



Análisis de caso del modelo de gestión asociativo de la empresa agroindustrial "Don Jorge" [

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text (article)

Analítica

The dynamics of business management has evolved successfully in the world of business and it is embedded in the market, the environment, and society, where different theories have been developed for the application thereof. This research aims to propose a model of associativity for Agroindustrial company "Don Jorge," which produces and sells green tea in the province of Pastaza. The issue leading to this research is the organizational disregard and the lack of a structure that allows the socio-economic growth of the sector based on entrepreneurship. The method relies on bibliographic, field, exploratory, and descriptive research focused on two variables: associativity and market. This led to the creation of a management model based on four fundamental pillars: strategy, execution, structure, and culture. The model consists of five phases: promotion, realibility, strategic planning, and self-management. This structure will help the company grow and increase its reliability, thereby allowing it to promote the sustainable development of the province

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