

## Assertiveness in the merchant business personality of educational services

CEPEDA- Rodrigo\*†

*Corporativo Universitario México, Nicolás San Juan 728, Narvarte, Benito Juárez, 03100 Ciudad de México, Distrito Federal, México.*

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The companies expect that the personality of their employees should be adequate to develop problem solving and quality service. We designed the Business Assertiveness Test. Was used a Liker scale to establish a relationship between the assertive personality and three variables. The research is correlational according to statistical analysis. As the phenomenon is transversal and observational study according to the inference of the investigation. The instrument was applied to an educational services SMEs with a population of 35 employees and sample size of 18 subjects. Validated with an alpha Cronbach of .924 and 45 elements. Instrument indicators are perception, thinking and decision making. The project's primary objective is validation of the instrument and proposes the Assertive Personality profile as a basis for an adequate adaptation of the subject in a workplace.

### Assertivepersonality, perception, thinking, decision making

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\*Correspondence to Author (email: rodrigocfpsicologo@hotmail.com)

† Researcher contributing first author.

## Introduction

Regardless of the size of enterprises, it is expected that personality characteristics of employees who work in them, must be the best to play their position with the highest possible quality. Whereas prior to hiring, the organized and designed the set and the profile of the candidate so that they complement each other and productivity that the company expected to be generated.

Moreover, most companies show an environment that provides employees with various problems and situations that require an immediate response by the employee to their environment. The daily work routine, stress, constant changes in the organization, etc. These are factors that can upset the balance and synergy of working groups. Thus the worker is an individual who also has its own characteristics in terms of their thinking, feeling and acting. Such qualities must be previously studied and how they can or not empathize with the qualities of other subjects. If this task is accomplished would have a greater chance to provide feedback to employees to display attitudes and behaviors more conducive to solving a problem or conflict.

The difference between problem and conflict should be kept well clear because sometimes people tend to make a conflict problem. The problem is a situation that requires or suggests the possibility of a solution in a concrete way, which can probably only be a way to solve it. However we use for solving, reasoning, deduction, logic, etc.. ie primary mental abilities.

The conflict is different, also requires a solution to the situation but leaves aside to make way for the rational to the emotional, speaking the feelings and emotions of people to resolve details that are handled on a personal level and not just labor. It is therefore proposed that assertiveness should be a feature or a quality of personality that an employee should possess or develop to stay in their jobs and especially adapt to various changes and give an optimal response to what the environment offers every day. Thus arises a new concept: corporate assertiveness.

The employee can show a business assertiveness if is given a favorable response to what the environment will demand. This is important to recognize the worker's personality characteristics that will give you the tools to achieve it. Business Assertiveness Test where test indicators of perception, thinking and decision-making are designed. The test aims to determine these three areas in the subject and find how they could feed back to improve the assertiveness of the subject in the work environment.

These characteristics are interrelated to the subject as an internal and independent process for each person, which triggers a specific behavior of each. That is why the same stimulus from the environment each subject perceives differently and coupled with their personality characteristics generates individual behavior that can be assertive or not assertive according to the labor context in which to resolve the situation is created.

The objective of this research is to validate an instrument that can measure personality factors to show business assertiveness in the working environment of small firms Coacalco.

It argues that assertive personality allows better resolution of problems at work.

**Theoretical Framework**

People often speak of personality as if it were a product. Not only that, sometimes speak as if the personality consisted of attractive and admirable traits: warmth, charm, honesty. But we are not taught that personality is much more complex than indicated by the ordinary use of the term, and includes many positive and negative features which can be exploited for the benefit of organizations.

We can now define personality as the pattern of feelings and thoughts about the behavior that persists over time and situations. Personality refers to those aspects that distinguish one individual from any other, and in this sense the personality characteristic of a person. The second aspect is that the personality generates persistent, original and unique behaviors of a person.<sup>1</sup>

Psychology scholars have tried to understand the different personalities. But it was not until a century that scientists began to conduct systematic scientific observations to draw conclusions from them does. Some theorists emphasize the experiences of early childhood, others in the estate, and others attribute the fundamental role of the environment. Personality is unique to each individual, and is what characterizes us, as separate and different entities.<sup>2</sup>

Until today, Sigmund Freud is the most influential theorist of personality according to psychoanalytic perspective, this opened a new direction for studying human behavior.

Many of his followers changed their theories, one of them was Alfred Adler, who had a very different view of human nature that Freud had.

Adler cited in Freire (2010) wrote about the forces that help foster positive growth and encourage personal development. That's why is sometimes considered to Adler as the first humanistic personality theorist. Humanistic personality theory emphasizes the fact that humans are positively motivated and progress toward higher levels of functioning. He says that human existence is something more to fight for internal conflicts and existential crises. The five major personality categories according Filloux (2005) are considered as follows:

Categories of Personality

Extroversión	Afabilidad	Dependencia	Estabilidad emocional	Cultura o inteligencia
Atrevido, activo, bullicioso, vigoroso, positivo, espontáneo, efusivo, enérgico, entusiasta, aventurero, comunicativo, franco, llamativo, ruidoso, dominante, sociable.	Cálido, amable, cooperativo, desprendido, flexible, justo, cortés, confiado, indulgente, servicial, agradable, afectuoso, tierno, bondadoso, compasivo, considerado, conforme.	Organizado, dependiente, escrupuloso, responsable, trabajador, eficiente, planeador, capaz, deliberado, esmerado, preciso, práctico, concienzudo, serio, ahorrativo, confiable.	Impasible, no envidioso, relajado, objetivo, tranquilo, calmado, sereno, bondadoso, estable, satisfecho, seguro, imperturbable, poco exigente, constante, placido, pacífico.	Inteligente, perceptivo, curioso, imaginativo, analítico, reflexivo, artístico, perspicaz, sagaz, ingenioso, refinado, creativo, sofisticado, bien informado, intelectual, hábil, versátil, original, profundo, culto.

**Table 1**

All personality theories generally state that the behavior is consistent across time and situations. In this context according to Cloninger (2004) an aggressive person tends to be aggressive in a wide range of conditions and continue aggressive. This constantly aggressive behavior is proof of the existence of an underlying personality trait of aggression or a tendency towards it.

<sup>1</sup>(Cloninger, 2004)

<sup>2</sup>(Fadiman, 2010).

However some theorists wonder whether humans actually maintains a persistent and conscious behavior. SAI involved in acquiring the inheritance of personality? A growing body of research indicates yes. Comparative studies of identical twins, who share the same genetic material, seem to indicate that more than fraternal twins in personality traits such as emotionality, sociability, and impulsivity. Accordingly scientifically determined genetically inheritance influences the acquisition of a particular personality.<sup>3</sup>

For organizations it is important that employees have a right personality to the needs of this. Personality can also collect aspects of assertiveness and form an assertive personality within the organization.<sup>4</sup> According Longoria (2000) assertiveness is a type of social skill that has a greater or lesser extent. In addition, a person may exhibit more or less assertive response that addresses the situation as when it occurs.

Hernández (2006) mentions that assertiveness is associated with the possible ease in which the person giving the right response at the right time for a valuable solution within their cultural context. So personality and assertiveness are related to the concepts of environment perception, thinking and making correct decisions to give an accurate response.

You can see the lack of assertiveness as a window, through which you can detect many negative aspects of each individual, the lack of trust with himself, his little cunning to get rid of a certain situation and features of lack personality skills assertive.<sup>5</sup> Since assertiveness develops through our daily experience (our interaction with others) and is linked to both our personality and the character. Besides the two concepts are not static but are molded with social interaction throughout life.

Then you can consider assertiveness as something that evolves according to the evolution of our social being and of our knowledge, which makes the assertion in a broad concept that encompasses aspects particular to each person, such as self-esteem, lack of confidence, as well as culture and intellect.<sup>6</sup>

According to Zepeda (2007) assertiveness plays a role of method and guide our way towards excellence in relate to others in the workplace, through its practice creates opportunities and reduce gaps between people, increase positive perception that others have about us and be part of strategies to advance to the goals and objectives.

Bruce (2010) points out that assertiveness makes the stimuli we receive are exactly those that were sent to us and we send those messages do we really want to send and complement our respect and that of others. According Longoria (2000) assertive behavior provides an adequate flow of information in the working groups and promotes the creation of more than one possible solution to the labor problems that arise in day to day.

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<sup>3</sup>(Morris, 2006)

<sup>4</sup>(Hernández, 2006)

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<sup>5</sup>(Furnham, 2001)

<sup>6</sup>(Hernández, 2006)

To Castro (2005) assertiveness is now a "technical" communication that allows us, from the recipient to ourselves, influence the behavior modification of others. To Furnham (2001) assertive behavior also helps us to be able to ask or rather negotiate properly with those around us based on what we want to negotiate, transmitting correct and respectful without being timid or aggressive when talking.

From childhood we define the traits that later distinguish us from other individuals, our character, personality, ideals, beliefs, fears, flaws, all this mix of characteristics are entwined forming what is known as a human being, every thought of any person has a foundation and builds on all of these features; the idea of being or not being capable of something is also based on them, so much self-esteem, confidence and assertiveness therefore depend on the same.<sup>7</sup>

Lack of assertiveness is part of the decline or weakness of the basic characteristics of personality, but also the lack of an ideal or goal that generate low self-esteem.

Working life is a complex web of interpersonal and social interactions of all kinds, from the relationship with subordinates, peers, work teams, bosses and even customers, a spiral of social relations is created in which the individual is exposed to different challenges, depending on their work, social grade, position or performance in a given company or business. According to Furnham (2001) occupationally be assertive is something that gives advantage to certain individuals over the others who are not.

Simply knowing how and when to ask for things (such as an increase or promotion), gives advantage in working life; but not just about asking for themselves too, just knowing when say yes or no, both our roommates, bosses or clients is a skill that is not obtained from the overnight.

Cunning is a crucial tool in the workplace, meaning cunning, the most intelligent to apply assertiveness in the best way, at the right time and tactics. Some strategies for more effective responses to a assertive personality as Castro (2005) are: 1 Having a good self-concept.. It is important to remind yourself that it is as important as the other and take seriously their own needs. 2. Schedule messages. Getting all the facts and matters are clarified in advance, concocting reference notes if the situation permits. This saves time, produces confidence and can reduce bullying by others. 3. Be polite. Angry self causes confusion and makes others see the weak, hysterical and low credibility individual.

Remember that it must take into consideration the views of others and communicate your point of view. So as not to resort to threats to others.

The 3 elements that are being considered for the formation of the assertive personality are: perception, thinking and decision-making. These concepts are explained below:

Cognitivists raise the perception comprising a series of stages (Bruce, 2010) Stage. Extraction Form. When they analyzed the feelings of the individual elements and overall attempts to classify these elements as well as complete when the object is classified as compared to patterns in memory and when that object is consistent with what is in our memory just perception object.

<sup>7</sup>(Fadiman, 2010).

2nd. Stage. Aware interpretation or reconstruction. It occurs when the previous stage has not been able to classify the object; usually happens when there is an ambiguity and then compared to a context is used.

The three main authors of Gestalt psychology suggest that the word means completeness, wholeness, integration, resolution or structure of various stimuli; because there is no specific translation. Mainly engaged in the study of perception these disagreed on the structuralist approach of perception were designed against a global approach to perception (eg experiment phi motion).

Posed to isomorphism perceptual process in which the form or structure of the psychological processes and neural processes are the same shape and structure.

On the one hand we have physical stimuli and on the other forces the nervous system resulting from the balance of these forces or energies is our perception (is the balance between the two force fields) resulting in isomorphism.<sup>8</sup>

For its part, the thinking involves a comprehensive system of cognitive activity intervention mechanisms memory, attention, comprehension processes, learning, etc. It is an internal and intra-subjective experience.

Thought has a number of special characteristics that differentiate it from other processes, for example, which does not require the presence of things so that they exist, but the most important is its role in problem solving and reasoning.<sup>9</sup>

To Castro (2005) The concept of mind has changed considerably throughout history. The French physician La Mettrie was the first to conceive the mind as something entirely material, the brain, provided with a series of cells (neurons) that were operating interconnected to the physical mass that is the brain. This idea led to the early twentieth century models of information processing, intended to draw parallels between the brain and the computer. Cognitive psychology has primarily based their research on three aspects:

- Deductive Reasoning, 2. Inductive Reasoning and 3. Troubleshooting.<sup>10</sup> For Longoria (2000) deductive thinking of general categories to make statements about particular cases.

It goes from the general to the particular. It is a form of reasoning in which a conclusion is inferred from one or more premises. Inductive thinking is the process in which one reasons from the particular starting to get usually just the opposite with the deduction. The base of induction is the assumption that if something is true sometimes, so be in similar situations even if is not observed.

Quite often in our daily lives we make two types of inductive operations, called prediction and causality.

The prediction is about making decisions or planning situations, based on predictable future events. With the evidence that it is induce a probability, and we make a decision. Causality is the need for us to attribute causes to phenomena that occur around us.

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<sup>8</sup>(Huxley, 2010).

<sup>9</sup>(Brabandere, 2006).

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<sup>10</sup>(Morris, 2006).

These elements allow us to make decisions to solve problems. Castro (2005) for example, troubleshooting defined as "conduct exercised in situations in which a subject must achieve a goal, using conceptual principle or rule."

In narrow terms, is meant by troubleshooting any task requiring relatively complex reasoning processes and not merely associative activity. Decision making is defined as the selection of a course of action among alternatives, ie that there is a plan of compromise or reputation management resources.

The process leading to decision making.1 Identification of alternatives, 2 Evaluation of the alternatives in terms of goals to be achieved and 3 selecting an alternative, ie make a decision.

For Zepeda (2007) the persons acting or deciding rationally are trying to achieve some goal that can not be achieved without action. They need to understand clearly the alternative courses through which you can achieve a goal according to the circumstances and limitations. It also needs the information and the ability to analyze and evaluate the alternatives according to the desired goal. Finally, they need to have the desire to reach the best solution by selecting the alternative that meets a more effective way to achieve the goal.

First, as no one can make decisions affecting the past, decisions have to operate in the future. It is difficult to identify all alternatives that may follow to achieve a goal; this is especially true when decisions include opportunities to do something that has not been done before.

Having found the appropriate alternative, the next step is to evaluate and select those that best contribute to achieving the goal of the organization.

### **Methodology**

#### **Research approach**

SMEs currently face a number of changes, both internal and external aspects.

Which demand an assertive response from employees, retaking that assertiveness is part of a quality of the personality of the employee. This project seeks to identify those factors that may intervene to present qualities of assertive personality in the employee to perform better in their own work and the company's expected results.

The benefit that companies can generate is considerable according to various theoretical proposals mention that the quality of management of the human factor of business is important to grow the tangible assets of organizations. If the human factor is not carefully oriented towards a specific goal, runs the risk of a certain failure in various areas such as service quality, organizational culture, work environment, productivity, etc. Promoting various opportunities to generate more conflicts than solutions.

#### **Purpose of the Research**

For this project is considered in order to study the Assertive Personality. Not found in the books as a definition of this concept, as rather a construct that is formed personality and assertiveness.

Rather it is addressed as a reinterpretation of both, and that assertiveness becomes an internal and external tool, subject is contained by the personality of the same, in which there are two possibilities: 1. If Perse subject possesses that quality to 2.

You will need to develop; but in both cases to adapt more easily to their working context and generate the best possible results. Being assertive personality relatively new to studying employee behavior concept becomes exploratory study.

Whereas the possibility of generating knowledge on the subject is more able to discuss and check the various points of view related to the topic.

### **Subject of Study**

It was considered that SME educational services Coacalco, State of Mexico was a good candidate to apply the Test Business Assertiveness because a school also has administrative status and daily employees provide a service in direct work with people.

Thus it is much easier for employees to test their assertiveness skills in daily life, whether with colleagues, other students and even parents.

### **Research Objectives**

- Investigate and understand the factors that determine the assertive personality of a SME Coacalco.
- Suggest profile Assertive Personality as the basis for an adequate adaptation of the subject in the workplace.

### **Research Questions**

- How to Influence Assertive Personality of employees of an SME by three indicators: Sensing, Thinking and Decision Making?
- What determines the change and growth of SMEs?

### **Working Hypothesis**

- The main factor in SMEs Assertive Personality is a function of perception, thinking and decision-making of people who work in it.
- The implementation of the Assertive Personality in SMEs depends on recognition of the skills and attitudes of the people working on it (see Table 2).

### **Type of Research**

The methodology of this research is aimed to identify the variables that determine the Assertive Personality in an SME based on the case of study.

Some definitions of both personality and assertiveness arise, to propose the construct of assertive personality as well as the three variables that comprise them. Giving rise to the theoretical and conceptual framework of the project.

Field research was conducted using Likert scale questionnaires, in order to establish a relationship between the variables and their assertive personality. The research is correlational, the statistical analysis of the information is obtained to corroborate the practice. Sorting this project follows:

- Is cross according to the studied phenomenon.



- It is observational, according to the inference of the investigation of the phenomenon being analyzed.

Methodological Congruence Matrix

Preguntas	Hipótesis	Objetivos	Variables	Indicadores
¿Cómo influir en la Personalidad Asertiva de los empleados de una PYME por medio de tres indicadores: Percepción, Pensamiento y Toma de Decisiones?	El factor principal de la Personalidad Asertiva en las PYMES está en función de la percepción, el pensamiento y la toma de decisiones de las personas que laboran en la misma.	Investigar y conocer los factores que determinan la personalidad asertiva de una PYME del municipio de Coacalco.	Personalidad Asertiva	Isomorfismo Pensamiento Elección de Alternativas Adecuadas
¿Qué factores determinan el cambio y crecimiento de las PYMES?	La implementación de la Personalidad Asertiva en las PYMES depende del reconocimiento de las aptitudes y actitudes de las personas que trabajan en ella.	Proponer el perfil de la Personalidad Asertiva como base de una adecuada adaptación del sujeto en el ámbito laboral.	Percepción Pensamiento Toma de Decisiones	Percepción de los estímulos ambientales Procesos Mentales Superiores Análisis para la mejor elección de alternativas

**Table 2**

**Definition of variables**

The definition of the variables is based on some consulted theoretical relationships previously exposed.

Assertive personality is a construct that combines the classic definitions of personality and assertiveness. The proposal is that assertiveness is a trait of the personality of the subject, in order to achieve better productivity and integration to the workplace.

Perception: The process of organizing and interpreting sensory data (feeling) who came to develop awareness of self and environment; perception involves interpretation, no feeling.<sup>11</sup>

Thought: The term thinking is commonly used as a generic product that defines all that the mind can generate rational activities including abstractions of intellect or imagination.

All that is mental in nature is considered thought, whether these abstract, rational, creative, art, etc.<sup>12</sup>

Decision Making: refers to the entire process of choosing a course of action from two or more alternatives.<sup>13</sup>

**Measuring instruments**

The Business Assertiveness Test proposed for this research was based on some aspects such as the concept of assertiveness and vision of their assessments in a test called multidimensional assertiveness scale of Flores Galaz (2007) of the Modern Publishing Manual.

According to Flores (2007) considers assertiveness as: Assertiveness, allowing express wishes, opinions and feelings, and to defend the rights and interests, managing the positive and negative criticism, decline and accept requests, respecting yourself and the other, constitutes a needed ability to establish harmonious in social relationships. The purpose of the test is referred to assess the type and degree of assertiveness that presents the individual. The reliability of the measurement instrument was corroborated with the statistical indicator Cronbach Alpha. With this exercise the degree of internal consistency of a measurement scale stipulated by calculating the average correlation of one variable with all other variables of the scale.

<sup>11</sup>(Bruce, 2010).

<sup>12</sup>(Brabandere, 2006).

<sup>13</sup>(Zepeda, 2007).

A database was used in the SPSS software for Windows (Statistical Package for Social Sciences) version 15 to interpret the correlation coefficient, was taken to George and Mallery (2002) who mention the following: Greater than 0.9, the instrument measurement is excellent; greater than 0.8 the instrument is good; greater than 0.7 is acceptable instrument; increased 0.6 the instrument is questionable, more than 0.5 the instrument is weak and less than 0.5 is unacceptable.

The statistical reliability for this instrument was .924 and 45 elements; is interpreted that the instrument is excellent. Universe and Sample Size:

- Z 1.96 ( $\alpha = 0.05$ ) 2.58 ( $\alpha = 0.01$ ) = 1.96
- P (expected frequency parameter) = 0.9
- I (expected commit mistake) = 0.1
- Population = 35
- Sample size = 18

### **Results and discussion**

According to the results found in the application of the test, the following salient points as to develop the skills of employees are considered.

In the perception area found that:

- The well-defined tasks on the job encourage employees to make fewer mistakes by knowing the exact parameters of the performance of their work. Fostering better communication and fewer gaps of information and execution of them.

- Ask specific achieve goals. Employees should empathize the labor objectives of the company towards an integrated vision in conjunction with their own personal interests.

- The establishment and enforcement of rules within the work environment offers the possibility of having more employees attached to the parameters that the company has proposed for the proper execution of processes and permissible and impermissible behavior.

- Employees can more easily adapt to the work area when they know the consequences of their own decisions and actions in creating conflict.

For the area of creativity is interpreted as:

- The development of creativity in employees to not only solve problems using linear thinking but also is important to generate lateral resolution strategies in specific problems.

- An understanding of the processes of develop can encourage that employees are aware of the achievements and opportunities it might have to be end a correctly process with the conviction that what they do is a job worth in contribution of labor growth. That is to prevent the employee works mechanically without understanding what his plays is.

- Analyze the solution of a problem is a fundamental skill for making decisions on which actions demonstrate servery results in favor of the choice and implementation of alternatives.

Finally in the area of decision-making is considered that:

- Prevent the ambiguity of the work environment is an environmental element that relates good planning and time management, both from the administrative and employees to implement activities in a timely manner.
- Consider the consequences before making decisions can prevent even the most adverse situations to be solved from the beginning.
- Base decisions on reason and not on emotion.

Personality is a set of skills, abilities, qualities, ways of thinking, feeling, perceiving, etc.. that are unique to each person. This set of characteristics associated with the way we perceive the environment and the way we respond to it.

Personality is a construct useful for organizations, as the psychometric tests used in the industry serve as a tool to determine the qualities of personality best candidate for the position offered; and predict what their behavior in the real context of their performance. Moreover companies expect their employees are competent and selected far from causing problems and promote solutions applied to everyday situations that live within it. This assertiveness is a feature that the person can present itself or can train to be an employee in a group with assertive personality.

The elements shaping this assertive personality that allows to cope better in the workplace are perception, thinking and decision making.

If any of these interrelated elements affected or altered may be harmful to an assertive personality shaping applied in enterprises.

### **Future Work**

The Business Assertiveness Test is designed to be applied in various work contexts of SMEs providing significant support to administrators, teachers and especially industrial psychologists. The test can be used in the process of recruitment and also to diagnose training needs. It is useful to compare the result with the same concept car that has the employee on their own skills tool.

Similarly it is considered that can be used within a course of training to strengthen group dynamics and job performance of employees. The next step will be to establish the standardization of the test in other SMEs and the results corresponding to a subject "x" for the Test and promote appropriate suggestions for the employee to develop the construct of Assertive Personality interpretation.

### **Conclusions**

The concept of Assertive Personality is not intended as an absolute rule on what a person must do to be accepted or not in an employment context and being labeled a "bad" or "good" for the organization element. It is important to test this concept and are proposed as a tool for assessing and developing the skills of an employee so you can more easily adapt to their working environment and therefore perform better in conjunction with your team.

Perception, thinking and decision-making as a way to integrate the qualities of assertiveness in people, may be beneficial to discuss these issues in the training workshops for employees and promoting author for personal growth and reflection labor.

It is noteworthy that the objectives were met within the research protocol.

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