

# **The History of Entrepreneurship in Mexico**

Required reading for those that wish to understand entrepreneurship in Mexico. It provides a realistic, practical and down-to-earth understanding of structures, processes, and cultures associated with effective entrepreneurship specific to Mexico.

**Mark Clark**, PhD, Director –Prelims MPrelimscNair Center  
for Entrepreneurship and Free Enterprise  
Program Coordinator – Master of Science, Management  
and Entrepreneurship  
Finalist – 2019 Opal Goolsby Outstanding Professor Award  
Faculty Sponsor – AMA@HBU (Learn, Lead, Innovate)

This is an important book storytelling entrepreneurial identity, its grounding in the family idyll, more about, a sense of place. There are glimpses of a shift from egoistic-hero-narrative to the process of storytelling of place, in which entrepreneurs struggle to gain legitimacy for partners to invest capital needed to mobilize their projects by being part of their community. Mexico's entrepreneurial partners prefer knowing each other's families, attending the same school, and growing up in the same place. Grounding entrepreneurship in the storytelling of place, community, and family makes all the difference to sustaining effective practice.

**David M. Boje**, Professor Emeritus, New Mexico State University,  
Professor, Aalborg's University, Business College, Denmark

This book responds to research calls for contextualizing entrepreneurship in emerging economies and developing countries and invites us to understand the field of entrepreneurship in Mexico better. The book gathers Mexican contributors, who are mostly based in Mexican universities, researching entrepreneurship in Mexico. The chapters in this book include descriptive studies, applied research, as well as case studies. The chapters help build awareness of the practice of entrepreneurship across industries, clusters, urban and rural places, as well as individuals' backgrounds. The chapters also analyzes public policies and programs developed over time. The book is a valuable tool to study how institutional frameworks at the micro-, meso-, and macro- levels shape the Mexican entrepreneurial spirit.

**Marcela Ramírez-Pasillas**, PhD, Assistant Professor, Jönköping  
International Business School, Jönköping University

*The History of Entrepreneurship in Mexico* has moved thinking forward in an important, but understudied topic – entrepreneurship in Mexico. Drs. Oscar Javier Montiel Mendez and Araceli Almaraz have brought together the cutting-edge perspectives of twenty Mexican scholars from distinguished universities

inside and outside of Mexico who share their views on innovation, creativity, entrepreneurial diversity, business history, the impact of context on entrepreneurialism, and of course the process of entrepreneurship. The *History of Entrepreneurship in Mexico*, a rare compendium, will become a comprehensive, important, and valuable resource for scholars and students around the world.

**Mary B. Teagarden**, PhD, Associate Dean of Faculty and Administration,  
Professor of Global Management, Editor of *Thunderbird International  
Business Review*, Editor of *Journal of International Business Studies*,  
Thunderbird School of Global Management, Arizona State University

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# The History of Entrepreneurship in Mexico: Contextualizing Theory, Theorizing Context

**EDITED BY**

**ARACELI ALMARAZ ALVARADO**

*El Colegio de la Frontera Norte, A.C., México*

**OSCAR JAVIER MONTIEL MÉNDEZ**

*Universidad Autónoma de Ciudad Juárez, México*



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## List of Contributors

Araceli Almaraz Alvarado	El Colegio de la Frontera Norte A.C., México
Lorena del Carmen Álvarez- Castañón	Universidad de Guanajuato, México
Angélica Basulto	Universidad de Guadalajara, CUCEA, México
Bernardo Bátiz-Lazo	Bangor University, UK
Ana Laura Bojórquez Carrillo	Universidad Autónoma de Yucatán, México
María Guadalupe Calderón	Universidad Autónoma Metropolitana, Cuajimalpa, México
Anel Flores-Novelo	Universidad Autónoma de Yucatán, México
Rebeca de Gortari	School of Business and Economics, Universidad del Desarrollo, Chile/ Newcastle Business School, Northumbria University, UK
Maribel Guerrero	School of Business and Economics, Universidad del Desarrollo, Chile; and Newcastle Business School, Northumbria University, UK
Moisés Librado González	Universidad Autónoma de Baja California, México/Universidad de Castilla La Mancha, Spain
María Cristina Mata Castro	Universidad Autónoma de Yucatán, México
Luis Ramón Moreno Moreno	Universidad Autónoma de Baja California, México

*xiv List of Contributors*

Oscar Javier Montiel Méndez	Universidad Autónoma de Ciudad Juárez, México
Natanael Ramírez Angulo	Universidad Autónoma de Baja California, México/Universidad de Castilla La Mancha, Spain
Carlos Riojas	Universidad de Guadalajara, CU Ciénega, México
Mónica Lorena Sánchez Limón	Universidad Autónoma de Tamaulipas, México
Carlos Alberto Santamaría-Velasco	Universidad de Guadalajara, CUValles, México
María Josefa Santos	Universidad Nacional Autónoma de México, Instituto de Investigaciones Sociales, México
Virginia Guadalupe López Torres	Universidad Autónoma de Baja California, México