



# Digital transformation in social entrepreneurship

**BSIEM MEXICO**

Universidad de Monterrey

May 2nd – May 6th, 2023



# ABOUT US

In 1969, five Catholic congregations and a group of businessmen came together to found the University of Monterrey. Today our University has more than 50 years of providing an education with the person at the center to train it in all its dimensions.

In five decades, UDEM has positioned itself as an academic institution that provides a personalized education of academic excellence balanced with comprehensive training



# OUR VISION

To be an innovative and flexible educative ecosystem that is committed to our principles and values and offers transforming experiences for individuals and society.

CENTRO ROBERTO GARZA SADA DE ARTE, ARQUITECTURA Y DISEÑO



# FUNDATIONAL PRINCIPLES

The background image shows a university campus. In the center, there is a tall, abstract yellow sculpture made of stacked rectangular blocks. Behind it is a modern building with a grey facade. The foreground is a green lawn with some trees and a set of stairs on the left. The sky is blue with some light clouds.

## Humanism

Every person is called to be fully human

## Openness

Huminazation is lived in openness to oneself, to others, and to transcendence

## Service

Human being reach fulfillment in service to others



# OUR VALUES

Seeking the  
truth

Human  
dignity

Integrity

Justice

Freedom

Respect

Trascendence



# OUR LOCATION



UDEM is located in the border area of the municipalities of San Pedro Garza García and Santa Catarina, in the west of metropolitan area of the city of Monterrey, capital of the state of Nuevo León.

Monterrey is the third largest metropolitan area in Mexico with more than four million inhabitants.

Nuevo León, located in the northeast of Mexico, is the state with the greatest industrial development and the second largest business center in the country.



# AGENDA: Digital transformation in social entrepreneurship

Tuesday

Social innovation in Mexico

Wednesday

Human Dignity in the digital transformación era

Thursday

Digital Empowerment: Harnessing Technology for Social Impact

Friday

Indigenous entrepreneurship: CSR and managerial lessons from Latin America

Saturday

Building the Future: Entrepreneurship and Technology for Sustainable Innovation

Digital transformation of social entrepreneurship

# SPEAKERS



Daniel de la Garza  
PhD in Philosophy with concentration in PS  
Ms in Business and Technological Innovation  
BA of Laws



Osmar Arandia  
PhD in Management Sciences  
Ms in Marketing  
BA in Mangament



Victor Shiguiyama  
Ms in Business Administration  
BA in Industrial Engineering



# SPEAKERS



Mario Vázquez

PhD in Management Sciences

Ms in Public Economics and Policies

BA in Financial Management



Mario Dávila

PhD in Business Administration

Ms in Business Administration

BA in Business Administration



# CLASS DYNAMICS

## Schedule

7:00 – 9:00 AM  
Mexico City  
Time

## Learning methodology

Latinamerican  
case examples  
and discussion  
sessions

## Transversality

Digitalization of  
Small  
Enterprises

## Delivery mode

Online sessions  
by Zoom



# CONTACTS



Aida Cisneros  
Productive Project Coordination  
[aida.cisneros@udem.edu](mailto:aida.cisneros@udem.edu)



Yanniz Valadez  
Yunnus Innovation Pathway Center Coordination  
[yanniz.valadez@udem.edu](mailto:yanniz.valadez@udem.edu)



William Steinwascher, PhD  
MBA Program Director  
[william.steinwascher@udem.edu](mailto:william.steinwascher@udem.edu)



# REGISTRATION LINK

<https://forms.gle/YWMAFxDMjtu417XV6>





WELCOME!