symbolic information from the immediate learning area, in turn forming mental structures that help to the configuration, construction and deconstruction of his imaginary (Canclini, 1999).

Research Methodology

The research is of a quantitative nature, of controlled and exhaustive measurement of both the phenomenon and its behavior. Social reality will be analyzed in the birth and cultural consumption is reproduced, addressed from the technical stage, as it will provide specific or tactical information, with characteristics that will lead to the strategic interpretation of results.

Kind of investigation

According to Hernández, Fernández and Baptista (2004), it will have a "non-experimental" character since it will focus on the evaluation of a phenomenon within a certain time. The object of study will not be extracted from its context, nor disturbed in its daily life; on the contrary, it will be applied in the space-time in which the actions of the individual are developed.

A situation will be prepared in which the identification units will be exposed in groups separated by generations. These circumstances will be in direct contact and will produce a stimulus to obtain results. Mertens points out that non-experimental research is appropriate for variables that can not or should be manipulated (2010, in Hernández, Fernández and Baptista, 2014). The design will be transeccional, descriptive and exploratory, since a data collection will be carried out in specific moment of the time, because it pretends to investigate the incidence of the modalities and levels of the cultural consumption in the population object of study.

Theoretical Methods

The instrument for gathering information will be the survey, consisting of eight closed questions for multiple choice answers and five open questions, as these provide more extensive and useful information, as well as opinions and attitudes when there are no possible answers from the informants or the idea that you have of your perceptions is insufficient. The tool will be applied to all regular undergraduate students - 356 - divided into four odd semesters from first to seventh, of the Faculty of Communication Sciences (FCC) of the Universidad Autonoma de San Luis Potosí (UASLP), in the period August / December 2014, whose ages range between 17 and 24 years, of both sexes, socio-economic levels ABC, in a self-administered context, that is to say that there are no intermediaries and the answers are marked by the informant, the Questionnaire will be delivered to answer it. This unit of analysis to be investigated with a population survey denotes a cultural study of the people who make up a specific group.

Results

Structuring the object of study by semesters, in the specific case of the first, 54% corresponded to the female sex and 46% to the male; The consumption of television products with a frequency of 10 hours a week is up to 89% of the subjects, while the remaining 11% allocates a maximum of 20 hours. In this behavior, the spectrum of preferences is 72% for cable television systems, 15% for open signal and 13% for satellite services, where the most identified genres were all those national and international audiovisual productions aimed at entertainment (51%), informative (30%) and sports (19%). In the filmic aspect, Communication students consume from one to nine films per month up to 67% and nine or more at a level of 33%, with the genres of comedy and science fiction being the most chosen and the least mentioned. Western, erotic, biographical and musical. In the editorial category, they consume from one to three monthly books (61%) and from three to seven to 39% resulting in the most recent and mentioned "Love in the Time of Cholera" (40%), "Aura" (27) %), "Devil Guardian" (19%) and "Seven Decapitated Skeletons" (14%); they shared statistics (50%) for those who read journals and those who do not, being the most consumed in the month "Very Interesting" (50%), "Process" (26%), "Quo" (13%) and "Cosmopolitan" " (eleven%). For third-year university students, 53% corresponded to females and 47% to males; the consumption of television products with a frequency of 10 hours per week is up to 94% of the subjects, while the remaining 6% devotes a maximum of 20 hours. In this behavior, the spectrum of preferences is 76% for cable television systems, 13% for open signal and 11% for satellite services, where the most identified genres were all those national and international audiovisual productions aimed at entertainment (75%), informative (18%) and sports (7%). In the filmic aspect.

Communication students consume from one to nine films per month up to 79% and nine or more at a level of 21%, with the genres of comedy, science fiction and drama being the most chosen, and the less mentioned the western, the erotic and the biographical. In the editorial category, they consume from one to three monthly books (72%) and from three to seven to 28% resulting in the most recent and mentioned "Harry Potter" (43%), "The Hunger Games" (24%), "Love in the Time of Cholera" (19%) and "The Metamorphosis" (14%); for those who do not read journals it obtained 51% and those who do it showed a remaining 49%, being the most consumed in the month "Very Interesting" (35%), "National Geographic" (27%), "Process" (24%)) and "Quo" (14%). In the case of the university students of the fifth semester, 45% corresponded to the female sex and 55% to the male; the consumption of television products with a frequency of 10 hours a week is up to 94% of the subjects, while the remaining 6% allocates a maximum of 20 hours. In this behavior, the spectrum of preferences is 65% for cable television systems, 20% for open signal and 15% for satellite services, where the most identified genres were all those national and international audiovisual productions aimed at entertainment (53%), informative (31%) and sports (16%). In the filmic aspect, Communication students consume from one to nine films per month up to 79% and nine or more at a level of 21%, with the genres of comedy, science fiction and suspense being the most chosen, and less mentioned the western, the biographical and the infantile. In the editorial category, they consume from one to three monthly books (89%) and from three to seven to 11%, resulting in the most recent and mentioned

"El Perfume" (29%), "El Resplandor" (21%), "The Foreigner" (21%) and "The Divine Comedy" (29%); for those who do not read journals, it obtained 57% and those who do it showed a remaining 43%, being the most consumed in the month "Very Interesting" (47%), "Process" (25%), "National Geographic" (15%) and "Quo" (13%). Finally, Communication students of the seventh semester, 50% corresponded to the female sex and 50% to the male; the consumption of television products with a frequency of 10 hours a week is up to 93% of the subjects, while the remaining 7% devotes a maximum of 20 hours. In this behavior, the spectrum of preferences is 73% for cable television systems, 20% for open signal and 7% for satellite services, where the most identified genres were all those national and international audiovisual productions aimed at entertainment (67%), informative (27%) and sports (6%). In the filmic aspect, Communication students consume from one to nine films each month up to 80% and nine or more at a level of 20%, with the genres of romantic comedy, science fiction and drama being the most chosen, and the less mentioned the western, the biographical and the erotic. In the editorial category, they consume from one to three monthly books (78%) and from three to seven to 22%, resulting in the most recent and mentioned "Fifty Shades of Gray" (43%), "The Hunger Games" (29%) and "El Principito" and "La Silla del Águila" both with a final of 14%; for those who do not read journals it obtained 39% and those who do it showed a remaining 61%, being the most consumed in the month "Cosmopolitan" (34%), "Very Interesting" (29%), "National Geographic" (20%)) and "Vogue" (17%).

Conclusions

Based on the premise that research is not aimed at evidencing consumption reasons or evaluating the contents of cultural variables, the results of the surveys are exclusively aimed at detecting the state that the phenomenon has among university students. They study Communication and how it behaves throughout the semesters of the Degree. It is important to point out that the selection of some of the materials consumed is determined by the contents of the courses taken at the time of the application of the tool or by the academic recommendations of the teaching body that teaches them, since the range of responses was due to extra / curricular activities such as homework, essays or group exhibitions by students. It is evident that cultural consumption changes as the semester increases or decreases, however the fluctuations are not significant, that is, there are no relevant growth patterns, at least statistically speaking, towards the last levels of the career. This exposure to both media and national and international content, can generate greater intellectual wealth on the part of the budding communications, as the interaction with various discourses, it exercises even more in the understanding of the different languages that as an expressive professional should implement in its radius of labor action, because when perceiving reality in the vastness of its manifestations, it will increase its potential as an agent of social change. According to the semi-annual and institutional percentages obtained, it is evident that at least in the case of those who make up the student body under study, the state of their cultural consumption exceeds the national average in terms of acquisition or appropriation of bibliographic or editorial content.

Consequently, the percentage of individuals who consume less television per week, increases and maintains as they progress per semester, while those who spend more hours decreases considerably in third, fifth and seventh, compared to their peers first. Communication students privilege predominantly those television products whose content is focused on entertainment, even above the news, that a first observation could be favored due to its disciplinary field: even starting from high preferences in first, they decay towards third and then they go back to increase in fifth, to finally diminish again towards the closing of their academic formation. Regarding the cinematographic variable, those individuals who consume less films per month, are statistically more numerous from first to seventh, even the percentages increase as the student moves to another semester, that is, the profile of the comic consumes more films when it enters to the race that when it leaves it, this in regard to those who are exposed in less monthly amount to this type of productions; In contrast, young university students who see more films per month in the first semester, are higher in proportion than those who are studying the seventh and, in addition, this trend decreases from the third year and continues until the end of their training. In the same way, the most mentioned genres from the first, maintain their presence until seventh with barely significant changes, that is to say, their consumption in cinema matters does not change in content preferences at any moment of their transition through the degree even when the subjects of Visual and Sonora Education, as well as audiovisual themes, seem to have no influence in this sense; this circumstance is identical in terms of its initial resistance to musical or erotic films or short films, that is, when the student attends the first semester, he does not modify his position to explore other languages and approaches in the variable addressed, but his reluctance to investigate.

Other cinematographic grounds are conserved throughout the four years of the race. When considering the element of analysis of bibliographic consumption, the percentage of students who read less amount of books per month, are much higher in numerical proportion than those who read more and this is conserved during the four semesters, that is, the purchasing habits and reading of this type of material is not modified substantively as members of a higher education institution, even those who read less increases towards the end of the career: an average student of Communication enters reading the same amount as when he graduates and in many cases this practice is reduced. Regarding the three most mentioned titles of recent appropriation, it can be inferred that they were selected - during the period of application of the tool - by academic commission, teaching suggestion or response to external influences such as fashion movies or editorial marketing. Among the conclusions of the variable journals, it can be seen that young people in the first semester consume more of these cultural products than their peers in the third and fifth, but in a smaller scale than their seventh counterparts, who place the monthly publication as the first choice. "Cosmopolitan", in comparison to the rest of the student community, who in that same position located print media for scientific dissemination. From a global perspective, it can be assured that the students of the Faculty of Communication Sciences of the UASLP, prefer to consume more books than television programs, more journals of national circulation or their equivalents of international publishing franchises in Spanish than movies; they choose to expose themselves to more journals than television programs; more movies than books, more books than journals and movies than television programs.

It is interesting to note that all subjects who prefer television products do so above films, books and journals; in the same way, for the first and fifth students who weigh mostly the films that the three remaining options, while their peers second and seventh prefer books than the other units of analysis. Of the electronic media that were handled as variables in the present research - television and film - the second of these was the most important in terms of cultural consumption of all students regardless of academic level assignment, while of the printed vehicles of communication - books and journals - the preferred one was the first. Ultimately, it was the bibliographic materials, the cultural consumption medium par excellence of the entire university community under study, since not only the time dedicated to the exhibition exceeds that of others, but also the number of books exceeds - in percentage - to the films, journals or television programs that are consumed in a certain temporary space.

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Financial analysis of the year 2016 of the high volatility of the exchange rate mexican peso / american dollar in Mexico

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Abstract

International securities markets have led to a steady and positive growth in commercial and capital financial services, aimed at investing in the Mexican stock exchange. The changes in the value of our currency against the US dollar cause problems in the decision to buy and sell abroad as well as in the capital market, so that these are continually exposed to an inert exchange rate risk, especially of foreign trade companies and of individuals in general. The sector of the foreign exchange market this phenomenon is perceived as a source of income derived from the investment opportunities that these mean by registering in Mexico a considerable volume every year that suggests a high and intense mobility of capital in this work of analysis was revised the Literature on the volatility of the Mexican peso exchange rate

Exchange rate, competitiveness, volatility

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Introduction

With a retrospective of the last year registered with the highest level of volatility in Mexican finance that occurred in 2016, where the structure of the main indirect direct variables that influence the exchange rate system was analyzed, in addition to providing state of the art knowledge relevant to studies that rely on the use of this type of analyzed theories, in our model is based on an econometric model of the real exchange rate with theoretical and practical applications, the discussion material of this study work It is based on the neoclassical theories of the economists of his time. The economic theory, considers that the scenarios of exchange volatility are very important for the correct decision making since it allows to have estimations of the volatility and be able to formulate the forecasts of levels of volatility of the next months, and this information generates viability and certainty in decision-making models of the public and private sector, the information obtained from this is statistics of propensity of historical and statistical analysis to give results of volatility to the downside or upward, in addition to observing that these variables can pass from one condition to another very quickly and drastically, the exchange markets with these data could also infer in a more concise and timely manner, appreciation and depreciation rates, of the Mexican peso relative to the US dollar, according to this work of analysis focuses on reviewing the models that modify the different volati regimes to respond to the solutions of the structure.

Methodology

The models of application that are the one of Hamilton (1988) in addition to the interest rate of Angel (1990) also this theory is supported by the contributions of Tylor (1995) where he makes important contributions to the financial literature that consists in representing the yields in: in our mathematical model that we provide is the real exchange rate.

A critical concept for the general model of the exchange rate is the real exchange rate, whose long-term value depends on non-monetary factors.

The real exchange rate is defined in terms of the nominal exchange rate and the price level in the two countries Mexico and the US.

The real exchange rate of the peso against the dollar, q , is the cost in pesos of the relative basket of US products, to the cost in pesos of the basket of Mexican products.

$$q = \frac{\text{The cost in pesos of the US basket}}{\text{The cost in pesos of the Mexican basket}}$$

Using symbols, we can define the real exchange rate as follows:

$$q = \frac{S \times P_E}{P_M}$$

Where:

q = real exchange rate of the peso against the dollar

S = nominal exchange rate (pesos per dollar)

P_M = price in pesos of the basic basket

P_E = price in dollars of the US basic basket

In practice, the price level in each country is measured by a consumer price index. Thus the formula of the real exchange rate can be expressed as:

$$q = \frac{S \times CPI_E}{INPC_M}$$

Unlike the nominal exchange rate, what matters in the real exchange rate is not its level, but its changes. As far as the level is concerned, we have to assume that in the base year it will equal 1 (or 100), that is,
 $q_0 = 1$.¹

The evolution of the real exchange rate measures the deviations of the relative purchasing power parity, under the assumption that the initial exchange rate is equilibrium. In this context, it is considered that the exchange rate is equilibrium if it complies with the absolute APA.

$$\text{In the base year: } S_0 = \frac{P_m}{P_E}$$

The real depreciation of the nominal peso and the relationship of prices in the two countries remains constant:

$$S \uparrow = (S * P_E) \uparrow = q \uparrow$$

If prices go up abroad and everything else remains constant:

$$P_E \uparrow = (S * P_E) \uparrow = q \uparrow$$

If prices fall in Mexico and everything else remains constant:

$$P_M \downarrow = (S * P_E) \uparrow = q \uparrow$$

$$P_M$$

Results and discussion

In our analysis case we will use the data provided by the Mexican bank, from the data of the nominal exchange rate where the dollar at the end of 2016 rose to 19.35 pesos for one dollar and the prices in Mexico and the United States were not modified. The new real exchange rate is:

$$q = \frac{S_1 \times P_E}{P_M} = \frac{19.35 \times 1\,000}{11\,000} = 1.75$$

By raising the real exchange rate by 7.5%, the US basket is now 7.5% more expensive than the Mexican basket. The purchasing power of the peso in relation to US goods fell 7.35%, given that for the price of a Mexican basket, only 92.65% of the foreign basket can now be purchased. Symmetrically, the purchasing power of the dollar in relation to Mexican products increased 7.5%. For the price of a US basket. Which increases exports, reduces imports and improves the current account.

In practice, real depreciation occurs if the nominal depreciation of the currency is greater than the differential of inflation interest rates between the two countries. It is a rough way we can write that:

$$\text{What goes up if, and only if } \% \Delta S > i_M - i_E$$

¹ If we have the price indexes of the two countries we can change the scale of an index so that in the base year the real exchange rate is 1

These two states only consider the states of volatility regimes with an analysis of an amplifying scenario because this only allows the volatility that is at a very high level or can be very low, with this model we can estimate the parameters of the neoclassical model of the volatility, in this sense the monetary authorities in Mexico in Banco de México, have applied that the exchange stability has tendencies to look for volatility of Mexican peso-US dollar exchange rate, be as volatile as possible or a volatility regime that implies the lowest existence of instability of the exchange rate taken by the Mexican bank to stabilize exchange markets.

The probability of low volatility is given by the following equation

$$P_{ba} = P(\sigma_t = \sigma_{alta} | \sigma_{t-1} = \sigma_{baja})$$

The probability of change from the high volatility regime to the low volatility change is:

$$P_{ab} = P(\sigma_t = \sigma_{baja} | \sigma_{t-1} = \sigma_{alta})$$

The non-conditional variance is:

$$\sigma^2 = \text{var}(\tau_t) = E(\sigma_t^2) = p\sigma_{baja}^2 + (1-p)\sigma_{alta}^2$$

The probability that high volatility will occur is:

$$p_{t-1}^* = P(\sigma_{t-1} = \sigma_h | \Omega_{t-1}) = \frac{p_{t-1}\Psi(\tau_{t-1} | \mu, \sigma_h^2)}{p_{t-1}\Psi(\tau_{t-1} | \mu, \sigma_h^2) + q_{t-1}\Psi(\tau_{t-1} | \mu, \sigma_a^2)}$$

$$q_{t-1}^* = 1 - p_{t-1}^*$$

After applying the different exchange systems in Mexico, since they contained a fixed exchange rate, they resulted in failures that only produce depreciations.

Beginning in 1994, our market was plagued by a series of endogenous social, political and economic events, such as the zapatista army in the state of Chiapas, the assassination of the leader of the party in the government of Lic. Jose Francisco Ruiz Massieu, as well as a rise in interest rates in the United States of America, this type of events coupled with monetary policies that encouraged the Mexican peso was overvalued in real terms with respect to the US dollar favoring an increase in the supply of imported products upward, Rudiger Dornbusch (1994) mentioned that the level of devaluation of the Mexican peso was well above the values of 20%, that a devaluation was necessary to begin by solving the problems of imbalance in the balance as in the balance of financial services, this quickly led to a significant and progressive decline in international reserves.

The probability of the high volatility towards the rise that occurred in the year 1994 in Mexico, it was observed that the secretary of finance of that time, affirmed that the Mexican peso would not devaluate, but the loss of confidence of the markets observed that of In an anticipated manner, international reserves decreased abruptly and uncontrollably, offering a catastrophic scenario due to an imminent devaluation of the currency that in the first three months was 50% but quickly the market adjusted the exchange rate, reaching scenarios of loss of the value of the local currency of 100%, reaching December 20, 1994 would adjust the peso-dollar parity raising the upper band of 15% according to the monetary authorities that quickly observed that it was insufficient to maintain parity within the parameters, so that two days later the monetary authorities abandoned the exchange rate regime of floating bands for the free floating regime c

In the minimum intervention of the Mexican bank that continues until 2015, in 1994 the country had an exchange rate price of 5 \$ Mexican pesos per US dollar with the devaluation happened in only three months at an average price of \$ 9 pesos per an American dollar, this immediately caused a massive outflow of capital that was not to his liking. After 1995 until the date of the 2016 study, the volatility presented has been manageable by the monetary authorities. In general, it can be said that according to the proposed model and the volatility of the dollar peso exchange rate, long periods of more than 10 years were analyzed. low volatility

Future research

It is expected next year Frankfurt University in Germany, review our mathematical model and validate it for academic purposes to have a significant result and certified by colleagues who are experts in the area of models of this type

Conclusions

This type of work showed that the volatility of peso-US dollar exchange through the neoclassical volatility model has an approach that allows identifying and analyzing the periods of low and high volatility through statistical probability of occurrence of an event associated with the research variable "volatility".

In the last 10 years, the peso has strengthened against the US currency, which could mean that the long-term behavior of the macroeconomy has arguments based on the stability or controlled reduction of volatility, coupled with the fiscal and monetary policies that are very disciplined, contributing to increase the climate of welfare and economic growth of the country.

The analysis carried out by the Bank of Mexico of the exchange market, the regime that I adopt predicts that in the future there would be greater depreciation of the peso than in the last decade, however the exchange rate volatility of the Mexican currency has shown in the last 5 years a Relative stability since an upward trend has been maintained since the free float regime, the volatility ratio is linked to the overvaluation variable, which the Mexican peso against the US dollar maintains a large imbalance so the trend depreciation will continue, as a factor that corrects the fundamental exchange imbalances with respect to the demand and supply of the North American currency.

The methodology used in this study of integration of variables was applied in a concrete and objective manner which allowed obtaining short and long term determining results, thus validating what neoclassical economic theory says.

Firstly, the theory of purchasing power partially achieved the above, due to the fact that the nominal exchange rate maintained a direct influence with domestic prices in both the short and long term, however, foreign prices did not obtain significant statistical information to make mention of this concept so we can not comment on this research variable.

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