
Knowledge Management and Operation Management as Drivers of Competitiveness: Manufacturing SMEs in Guadalajara, Mexico

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EXECUTIVE SUMMARY

This research analyzes the situation of the manufacturing industry in Guadalajara, Mexico related to competitiveness factor. The variables studied were: 1.- operations management with the dimensions reliability, automation, administrative control and staff development, 2.- knowledge management with the dimensions innovation, staff motivation and sources of information and the impact on competitiveness with the dimensions financial performance, cost reduction and use of technology. The problems identified are related to the slow growth of competitiveness and requires a strategic proposal from investment in research, technological development and training. The survey studied involved 418 companies and the correlation analysis used structural equations.

Keywords: Knowledge management, Operations, Competitiveness