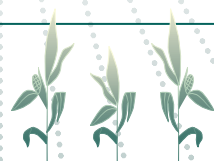
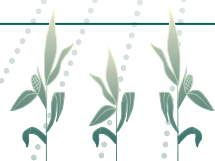


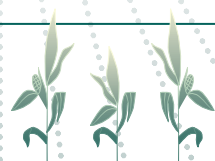
7. Referencias



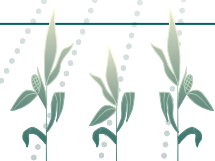
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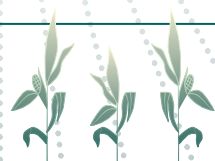
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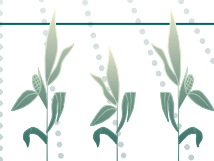
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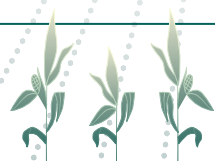
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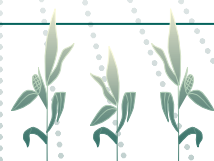
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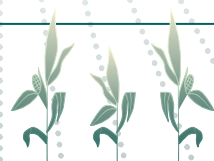
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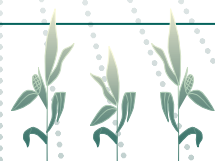
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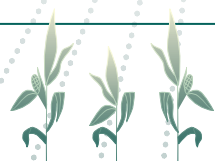
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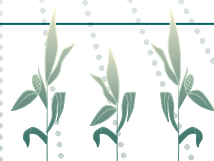
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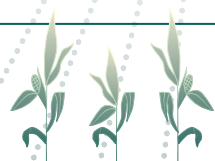
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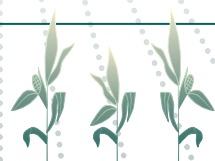
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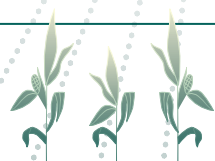
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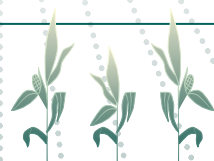


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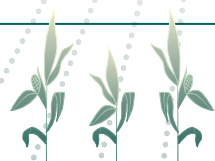
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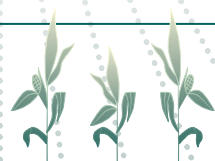


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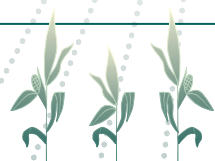
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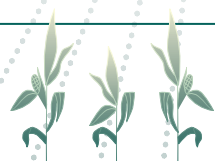


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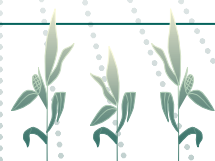


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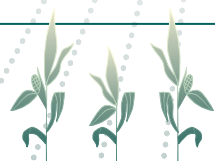
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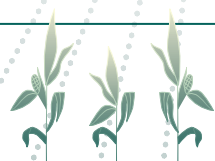


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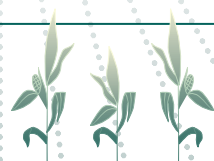


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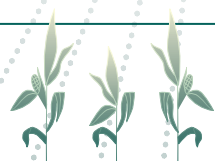
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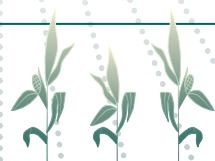
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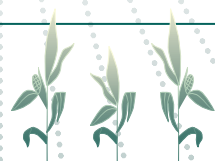
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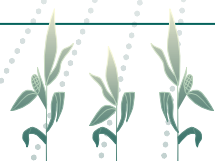
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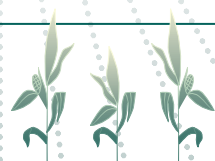
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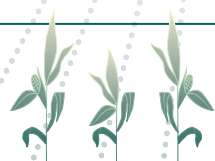
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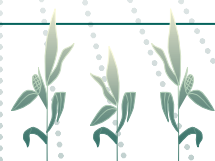
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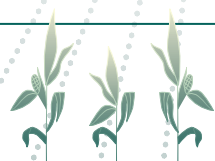


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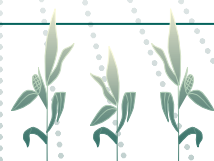


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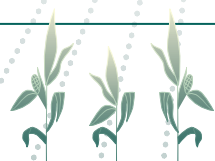
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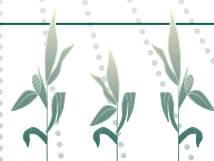
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El marketing relacional e impacto en la innovación aplicado a los agronegocios de los autores Charles Arosa Carrera, Juan Carlos Chica Mesa y Silvana María Dakduk Valle, elabora conceptos y herramientas aplicables a la calidad de las relaciones comerciales y la innovación tecnológica. Las interacciones y operacionalidad comerciales son esenciales para el dinamismo del capital relacional de los negocios, y contribuyen a generar nuevo conocimiento en los actores de la cadena de suministro.

La generación y transferencia de conocimiento está condicionada por la calidad de la relación de los actores; sin embargo, se resalta que los productores enfrentan escenarios de dificultad por el limitado y bajo acceso a fuentes de innovación tecnológica que conlleven a una mayor y mejor competitividad. Esta publicación hace un importante aporte en la revisión de conceptos y aplicaciones de la calidad de la relación comercial y la innovación tecnológica y, además, expone un modelo de la calidad de la relación que incluye las variables de la confianza, el compromiso, la satisfacción, la dependencia, la colaboración, y el efecto mediador de la coinnovación.

