

2022 Puerto Rico Digital Trends Study. El 2022 Puerto Rico Digital Trends Study arroja valiosa informaci3n estadística acerca de los cambios en el comportamiento digital consumidor puertorriqueo. Por primera vez, los compradores del estudio tendr3n acceso a la herramienta de visualizaci3n de datos de Estudios T3cnicos, mediante la cual podr3n hacer cruces que se ...

The 2021 edition of the Puerto Rico Sales and Marketing Executives Association's (SME, in Spanish) Digital Trends Study confirmed that nearly 1.4 million people in Puerto Rico are doing their shopping online, a movement that has grown as a result of the COVID-19 pandemic. The study, commissioned to economic analysis firm Estudios T3cnicos, ...

This exploratory study shows that Puerto Rico has SMEs that seek to incorporate the best corporate practices to be sustainable in the long term. The analysis of the MOPSE model indicates that 51% of the companies in the sample are already at an intermediate stage of sustainability (level 3 of 5).

SMEs through a diagnosis of the current sustainability level of Puerto Rican's SMEs as well as an analysis of the areas that must be strengthened to achieve a high level of sustainability. This exploratory study shows that Puerto Rico has SMEs that seek to incorporate the best corporate practices to be sustainable in the long term.

The diversity in the points of contact with the consumer, as well as the emphasis on generating memorable experiences with the brands, characterized the essence of the winning pieces in the 2022 Marketing Excellence Awards granted by the Puerto Rico Sales and Marketing Executives Association (SME).

It's crucial for Small and Medium-Sized Enterprises (SMEs) in America and Puerto Rico to understand the potential economic and social impact of this pivotal transition. This blog post aims to shed light on the challenges and opportunities brought forth by Industry 4.0 and how SMEs can leverage these to their advantage.

This study aimed to contribute to the establishment of a paradigm for the sustainability of SMEs through a diagnosis of the current sustainability level of Puerto Rican's SMEs as well as an...

La Asociaci3n de Ejecutivos de Ventas y Mercadeo de Puerto Rico, SME por sus siglas en ingl3s, es una organizaci3n sin fines de lucro que agrupa a m3s de 550 profesionales de ventas, mercadeo y comunicaciones de las principales compaías e industrias del Pa3s, as3 como a unos 100 estudiantes universitarios. La Asociaci3n cuenta con una trayectoria s3lida, que por 73 ...



Smes Speicher Puerto Rico

Since its inception in 2011, it has helped thousands of Puerto Rican businesses expand into global markets. SMEs interested in participating in these and other initiatives aimed at export, can contact the Promoexport division of the DDEC's Trade and Export Program, by writing to promoexport@ddec.pr.gov.

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Even though Puerto Rico's economy grew by 3.7% in fiscal year 2022, operating costs are increasing by 32.3% during the period between March 2020 and October 2023, which has an impact on the profit margins of small and medium-sized enterprises (SMEs), putting their operational continuity in check.

Despite cultural, economic and political differences, a study applying the MOPSE framework (García, et al., 2017) have shown that SMEs in Puerto Rico have similar weaknesses than SMEs in other Latin American countries.

SME Puerto Rico le comisiona a Nube Research el nuevo Consumer Foresight Study y estaremos presentando un resumen de los hallazgos en el SME Marketing Summit. Este nuevo estudio de SME busca capturar esa evolución de los valores, comportamientos y expectativas de los consumidores en Puerto Rico, con el objetivo de ofrecer insights accionables al ...

ESTUDIO DE COMPORTAMIENTO DEL CONSUMIDOR EN PUERTO RICO. San Juan, Puerto Rico - 17 de octubre de 2024 - Durante el SME Marketing Summit organizado por la Asociación de Ejecutivos de Ventas y Mercadeo de Puerto Rico (SME), se presentó el Consumer Foresight Study, innovadora investigación que ofrece una mirada completa a la evolución de ...

A través de los Premios a la Excelencia en Mercadeo (PEM) la Asociación de Ejecutivos de Ventas y Mercadeo de Puerto Rico (SME) reconoce las mejores estrategias, campañas o activaciones de mercadeo, cuya efectividad ubica a sus productos y servicios entre los primeros en el mercado. Este premio se otorga como parte de la celebración de la Semana de ...

9:00 AM: Welcome Remarks por Ana Y. Agrelot, presidenta de SME Puerto Rico : 9:05 AM: Reconnecting por Angiemille Latorre, Rockstar Facilitator, Button Pusher & Change Maker by Design, Seriously Creative: 9:20 AM: Recalibrating Consumer Insights: 2024 Consumer Foresight Study por Beatriz Castro, Founding Partner, Nube Research y Esteban ...

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