

CONTENTS

Editorial	7
1. Competitive Corporate Social Responsibility in MSMEs of Sabana de Occidente, Cundinamarca.....	12
2. Social representation of the business failure of SMEs in Bogota from investigations conducted in 2007-2017 period.....	24
3. Green marketing in floricultural companies in Sabana de Bogota.....	41
4. Human Scale Development and Economy of the Common Good: Fincomercio case study.....	54
5. Socio-critical thinking as a reference for more-human finances.....	68
6. Innovation in micro-enterprise entrepreneurs in Palmira, Valle del Cauca.....	82
7. Reflection on entrepreneurship in the Business Administration Program at Universidad de Cundinamarca, Chía	90
8. Analysis of the organizational climate and culture in the Tabio Hospital case study.....	100
9. The incidence of business intelligence in the management of furniture and wood companies in Bogotá D.C.....	112
10. Applied methodologies to improve cost management in processes of dairy production and their impact on profitability.....	127
Instructions for authors.....	141