

# Index

- Academic stress
  - COVID-19, 99–100
  - home confinement, 100
  - method, 103
  - results, 103–111
  - theoretical framework, 101–103
- Academic workload, 100
- Accessibility, 144
- Adverse effects of pandemic, 178
- Affiliation, sense of, 141
- Agree* scale, 107
- Agricultural subsistence businesses, 34
- Alibaba, 142
- Alliances with civil society, 39–40
- Amazon, 138, 142
- Amazon Handmade, 41
- Analysis of variance (ANOVA), 105, 107–108, 127–128
- Apple, 138
- Apps, 120
- Artesano Estamos Contigo*, 40
- Artisanal subsistence businesses, 34
- Asociación de Internet. mx, 138, 142
  - seal of trust by, 145
  - study of e-commerce, 143
  - study on habits of internet users in Mexico, 144
- Aspirational groups, 141
- Attention, 169
  
- Bajo palabra*, 40
- Banco de España, 8
- Bartering practices reactivation, 38
- Bartlett's test of sphericity, 92
- Big data, 24
- Bloggers, 141
  
- Bolsa del Mercado de Valores (BMV), 50, 57
  - characteristics of public limited companies listed on, 58
- Brainstorming session, 164
- Broadband latency, 18
- Burnout, 91–92, 122
  - correlation analysis, 95–96
  - factor analysis, 92–95
  - impact on university workers' intention to quit in times of COVID-19, 90–92
  - method, 92
  - regression analysis, 96
  - results, 92
  - theoretical framework, 90
- Burnout syndrome, 91, 102
- Business, 19, 34, 156
  - age and entrepreneurial orientation of, 35
  - competitiveness, 6, 180–181
  - doing business ranking, 23
  - doing business using electronic media, 138
  - environment in, 34
  - strategy, 179
  - worldwide, 32
- Business Insider Intelligence, 142
  
- Capital portfolios, 60
- Cardiovascular diseases, 101
- Centre for Complexity Sciences (C3), 76–79
- Chronic stress (*See* Burnout syndrome)
- CIGA, 81–83
- Civic needs, 68
- Civil protection entity, 159

- Civil society, alliances with, 39–40
- Classical theory of consumer
  - behaviour, 139
- Client/supplier relationships, 73
- Clients, CSR and, 185–186
- Cloud, 24
- Collaborative software, 120
- Combination, 69
- Community, CSR and, 186–187
- Companies
  - capabilities and resources, 178
  - development opportunities
    - available to, 181
  - long-term goal for, 179–180
  - relative interest in unemployment
    - rates, 185
  - socially responsible, 179
  - true ethical commitment, 179
- Competitive advantage, 69–70
- Competitive pressures, 121
- Competitiveness
  - at macro level, 8–14
  - at meso level, 14–18
  - at meta level, 18–26
  - at micro level, 23–26
- Computer Hassles, 122
- Consumer, 139
  - behavior, 140
  - ethical behaviour, 183
  - society, 139
- Consumerism, 139
- Consumption habits, 139–141
- Contingency, 34–35, 156
- Coronavirus, 184–185
- Coronavirus epidemic 2019
  - (COVID-19), 1, 32, 49–50, 68, 90, 99–100, 156
  - burnout impact on university
    - workers' intention to quit in times of, 90–92
  - contingency practices for obtaining
    - income, 37–38
  - e-commerce in times of, 2
  - economic crisis caused by, 36
  - effects of, 50
  - foreign trade shares vis-à-vis
    - COVID-19, 52–54
  - health contingency, 33
  - health crisis, 34–35, 178
  - infection prevention strategies,
    - 100
  - influence on CSR, 179–180
  - method, 57–60
  - niches of opportunity, 54–57
  - non-tariff regulatory and restrictive
    - measures on export of goods, 51
  - results, 60–61
  - role of universities vis-à-vis, 73–74
  - strategies for dealing with new
    - COVID-19 pandemic in Mexico, 79–81
  - subsistence businesses in COVID-19
    - contingency, 33–36
  - systemic competitiveness of Latin American MSMEs under,
    - 8–26
  - theoretical framework, 50
- CORONAVIRUS/UNAM app, 74, 84–85
- 'Coronavirus', 74
- Corporate social responsibility (CSR),
  - 1, 178
  - and clients, 185–186
  - and community, 186–187
  - corporate behaviour in COVID-19
    - era, 183
  - COVID-19 influence on, 179–180
  - and employees, 185
  - environmental practices during
    - pandemic, 183–185
  - and innovation, 180–181
  - narrative literature review protocol,
    - 181–182
  - results, 183
  - theoretical framework, 179
- Correlation analysis, 95–96
- Creativity, 157–158
- Cronbach's alpha test, 110–111, 126, 146–147

- 'Dark side of technology use', 122
- Data collection, 103
- Data entry screen method, 169
- Data Smog, 121–122
- Decision-makers, 141
- Depersonalisation, 91
- Design thinking, 157–159, 166–168, 170–173
  - application of, 161–165
  - development, 161–165
  - method, 157–161
  - results, 165–169
  - theoretical framework, 157
- Desk-based research, 7
- Development Bank of Latin America (CAF), 8
- Diabetes, 101
- Digital ecosystem, 24
- Digital technology, 138
- Director of knowledge management (DKM), 72
- Directorate General for Academic Staff Affairs (DGAPA), 75, 79–81
- Dogmatic thinking, 158
  
- E-commerce, 138–139, 141–145
  - consumption habits, 139–141
  - method, 145–146
  - phases of, 143
  - results, 146–151
  - theoretical framework, 139
- ECLAC (Comisión Económica para América Latina y el Caribe), 57
- Economic activity, 50
- Economic Commission for Latin America and Caribbean (ECLAC), 6, 8
- Economic crisis, 36
- Economic model, 90
- Economic Policy, 8–10
- Economic problems, 32
- Economic reactivation programmes, 157
  
- Economically Active Population (EAP), 146
- Education(al)
  - mobile technology in, 120
  - model, 119, 124
  - systems, 100
  - technostress in educational environments, 118
- Electronic media, 138
- Emerging government support programmes, 40–42
- Emerging markets, 90
  - demands through innovation and proactivity, 38
- Emotional exhaustion, 91
- Empathise, 163
- Empathy map, 164
- Employees, CSR and, 185
- Employer's code, 165
- Employer's Register (RP), 165
- Enterprises, 6
  - competitiveness, 7
  - medium-sized enterprises, 14
  - micro-sized enterprises, 23
  - sector-specific enterprises, 14
- Entrepreneurial skills of small-scale producers, 33
- Entrepreneurs, 41
- Entrepreneurship, 24, 33
- Environmental Geography
  - Research Centre (CIGA), 75
- Environmental performance, 184
- ESG, 184
- European Union (EU), n16
- Exhaustion (*See* Burnout syndrome)
- Experience of technostress, 121
- Explanatory model, 119
- Exploratory factor analysis (EFA), 110
- Export quota, 52
- External factors, 140
- Externalisation, 69
- Extraordinary call 2020, 79–81

- Facebook, 39, 138
- Factor analysis, 92–95
- Factor loading analysis, 92–94
- Financial sector, 50
- Fiscal Policy, 13–14
  - measures adopted by LAC countries, 15
- 5-point Likert scale, 125, 130
  - questionnaire ranging, 92
- Fixed broadband speed, 18
- Flexibility practices, 102–103
- Food Support Program, 40
- Foreign Trade Law, 52
- Foreign trade shares vis-à-vis COVID-19, 52–54
- Fourth Digital Transformation (FDT), 24
- Fourth Industrial Revolution, 24–26
- Free trade agreements (FTAs), 51
- FTA between European Union and Mexico (EU-Mexico FTA), 51
  
- General Data Protection Regulation (GDPR), 144
- Generation X, 143
- Global Indicator of Economic Activity (IGAE), 52
- Globalisation, 50, 141
- Goodness-of-fit test, 111
- Google, 138
- Google forms format, 103
- Gradual loss, 91
- Great Depression, 1
- Greenhouse gas emissions (GHG emissions), 184
- Gross domestic product (GDP), 8, 32, 50, 178
  
- Health, 90, 121
  - crisis, 34, 100
  - emergency, 68
  - pandemic, 184
- Health contingency, 100
- Higher education, 118
  - students in, 120
  - technostress in higher education students, 119
- Historical narrative method, 8
- Home confinement, 100
- Human beings, 158
- Human interaction, 157
- Human resources (HR), 102
- Humanity, 157
  - life for, 89
- Hygiene, 90
  
- Ideate, 164
- Immaterial labour, 70
  - and knowledge creation, 69–70
- Impetus, 157
- Import quota, 52
- In-depth content analysis, 182
- Income
  - COVID-19 contingency practices for obtaining, 37–38
  - lack of, 33
- Industry 4.0, 24–26
- Industry's Digital Transformation, 24
- Infectious diseases, 68
- Influencers, 141
- Information, 68, 70, 83, 161
  - fatigue, 121
  - resources, 76
  - systems variables, 119
- Information and communication technologies (ICTs), 118
- Information Fatigue Syndrome, 122
- Information technology (IT), 123
- Infrastructure for business development, 17
- Innovation, 35, 36
  - business practices, 38
  - CSR and, 180–181
  - researchers, 157
- Instagram, 39
- Institute for the Promotion of Handicrafts of Tabasco (*See* Instituto para el Fomento de las Artesanías de Tabasco (IFAT))
- Institute of Applied Sciences and Technology (ICAT), 75
- Institutional framework, 19

- Institutions, 156
- Instituto para el Fomento de las Artesanssa de Tabasco (IFAT), 40
- Intangible assets, 68
- Intangible goods, 68–69
- Intellectual Property Rights, 73
- Intention to quit, 92
  - burnout impact on university workers' intention to quit in times of COVID-19, 90–92
  - descriptive statistics and reliability of, 95
  - factor loadings for, 94
  - linear regression model for, 96
  - representative for, 96
- Inter-American Development Bank (IDB), 8, 39, 68
- Internal factors, 140
- Internalisation, 69
- International Labour Organisation (ILO), 8
- Internet access, 144
- Internet of Things (IoT), 24
- Interview, 163
- Job burnout variable, 94–95
- Kaiser–Meyer–Olkin test (KMO test), 92, 110
- Knowledge acquisition, 73
- Knowledge dissemination, 73
- Knowledge innovation, 73
- Knowledge integration, 73
- Knowledge management
  - CORONAVIRUS/UNAM app, 76–79
  - Extraordinary call 2020, 79–81
  - immaterial labour and knowledge creation, 69–70
  - infrastructure, 72
  - infrastructure, 72–73
  - knowledge protection, 84–85
  - KVC, 83–84
  - method, 74–75
  - processes, 73, 84
  - results, 75
  - role of universities vis-à-vis COVID-19, 73–74
  - theoretical framework, 69
  - UNAM geographic information platform on COVID-19, 81–83
  - at UNAM in response to COVID-19, 68
  - UNAM University Commission for Care of Coronavirus Emergency, 75–76
  - value chain model for, 70–72
- Knowledge protection, 73
- Knowledge storage capacity, 72–73
- Knowledge value chain model (KVC model), 68–69, 83–84
- Knowledge workers, 72, 80, 84
- Labour, 69
  - reforms, 89–90
- Latin America (LA), 5
- Latin America and Caribbean (LAC), 8–9
- Latin American Integration Association (ALADI), 51
- Latin American MSME, 6, 8
  - systemic competitiveness of Latin American MSMEs, 8–26
- Latin American universities, 74
- Legal protection of cyber consumer, 144
- Life for humanity, 89
- Likert scale, 145
- Linear regression model for intention to quit, 96
- Livelihood business contingency approach
  - alliances with civil society, 39–40
  - COVID-19 contingency practices for obtaining income, 37–38
  - emerging government support programmes, 40–42
  - innovative and proactive business practices, 38
  - low-price strategies, 39
  - method, 36–37
  - results, 37

- social media sales and promotions, 38–39
- subsistence businesses in COVID-19 contingency, 33–36
- theoretical framework, 33
- Logistics, 144
- Low-price strategies, 39
- Machine-to-machine communication (M2M communication), 24
- Macro level, competitiveness at, 8–14
- Macro level competitiveness of MSMEs, 6–7
- Market participation, 23, 34
- Marketing, 140
- Markets subsistence businesses, 33
- Maximum likelihood estimation, 111
- Mayo Clinic, 102
- Mental health, 100–101
- Meso level
  - competitiveness of MSMEs, 6–7
  - competitivity at, 14–18
- Meta level
  - competitiveness of MSMEs, 6–7
  - competitivity at, 18–26
- Methodological strategy, 157
- Mexican e-commerce, 138
- Mexican government authorities, 156
- Mexican Institute of Social Security (IMSS), 156
- Mexican market index, 60
  - top seven Mexican exporting companies and, 59
- Mexican Stock Exchange (BMV), 50
- Micro competitiveness, 24
- Micro level
  - competitiveness of MSMEs, 6–7
  - competitivity at, 23–26
- Micro-, small-, and medium-sized enterprises (MSMEs), 5–6, 32–33
  - advantages and disadvantages of, 25
  - in LA, 1416
  - policy, 19
  - public policy scores for, 20–21
- Microeconomic analysis of behavior, 139
- Millennial generation, 143
- Ministry of Agriculture and Rural Development, 54
- Ministry of Economy, 54
- Ministry of Health, 32
- Mobile broadband
  - latency, 18
  - speed, 18
- Mobile communications, 24
  - tools, 120
- Mobile technology
  - in education, 120
  - mobile technology-based learning, 122
- Moderating variables, 126
- Monetary Policy, 10–13
- Mosaic (first commercial web browser), 142
- Multi-case study, 74
- Multiple case study, 69
- Multitasking Madness, 122
- Multivariate linear regression analysis, 92
- Narrative literature review protocol, 181–182
- National Association of Universities and Higher Education Institutions (ANUIES), 74
- National Consumer Price Index (NCPI), 53
- National Institute of Statistics and Geography (INEGI), 53
- National Laboratory for Ecological Analysis and Synthesis (LANASE), 75
- National Survey of Occupation and Employment (ENOE), 146
- Negative psychological experiences, 119–120
- Niches of opportunity, 54–57
- Non-tariff regulatory, 51
- Non-traditional media, 141
- ‘Normality’, 118

- Oaxaca Secretariat of Arts and Cultures (SECULTA), 41
- Occupational Health Psychology, 121
- On-site model, 131
- Online 36-item questionnaire, 103
- Online class sessions, 100
- Online education, 124
- Online sales, 143
- Online shopping, 143
- Opportunity, niches of, 54–57
- Organisation for Economic Co-operation and Development (OECD), 5, 8, 142
- Organisations, 72
- p*-value, 95
- Pan American Health Organization, 100
- Pandemic, 101, 179
  - adverse effects of, 178
  - CSR environmental practices during, 183–185
- Payment Card Industry Data Security Standard (PCI DSS), 145
- ‘Perceived Security’, 144
- Portfolio selection methodology, 50
- Post facto case study, 74
- Post hoc analysis, 131
- Post-purchase, 140
- Pre-purchase, 140
- Principal component analysis, 95
- Proactive business practices, 38
- Proactivity, 35, 36
  - attention to emerging market demands through, 38
- Problem solvers, 157
- Production Structure in Latin American Countries, 14
- Prototypes, 164
- Psychological impact, 100
- Public mental health, 100
- Public policy scores for MSME, 20
- Puebla’s civil protection, 160
- PUIS programme, 75–79
- Purchase, 140
- Purchasing process, 140
- Qualitative methodology, 74
- Quality of life, 6
- Quantitative approach, 145
- Quantitative methodological design, 92
- Quick Response code, 159
- Quotas, 52
- Reactivation of bartering practices, 38
- Reference groups, 141
- Regression analysis, 96
- Research and Technological Innovation Projects Support Programme (PAPIIT), 79–81, 85
- Research hypothesis, 50
- Responsible behavior, 183
- Rural communities, 33
- Safety, 90
- ‘Sample Size Calculator’, 146
- SARS-CoV-2 COVID-19 contingency, 159
- Scepticism, 121
- School of Medicine, 76–79
- Seasonal tariff*, 51
- Security, 144
- Self-employment, 33
- Self-fulfilment, lack of, 91
- Sense of affiliation, 141
- Sharpe Index (SI), 59
- Sharpe portfolio, 59
  - weights and beta, 61
- Showrooming, 143
- Situational approach, 35
- Small-and medium-sized business system, 90
- Small-and medium-sized enterprises (SMEs), 19, 34, 57
- Small-scale businesses, 33–34
- Small-scale producers, 33
- Smartphones, 143
- Social contingency, 101
- Social distancing, 100, 156
- Social media sales and promotions, 38–39

- Social networks, 39
- Social organisations, 156
- Social platforms, 24
- Social restrictions, 118
- Social Security Law, 165
- Socialisation, 69
- Socially responsible business, 180
- Socially responsible consumers, 183
- Sociedad Anónima Bursátil (SAB)*, 57
- Solidarity, 36
- Spiral Model of Occupational Health (SMOH), 121
- SPSS version 22.0, 146
- Stakeholders recognition, 181
- Standard deviation of investment portfolio, 60
- Start-up business, 156–157, 165
- Statista, 138
- Statistical analyses, 92
- Strategic orientation, 35
- Stress, 101
- Students in higher education, 120
- Sustenance businesses, 32
  - in COVID-19 contingency, 33–36
- Supply, 144
- Sustainability, 183–185
- Sustainable indicators, 184
- SWREG (online software sales company), 142
- Symptomatology, 121
- Systematic literature review, 181
- Systemic competitiveness, 6
  - competitiveness at macro level, 8–14
  - competitiveness at meso level, 14–18
  - competitiveness at meta level, 18–23
  - competitiveness at micro level, 23–26
  - development, 8
  - method, 7–8
  - model, 6–7
- Tariff-quota*, 51
- Tariffs, 50, 51
- Tax measures, 14
- Technoaddiction, 122
- Technoanxiety, 122, 125
- Technofatigue, 121, 125
- Technoinefficacy, 125
- Technoinefficiency, 122
- Technological complexity, 121
- Technological insecurity, 121
- Technological invasiveness, 121
- Technological overload, 121
- Technological uncertainty, 121
- Technology, 38, 124
- Technostress, 118, 119–120
  - in higher education students, 119
  - method, 125–126
  - results, 126–131
  - theoretical basis of, 120–125
- Technostress Creators Inventory (TCI), 120
- Teleworking, 100, 103
- 3D printing, 24
- Tlaquepaque City Council, 41
- Traditional Markowitz investment portfolio selection methodology, 50
- Traditional Markowitz model, 57, 59
- Traditional media, 141
- Transfer method, 70
- UNAM geographic information platform on COVID-19, 75, 81–83
- Undersecretary of Foreign Trade of the Ministry of Economy, 51
- Unemployment, 33
- University, 68
  - impact on university workers' intention to quit in times of COVID-19, 90–92
  - role of universities vis-à-vis COVID-19, 73–74
  - students, 120
  - technostress among, 120
- Value chain model for knowledge management, 70–72
- Webrooming, 143
- WhatsApp, 39



Work, technostress in, 118

Work technostress, complications  
    derived from, 123

Work-related stress, 91, 101

Working at home, 102

World Bank Group, 8

World Health Organisation (WHO),  
    32, 99, 121

World Tourism Organisation, 32

World Trustmark Alliance (WTA), 142