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18 de marzo de 2017

Curso EXPO Partners
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Estimados estudiantes,
Saludos.

Tarea:

Reflexión de una página a espacio sencillo que explique cómo se relaciona el artículo Strategic Export Plans con el artículo Orengo-Serra, Karen (2012) Internationalization and entrepreneurial orientation. A network perspective: Four cases of Puerto Rican SMEs. AD-minister, Vol. 21, pp.33-54. La reflexión debe enfatizar la relación entre los Planes Estratégicos de Exportación y los "networks".

Gracias,

Maribel y Karen

Reflexión

Value chains mapping
Strategic situational analyses
Firm case studies
Puerto Rico Trade and Export Company (PRTEC)
University of Puerto Rico (UPR)
International Association of Students in Economic and Commercial Sciences (AIESEC)
Puerto Rico Manufacturing Extension (PRIMEX)
US Commercial Service
Department of State of Puerto Rico
Government of Puerto Rico hasn't developed strategic trade and industrial policies.
United Nations Commodity Trade Database (UN Comtrade).
Social Networks
Business Networks
Institutional Networks
 Unions, governments, agencies for international development, innovation centers, and
 business incubators, professional support associations, financial and research institutions.
Strategic Factor Analysis Summary (SFAS) Matrix
Wheleen & Hunger
SWOT
ALBA Analysis

NAICS Codes: North American Industry Classification Systems
Harmonized Systems (HS)
Internal Factor Analysis Summary (IFAS)
External Factor Analysis Summary (EFAS)

Describes the organizations involved in the mapping scheme and this entities create the whole spectrum from raw material data to product sales.

What to better describe strategic mapping than a map itself. Lets pull out the pieces together:

