**INSTITUTO TECNOLÓGICO DE ESTUDIOS SUPERIORES DE MONTERREY**

**CAMPUS ESTADO DE MÉXICO**



**GI5000 Metodología de Investigación e Innovación**

**(Research Methodology and Innovation)**

Dr. Raúl Monroy B./Dr. Francisco J. Cantú O.

**Assessed Exercise # 03**

**Research and Innovation**

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**Date of assignment: February 18, 2019**

**Due date: March 12, 2019, 11:59PM**

**Articles to Read and Questions to Answer**

## [1] **From the reading of article “Lancho-Barrantes, B.S. & Cantú-Ortiz, F.J. (2019). What is the situation of science in Mexico with respect to strategic countries and how could it be improved?**

## [2] **From the reading of article “Ceballos, H. G., Garza, S.E., & Cantu-Ortiz, F. J. (2018)”. What strategy can be defined for establishing research groups within an organization?**

## [3] **From the reading of article “Cantu-Ortiz, F. J., Galeano, N., Mora-Castro, P., & Fangmeyer, J. (2017)”, What is the importance of developing an entrepreneurial mentality? Are you thinking about becoming an entrepreneur now or after graduation, if you are not an entrepreneur already?**

## [4] **From the reading of article “Ceballos, H. G., Fangmeyer, J., Galeano, N., Juarez, E., & Cantu-Ortiz, F. J. (2017)”, How important is collaborative work? What are the disadvantages of collaborative work?**

## [5] **From the reading of article “Cantú-Ortiz, F. J. (2015)”, What role eco-innovation systems play for the socioeconomic development of an institution and its surrounding region?**

## [6] **From the reading of article “Cantú, F. J., & Ceballos, H. G. (2010)”, How important it is to deploy an integrated information system to manage and communicate internally progress on institution’s research and development? How important is the use of a Data Science Strategy to promote institution’s competitiveness?**

## [7] **From the reading of article “Cantu, F. J., Bustani, A., Molina, A., & Moreira, H. (2009)”, How important is for a knowledge-based organization to define and deploy a research and innovation strategy to remain competitive?**

## **Resources**

[1] B. S. Lancho-Barrantes and F. J. Cantú-Ortiz, “Science in Mexico: a bibliometric analysis,” *Scientometrics*, vol. 118, no. 2, pp. 499–517, 2019.

[2] H. G. Ceballos, S. E. Garza, and F. J. Cantu, “Factors influencing the formation of intra-institutional formal research groups: group prediction from collaboration, organisational, and topical networks,” *Scientometrics*, vol. 114, no. 1, pp. 181–216, 2018.

[3] F. J. Cantu-Ortiz, N. Galeano, P. Mora-Castro, and J. Fangmeyer, “Spreading academic entrepreneurship: Made in Mexico,” *Bus. Horiz.*, vol. 60, no. 4, pp. 541–550, 2017.

[4] H. G. Ceballos, J. Fangmeyer, N. Galeano, E. Juarez, and F. J. Cantu-Ortiz, “Impelling research productivity and impact through collaboration: A scientometric case study of knowledge management,” *Knowl. Manag. Res. Pract.*, vol. 15, no. 3, pp. 346–355, 2017.

[5] F. J. Cantú-Ortiz, “A Research and Innovation Ecosystem Model for Private Universities,” in *Private Universities in Latin America*, New York: Palgrave Macmillan US, 2015, pp. 109–130.

[6] F. J. Cantú and H. G. Ceballos, “A multiagent knowledge and information network approach for managing research assets,” *Expert Syst. Appl.*, vol. 37, no. 7, pp. 5272–5284, 2010.

[7] F. J. Cantú, A. Bustani, A. Molina, and H. Moreira, “A knowledge-based development model: The research chair strategy,” *J. Knowl. Manag.*, vol. 13, no. 1, pp. 154–170, 2009.

**Evidence of Google Scholar and ResearchGate**

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Descripción generada automáticamente

**Reflections on Steve Job’s Legacy**

Steve Jobs was a remarkable character. There is no doubt that his life’s work and his perspective of the world have had an important impact in human kind history. He was a businessman and a visionary. We believe that it was his creativity and his passion the reasons he became such a success. He had the ability to imagine beyond anyone else, and the will power to bring his ideas to life. As far as his professional life went, he never backed down, not even when they threw him out of his own company. He was smart and courageous enough to stand up and create more and incredibly competitive ventures. He even won back his company and took it the highest level, making Apple the first company in the world to be worth more than a trillion dollars. From what we can see in the videos about his last words and his speech in Stanford University, Jobs was also very aware of the importance of succeeding in the personal aspects of his life. He spreads the idea that being successful in business and profession is not the same as being successful in life. He explains how alone you can be even when you have everything you could imagine if you don’t have anybody to share it with. Jobs said you will always regret having chosen work over family and friends. We cannot say if Steve Jobs was church religious, but he did believe that there is some sort of force that guides us through the right way if we let it. He motivates us all to listen to our hearts and intuition and let the dots connect themselves, because somehow our journey has already been designed and we just need the courage to let it all fall into place. We wouldn’t say Christianity is an answer to the existential dilemmas posed by Jobs. It is clear he believes in God and destiny in a certain way, but it is much clearer that he first believes in himself. Although Jobs philosophy and Christianity do find some common ground. They both reinforce the importance of love to oneself and others, but Christianity is not the only religion to profess about love. Any religion can be a resourceful place to gather strength and faith, but we believe that Jobs was more convinced that we can find this place within ourselves.

**Video Resources**

Badabun, Estas fueron las últimas palabras de Steve Jobs minutos antes de morir. 2017.

N. Flores, Steve Jobs Discurso en Stanford Sub Español HD YouTube. 2012.

E. Terán, [NatGeo]-Mentes Brillantes. Steve Jobs vs Bill Gates. 2015.