TAX MANAGEMENT IN INNOVATION AND ENVIRONMENT IN WINE MANUFACTURING COMPANIES IN TEQUISQUIAPAN, QUERÉTARO, MEXICO

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ABSTRACT
The furniture sector has traditionally been a resource and labour-intensive industry characterized by the co-existence of both local craft-based firms and large volume producers.

Tax management in wine manufacturers in Tequisquiapan, Querétaro, requires an analysis for its implementation that allows promoting innovation and creating new technologies, making processes more efficient to reduce the environmental impact where these companies operate. The results of the research allow us to observe that in environmental management, strategies for its optimization have not been developed and, at the same time, innovation actions are limited. These conditions make companies vulnerable to tax scenarios that require compliance.

The information provides us with an overview of tax management in the wine sector to define government strategies to establish taxes and support new technologies with a focus on improving processes that reduce the environmental impact where they are developed.

Keywords: *Tax management, innovation, wine manufacturers, Tequisquiapan.*

1. INTRODUCTION.

The deterioration of the environment has generated the need to seek new sources of resources to invest and implement strategies that allow reducing the damage caused by polluting companies. Tax management is an alternative that can identify ecological taxes to promote innovation with an impact on new technologies and efficient processes to alleviate the effects of pollution in the territories where companies are established.

Obtaining capital to finance government programs that train and certify wine companies requires a diagnosis of their organizational management. This allows us to identify the work they do in environmental matters and its link with innovation to improve their administrative and productive functions.

Through research, the theoretical framework, applied research, results and conclusions supported by recommendations are characterized.

Scope and perspective of the research.

The research presented here provides information on the conditions of tax management in wine companies in the productive region of Tequisquiapan, Querétaro. It addresses the need to analyze the importance of innovation and the management of mechanisms that allow wine companies to comply with the environmental standards established by the State.

The perspective is to define what alternatives producers can apply so that government tax policy has direct benefits on productive activities supported by innovation.