

STATE OF THE ART: NANOTECHNOLOGY INDUSTRY IN MEXICO

Área de investigación: Entorno de las organizaciones

Juan Samuel Collins Ramírez

Departamento de Negocios Internacionales

Tecnológico de Monterrey

México

juansamuel.collins@gmail.com

Olivia Hernández-Pozas

Departamento de Negocios Internacionales

Tecnológico de Monterrey

México

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Abstract

Nanotechnology is a multidisciplinary science viewed as one of the strategic areas for national development and its promotion around the world by the government, education entities and industry is undeniable. The purpose of this work is to recommend the way in which private and public sectors must interact and participate to define the better corporate strategy that enables them to succeed in this dynamic industry. To be able to state out these recommendations it is necessary to identify and analyze the particular characteristics of Mexico's Nanotechnology Industry. This analysis is carried out through Porter's Five Forces Analysis, Triple Helix Model and SWOT Analysis.

Keywords: industry analysis, nanotechnology, triple helix.

