

A study of business issue in Southern San Sebastian?

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Abstract— The ecological proposal in organizations, widen its model of interactions which can integrate the environmental paradigm to the organizational system. An approaching to sustainability of organizations is affected by the combination of ambiguous environmental economic policies, the abrupt adoption of production technologies and market practices. This paper aims to study the Can handicrafts micro business in Southern San Sebastian.

Keywords-component; Economic efficiency, organizational social capital, organizational sustainability

I. INTRODUCTION

The new conditions of globalization underlie life conditions and the importance of a generational future as a component of competitiveness. What constitutes globalization is the interaction that changes the scenarios for the individuals, organizations and society, who are constantly hounded by contradictory forces and uncertainties. The appropriate use of natural resources can meet present and future interests, having a change in current practices. In comparison to the economic rationality's logic that drives the functioning of organizations and has as a lead obtaining maximum present return, before that if natural resources yield greater benefit under their exploitation than taking care of them, they are sacrificed. Thus, the immediate economic profit is the current enemy of the environment.

Sustainability in business organizations as an implementation strategy of process reengineering and the adoption of production technologies are oriented toward avoiding waste materials, recycling trash and eliminating toxics.

Lacking acceptance of the role that business organizations play in sustainability, it influences the global debate questioning real causes of pollution which poses safeguards to organizations and justify poverty as the main cause generating environmental degradation. It also suggests as a consequence of deterioration the inadequate economic policies that allow for business actions less friendly with the environment.

This paper sets as aims, firstly to determine the level of organizational sustainability for the environmental and economic development of cutting treatment and exploitation

activities of the grass called *tule thypha spp* from the Zapotlán Lake. Similarly, the paper pretends to analyze potentialities and economic benefits derived from a marketing orientation of international business in the making of art craft out of *tule* and *palmilla* (a kind of palm) that growth spontaneously in the Zapotlán Lake.

II. THE CASE OF MICRO AND SMALL BUSINESS ENTERPRISES INVOLVED IN THE EXPLOIATION OF TULE TYPHA SPP FROM THE LAKE OF ZAPOTLAN

The presence of these natural elements form a nutrients mix that facilitates the growth and development of an abundant aquatic mix which has achieved to cover almost the totality of the mirror's surface of the lake and it extends further beyond the shores while penetrating humidity. The transformations of the environment's lake of Zapotlán has a strong impact on the population's socio-economic issues, mainly in San Sebastián del Sur in the municipality of Gomez Farías, and to a lesser extent to the settlers of Cd. Guzmán in the municipality of Zapotlán el Grande, despite the higher levels of pollution in which in is actually found

Deterioration of this lake-body has achieved alarming levels as a consequence of the increasing population and its corresponding enlarging urbanization processes, industrial, farming and agricultural activities. Specifically, one of the natural resources offered by the lake of Zapotlán, the aquatic *tule typha spp* has been benefiting the settlers and inhabitants of San Sebastián del Sur mainly for its exploitation through the crafting of several products and handicrafts. Thus, the exploitation of the *tule* and the elaboration of handicrafts create direct employments and constitute the income base for around 300 families and their members, a roughly estimation of one thousand and five hundred individuals making a living out of these activities in the municipality of Gomez Farías.

However, more are the benefits obtained from the *tule* chubby and plump those other kinds, followed by the one known as *palmilla* (palm). In its natural habitat, the *palmilla tule* harms the *tule* chubby's growing and development. This problem, among others, added to the problems derived from environmental degradation which transforms nature of the Zapotlán's lake, limit the economic activities derived from the extraction of *tule*, whose tendency, if it is going to

continue in the future, and threatens the disappearance of an important employment's source for living sustainability of the inhabitants in San Sebastian del Sur.

To aggravate this problem, The Pan-American Olympic Games has chosen the Zapotlán's Lake as the location where the aquatic games will take place the year 2011. For that reason, the lake is having a profound transformation which implies the clearance and cleaning of the lake's mirror from any type of grass and bush, including the cutting off and taking out of the *tule*.

Other factors contributing to limit the environmental and economic sustainability of development and the scope of benefits from economic activities and exploitation of *tule* are the following:

- a) Null orientation toward a sustainable exploitation of the *tule* as a natural resource.
- b) Lack of organization between the cutters of *tule* and the handcrafters'
- c) Weak infrastructure for the development of a more advanced handcrafted production.
- d) Excessive interest of hoarders and middlemen in the processes of commercialization and distribution of elaborated products.
- e) Lack of mechanisms of governmental institutions to foster and develop economic activities, such as credits, training and technical assistance.
- f) Null knowledge of techniques and systems to export their products to the international markets where more acceptances have.

Until now, handcrafted products derived from the *tule* as the main raw material, are elaborated with a strong artistic content to attend local, regional, national and international markets, which traditionally consume because there is a strong historic presence in Mexican culture since the pre-colonial times.

In order to be organized to attend the regional market, a group of 42 craftsmen acting as partners integrating the Association of Craftsmen (Asociación de Artesanos) initiated the construction of the "House of Craftsmen" in the early nineties to operate as an outlet for selling their products. This business still operates until now having only six partners, although it can be inferred from simple observation that the partners are undergoing heavy conflicts, dividing the building and infrastructure in small areas to operate their own personal business.

III. CONCLUSIONS

To achieve equilibrium between environmental sustainability and economic sustainability must be one of the main goals of the rehabilitation programs. Thus, it is required the best indicators under a systematic study to determine the most adequate levels of environmental sustainability and economic efficiency.

The limited social organizational capital and the lack of adequate forms of organization for the productivity, contribute to limit the scope and economic benefits that must provide an adequate exploitation of *tule* from the Zapotlán's Lake. Disorganization of cutters and craftsmen of *tule* is the

source of profound and increasing conflicts that not only block and limit the scope of better levels of productivity and family income, but also make difficult the pacific coexistence and living together and spoil the community's quality of life.

Lacking a consultancy program to exports of handcrafted products has an impact on lower income to the families of cutters and craftsmen, because who actually obtain the greater part of profits are the intermediaries who take part on the commercialization processes and distribution channels.

Some characteristics of specificity and appropriateness of social and human capital involve economic, social and political relationships among individuals who are members of organizations, making complex their effects. Market is a social construction that makes operational social relations. Both capitals can be important resources of the competitive advantage, assuming that reside in the members or it is specific to the organizations as integral parts of resources that are unique and that are no observables. Organizations with higher levels of social and human capital generate more competitiveness than those with lower levels. A sustainable and competitive Economy requires programs aimed to improve social and human capital.

IV. RECOMMENDATIONS

Some recommendations after this research are formulated below:

- Design a program to promote handcrafted activities derived from the exploitation of *tule* that in a parallel form to the rehabilitation program of Zapotlán's Lake, establish the right indicators to achieve equilibrium between economic efficiency and environmental sustainability.
- To set a program of export consultancy with the support and technical staffing from students of international business at University of Guadalajara that provide the knowledge, skills and contacts in such a way that the *tule*'s craftsmen directly commercialize and market their own handcrafted products in the international markets.
- To propose a program for development of organizational and social capital and new forms of organization aimed to increase productivity and competitiveness of the craftsmen, thus increasing their family income and promoting employment creation and improve the quality of life of the whole community of San Sebastian del Sur.

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