

The MIPYMEs in the global context: its particularities in Mexico

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Abstract:

The analysis of the role of MSMEs in the era of globalization becomes an increasingly important issue, even though most of the economic theories administrative pay greater attention to the behavior of large firms. But since the advent of neoliberal monetarist paradigm of economic policy such company represents about 90% of existing companies worldwide, employing 50% of the workforce and participate in the creation of 50% of world GDP. In this paper we aim to analyze the micro, small and medium enterprises, in the context of globalization, showing its peculiarities in the Mexican economy not only for his role in the creation of GDP, but also as a source of employment extended.

Key words: *Enterprises, MSME, Globalization, Mexico.*

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