

# Master Business Administration

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## Generation 2012 - 2014



**ARIADNA ALMARAZ MORALES**

Diploma in Administration

Master Degree Thesis: "The impact of job satisfaction on organizational commitment in family businesses"



**KRYSTAL ISAURA BUTRÓN DE LA VEGA**

Diploma in Foreign Trade

Master Degree Thesis: "The leadership and organizational climate regarding a medium industrial enterprise in Hidalgo (SICE)"



**HEIDY CERÓN ISLAS**

Diploma in Administration

Master Degree Thesis: "Analysis of the competitive skills of the management of the CREVI company and its relationship with Michael Porter's Model"



**JUANA HERNÁNDEZ FLORES**

Diploma in Education Services

Master Degree Thesis: "The family protocololo as an organizational culture that enhances the family business"



**ANA ELSA LARA DUEÑAS**

Diploma in Communication Sciences

Master Degree Thesis: "Communication as a generator of hidden costs in a metallurgical SME in Ciudad Sahagun, Hidalgo"



**CELESTE THELPALO CARBALLO**

Diploma in Marketing

Master Degree Thesis: "The impact of internal marketing on the loyalty of employees of a family business in the metallurgical industry in the state of Hidalgo"



**ALEXIA VÁZQUEZ HERNÁNDEZ**

Diploma in Gastronomy

Master Degree Thesis: "Time management as a source of hidden costs in the production of a company in the metallurgical industry in Hidalgo."

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## Generation 2013 - 2015



**CLAUDIA CERÓN MATA**

Diploma in Marketing

Master Degree Thesis: *Marketing Dynamics Capacity as factor of competitiveness in the medium-sized enterprises in the Hidalgo textile industry.*



**JUAN ANTONIO GONZÁLEZ SIERRA**

Diploma in Finances Engineering

Master Degree Thesis: *Diagnosis of the Organizational Design in the enterprise Naturalia and its relationship with Greiner Model.*



**EFRAIN OLVERA ELIZALDE**

Diploma in Accounting

Master Degree Thesis: *Diagnosis and implementation of corporate governance for the development of family firms: comparative case on bakery companies*



**BRENDA ARELY SAMPERIO VÁZQUEZ**

Diploma in Psychology

Master Degree Thesis: *Proposal for talent development as a strategy to generate competitive advantage: TCS case.*



**BLANCA AURORA TORRES CARPIO**

Diploma in Administration

Master Degree Thesis: *Detection and management of growth barriers for development. Enterprise "X" case.*



**SELENE ZAPATA SALINAS**

Diploma in Gastronomy

Master Degree Thesis: *Organizational culture and its relationship to job satisfaction in a medium trading company. "A" enterprise case.*