



Maestría en Gestión e Innovación Tecnológica

Title

Identifying talent for creating competitive advantages in higher education institutions

Author

Oscar Armando Huerta Toledo

Contributor

Bernardo Von Raesfeld Porras

September-December 2015



Identifying talent for creating competitive advantages in Higher Education Institutions (HEI)

Oscar Armando Huerta Toledo; Mto. Bernardo Von Raesfeld Porras

Departamento de Posgrado

Maestría en Gestión e Innovación Tecnológica

oscar.huerta@uppuebla.edu.mx ; bvonraesfeld@gmail.com

Tercer Carril del Ejido Serrano S/N, San Mateo Cuanalá, Juan C. Bonilla, Puebla, México

1. Introduction

Creating competitive advantages in the industry is vital as it will enable the creation of value, this advantage is strengthened when industries produce goods at lower cost and generates higher profits than its competitors (Porter, 1985). How to achieve this advantage? An important factor in knowledge management is any element that distinguishes the industry or its products from competitors since the view of customers, end users of products or services (Fahey, 1989). The talent in this context and also in the educative scenarios is an alternative to answer to achieving competitive advantage.

2. Objectives

2.1. General objective

Identify existing talent in the working group in an higher educations institutions (HEI) for creating sustainable competitive advantages by managing data Institute of Design and Technological Innovation (IDTI) Case study of campus UIA Puebla (Ibero Puebla).

2.2. Specific objective

- > Generate a map of existing talent (supply) in the IDIT from the application of technological tool to know the fields of knowledge that the working group has the expertise.
- > Identify the demand for talent in companies attached to RENIECYT in the state of Puebla.
- > Analyze supply and demand of existing talent to find areas of opportunity that constitute sustainable competitive advantages in the short term.
- > In the long term have guidelines to encourage the formation of groups of specialized knowledge in the fields identified as demand work.

3. Methodology

Figure 1 shows the main activities to identify talent in the Institute of Design and Technological innovation.

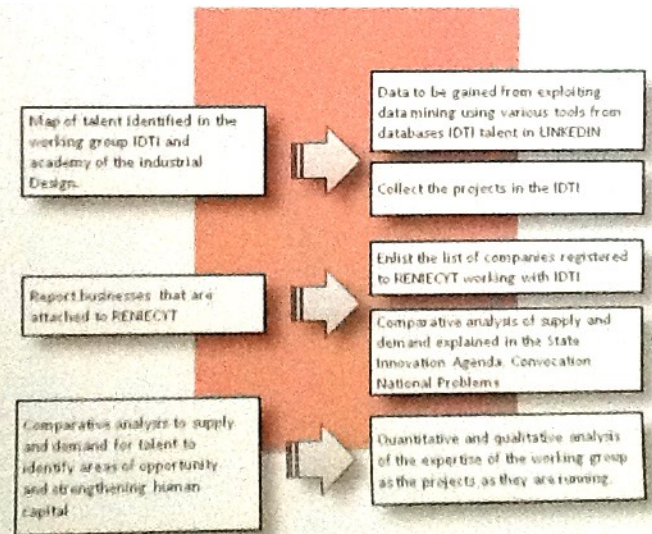
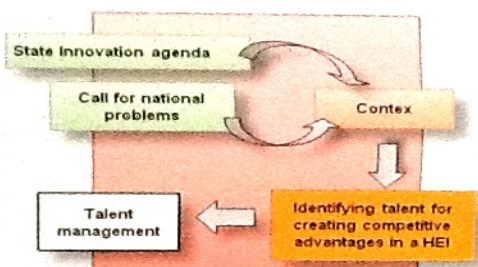


Figure 1. Methodology to identify talent in the IDTI

4. Results

Figure 2 Displaying the talent demand in the state of Puebla

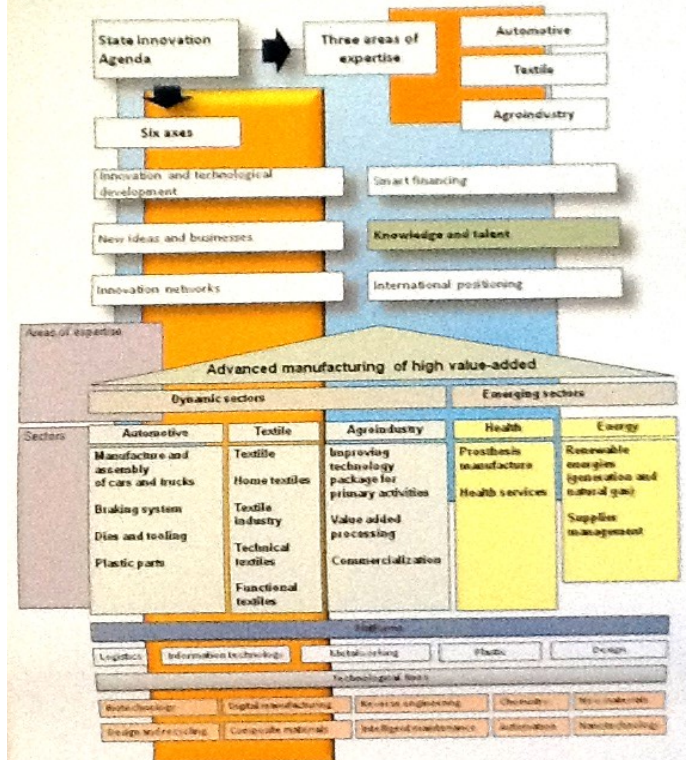


Figure 2. Talent demand for Puebla according to the innovation agenda of the government, 2014

Figure 3 It presents talent demand expressed by the México government

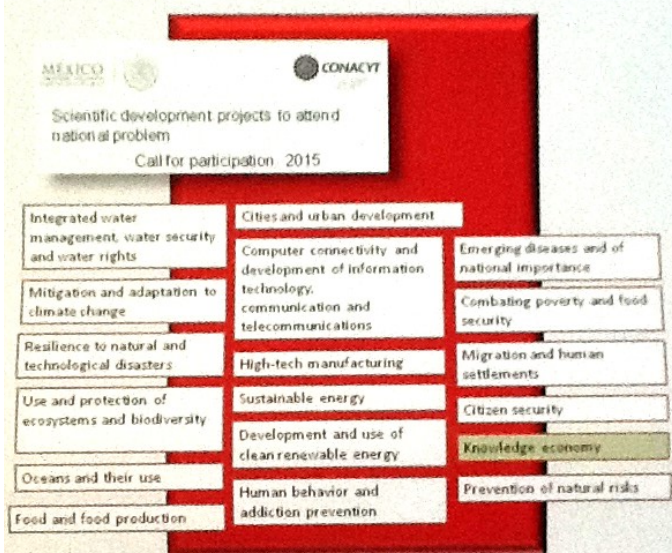


Figure 3. The list of priority federal government, CONACYT 2015

Figure 4 Has exhibited a trend of demand for talent to 2011-2021 in México



Figure 4. Trend of demand for talent in México; Source Oxford Economics, 2015

Table 1. Lists the items of the call in Figure 3 with the sectors of Figure 2 with the purpose of identifying the demand for talent in the state of Puebla; Knowledge economy is considered in all the sectors.

Sector	Talent demand
Consolidated industry	
Automotive	High-tech manufacturing
Textile	High-tech manufacturing
Agroindustry	Integrated water management, water security and water rights
	Use and protection of ecosystems and biodiversity
	Food production
Industry Emergent	Prevention of natural risks
Health	Human behavior and addiction prevention
	Emerging diseases and of national importance
Energy	Development and use of clean renewable energy
	Sustainable-energy

Source: Prepared by the authors

Table 2 Lists the supply of talent IDTI with sector of figure 2

IDTI talent supply	Sector				
	Automotive	Textile	Agroindustry	Health	Energy
Industrial design					
Applied research					
Fab Lab					
Innovation lab					
Social innovation					
Food production					

Not related
 Related

Source: Prepared by the authors

5. Conclusion

The relevance of supply of talent in the IDIT is identify the talent demand and relationships expressed in the context for call national problems as well as with the current state innovation which one brings us to notice a tetrahelic relationship between the federation, the state government, the IDIT as an institution of higher education and society, manifested in the interest of the UIA in society to promote and develop an area of social innovation with purpose of promoting tools that enable social transformation from economic to generate profitability with tangible social impact activities.

In the state innovation agenda a specific item social development is observed, however, in the call for national problems this area is covered in the following areas:

- Cities and urban development
- Combating poverty and food security
- Migration and human settlements

6. Reference

- *Cooper, A. (2012). *Global Talent 2021: The Transformation of Labor Supply and Demand in World Markets*. Oxford: Oxford Economics
- *CONACYT. (2014). *Agenda de innovación de pueblo*. Puebla: CONACYT.
- *Fahy, L. (1989). *Discovering your firm's strongest competitive advantages. The strategic planning management reader*, 18-22.
- *Porter, M. (1995). *Competitive Advantage: Creating and sustaining superior performance*. New York: Free Press.



"Este material se distribuye bajo los términos de la
Licencia 2.5. de Creative Commons
(CC BY-NC-ND 2.5 MX)".

A decorative footer graphic consisting of a dark purple shape that tapers to the right, overlaid with a gold and a green band.

2015