



The Productivity of SMEs in Mexico and Their Effect on Innovation, Using the Survey on Information Technologies and Communications, 2013 (ENTIC)

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Abstract

Small and medium enterprises (SMEs) in Mexico represent one of the main entities of economic activity that supports the bulk of the Mexican population; using statistics as a fundamental tool for conducting studies in the economic, natural, health sciences, among others, allows us to have proactive foundations for decision making within companies by senior executives and in the field public by officials responsible for promoting the growth of the industry in our country. This research tries to represent, under a statistical scheme, the use and disposition of Information and Communication Technologies (ICTs) as a tool to increase average productivity levels within companies and under the Cobb production function. -Douglas determines the ICT impact.

Keywords: SMEs, Innovation, Productivity, ICTs.