

Research protocol for the implementation of management control tools in the operational areas of a logistics facility in the state of Veracruz

Protocolo de investigación para la implementación de herramientas de control de gestión en las áreas operativas de un parque logístico en el estado de Veracruz

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Abstract

Management control tools are of great importance for any organization, therefore, in this research work, the study of management control tools will be carried out in the operational areas of a logistics facility in the state of Veracruz. , to later develop a measuring instrument. The study proposes to design a measurement instrument based on a Likert scale, converting qualitative information into quantitative data by the researcher, which allows visualization and clarity in determining the ideal tools for the control management of the studied area. The instrument will be applied to the company's experts, since they provide reliable information and provide a reliable scenario. The information is analyzed by the researcher, to later design and define a proposal, a proposal that allows the correct selection of control management tools and comprehensively improve the organization.

Resumen

Las herramientas de control de gestión son de gran importancia para cualquier organización, por lo que, en el presente trabajo de investigación se llevará a cabo el estudio de las herramientas de control de gestión en las áreas operativas de un parque logístico en el estado de Veracruz, para después desarrollar un instrumento de medición. El estudio propone diseñar un instrumento de medición basado en una escala de Likert, convirtiendo información cualitativa en datos cuantitativos por el investigador, que permita visualizar y tener claridad en la determinación de las herramientas ideales para la gestión de control del área estudiada. El instrumento será aplicado a los expertos de la empresa, dado que ellos proporcionan información fidedigna, y brindan un escenario confiable. La información es analizada por el investigador, para posteriormente, diseñar y definir una propuesta una propuesta que permita seleccionar correctamente las herramientas de gestión de control y mejorar integralmente a la organización.

Management control, Operational areas, Tools

Control de gestión, Áreas operativas, Herramientas

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Introduction

At present, the control and management tools have become very important, acquiring relevance for all organizations regardless of the sector to which they belong. Managers need to optimize all the company's resources, have timely and adequate information for decision-making and monitor compliance with strategic objectives.

In the same way, globalization, population growth, the pace with which markets evolve, the competitiveness of organizations, the rapid advance of technology and climate change, among other aspects; They have made management and control within a system truly complex, and although their basic functions have not changed, an evolution has inevitably been required, given that the variables that surround companies are constantly changing.

These management and control tools arise based on the gradual growth carried out by companies at different times. As time passes and the conditions of companies change, they adopt new tools to boost their management.

The organization on which this study is based is a Socially Responsible company known internationally for being a multidimensional organization, which means that it handles different service functions, having to offer comprehensive and safe handling of merchandise. That is why every step that is carried out in the operational area must be effective and efficient.

This research work is carried out to show what are the management and control tools that currently exist in the company and what is its operation for each area of study, in addition to identifying problems, ensuring the quality of the operational processes and propose improvements in the areas studied, starting from the premise of continuous improvement.

Justification

The current trend of organizations that adapt and progress in the face of globalized contexts, is to bet on and use the different existing control and management tools, to increase the efficiency of processes, optimize available resources, increase the quality of information, having the ability to reduce and prevent risks and increase competitiveness within the system.

For the control and management tools to be a fundamental support for the operational areas of the logistics park, it is necessary to correctly identify which ones to use and under what needs they will be used, depending on the context variables.

Therefore, starting from the main objective of this research work, it is intended to enter into the system to define and operate according to the reality of the organization, carrying out internal diagnoses that generate a comprehensive scenario, to determine the plans and improvement strategies.

The studied company is expected to have a great competitive impact in the world of logistics companies, increasing its profits and profits that benefit the economy of the organization.

General objective

Define and generate a proposal to improve management control in the operational areas of a logistics park in the state of Veracruz.

Particular objectives

1. Generate an instrument to measure management control in the operational areas of a logistics park in the state of Veracruz.
2. Carry out a comprehensive diagnosis on management control in the operational areas of a logistics park in the state of Veracruz.
3. Design an improvement plan for management control in the operational areas of a logistics park in the state of Veracruz.

Delimitation of the Problem**Space**

This study will be carried out in a group of port, logistics, and foreign trade services, which takes place in the state of Veracruz, Mexico.

Temporary

This research will be carried out in a 15-month period from February 2021 to May 2022.

Circumstantial Elements

Possible circumstantial elements that could arise in the development of the investigation to be carried out are described below.

- Time established to carry out the investigation: An instrument adapted to the characteristics of the organization must be designed, which requires considerable time to carry out, due to the need to carry out a field investigation and its analysis. In addition to this, rounds of interviews should be carried out with the actors of the organization to identify the experts, necessary for obtaining information and processing it. It is important to consider that the actors are personnel with an operational level, so the interviews should be scheduled since the organization is in constant activity.
- Stakeholder bias: Given the cultural variable, stakeholders may not understand the importance and focus of this study, which increases the margin of error in the results.

Research Goals

1. An instrument to measure management control in the operational areas of a logistics park in the state of Veracruz, for the second half of 2021.
2. A comprehensive diagnosis on the management control in the operational areas of a logistics park in the state of Veracruz, for the first half of 2022.

3. An improvement plan for management control in the operational areas of a logistics park in the state of Veracruz, for the first half of 2022.

Identification of the variables

The six context variables affect the selection and performance of management control tools. These variables are:

- Economic.
- Social.
- Cultural.
- Policy.
- Technological.
- Environmental.

Formulation of the hypothesis

1. The technological, economic and cultural variable has a significant impact on the selection and performance of management control tools in the operational areas of a logistics park in the state of Veracruz.
2. The social and political variables partially affect the selection and performance of management control tools in the operational areas of a logistics park in the state of Veracruz.
3. The environmental variable has a minimal impact on the selection and performance of management control tools in the operational areas of a logistics park in the state of Veracruz.

Kind of investigation

This study is of mixed nature (quantitative and qualitative) since it will work based on the criteria of the experts to identify the factors that affect management control in the operational areas of the organization. the quantification of the perceptions reflected in the research instruments, as well as statistical methods for their processing and analysis. The above will have the scope:

- Exploratory: It is characterized by the selection and compilation of information through the reading and criticism of documents and bibliographic materials, libraries, newspaper libraries, documentation, and information centers. It is closely related to historical research because it uses document analysis. such as books, magazines, press, censuses, statistics, yearbooks, films, slides, plans, discs, photographs, tapes, or recordings.
- Correlational: Given that a series of variables that affect the subject of analysis is specified in the research, they must be interrelated in order to fully explore their impact.
- Explanatory: Seeks to understand the phenomenon of study, making a detailed description of it, identifying the factor of origin as well as its behavior over time.
- Hypothetical-deductive: This research raises three hypotheses that are intended to be tested, depending on the results obtained.

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