

ORGANIZATIONAL CULTURE IN WINE-PRODUCING ORGANIZATIONS IN THE SEMI-DESERT AREA OF THE STATE OF 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.

Wine companies in the semi-desert area in the state of Querétaro, Mexico, have significant economic relevance by generating economic growth that translates into employment. The culture of these organizations must be analyzed to identify opportunities that allow them to solve their productive and service conditions required by this competitive market.

The research presented shows the ways in which this culture has been created within companies and that it necessarily impacts their internal and external management. Alternatives are presented to gradually create a culture that allows organizations to transit in better conditions compared to the competition.

Keywords: Organizational culture, semi-desert wine companies, Querétaro.

1. INTRODUCTION.

The economic zone of the semi-desert in the state of Querétaro, Mexico, has had sustained growth in the wine sector. In recent years, various companies of this type have appeared, which translates into an important offer of brands, vineyards, tourist tours, shows and the sum of varieties of wines produced in this region.

An offer of services and products from these organizations requires investigating their cultural conditions that have made their growth possible and, in parallel, the factors that limit their competitiveness. This information allows other researchers and businessmen to contribute possible alternatives for improvement with an impact on their work environment, leadership and teamwork.

Given this perspective, it is established that the objective is to characterize the organizational culture taking as reference the leadership, participation and commitment of the personnel, development and creation of the work environment of these productive companies.

This approximation is carried out by applying the Organizational Management Modernization Model (MMGO) research methodology, with the participation of managers and staff of wine companies.

The results are presented highlighting the creation of the environment translated into their work environment and the forms of management of the leadership process. This allows us to provide feasible solutions so that the creation of its culture allows its growth and business development.