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Nota di contenuto	Chapter 1 - Looking back at 2022: A recovery or a protracted crisis? Enrique Murillo and Salvador Rivas-Aceves -- Chapter 2 - The Effects of Flexible Workspace on Organizational Structure and Inequality. An Equilibrium Analysis Paolo Riccardo Morganti and Gabriela García-Cano -- Chapter 3 - Harnessing Middle Management Innovation for Business Recovery J Lee Brown III and José Luis Rivas -- Chapter 4 - Co-creating value through people-centered leadership: Lessons learned from the COVID-19 crisis Santiago García-Álvarez and Andrée Marie López-Fernández -- Chapter 5 - COVID-19: An Opportunity to Explore Hybrid Work Yvette Mucharraz y Cano, Diana Dávila-Ruiz, Ricardo Murcio and Karla Cuiity-Esquivel -- Chapter 6 - VAT Elasticities on Imports as a Lever to Forecast Collection: Mexico 2010-2021 Javier Moreno

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Sommario/riassunto

COVID-19 confinement impacted economic activity and caused significant harm to households, businesses, industries, and governments. Subsequently, a period of global uncertainty and economic instability followed, and what lies ahead remains unknown. Economists and business strategists have much to learn from this historic crossroad, as countries and organizations have leveraged many different kinds of approaches. This book takes readers on a journey through the recovery efforts of one emerging economy, Mexico, in the aftermath of substantial disruption. It offers a collection of theoretical and empirical studies that explore the post-pandemic recovery in Mexico, shedding light on the experiences and actions of this emergent economy after 2021. The first part of the book examines various organizational and technological levers that businesses are implementing to improve internal governance and achieve market success within this new environment. The second part comprises empirical economic studies that cover the full range of the economy, from macroeconomic issues such as tax collection to microeconomic issues like household income. The valuable insights and practical implications found in this book will appeal to economists, policymakers, and business strategists trying to make sense of the best ways to move forward after encountering an economic setback. Enrique Murillo is Professor at Universidad Panamericana in Mexico City. His research centers on internal branding and brand-aligned service encounters. His work on restaurant, hotel, and airline employees has appeared in a range of places, including Journal of Service Management, Journal of Product & Brand Management, and Journal of Business Research. Paolo Riccardo Morganti is Professor of Economics in the School of Economics and Business Administration at Universidad Panamericana in Mexico City. He has a Ph.D. in Economics from New York University (USA). Morganti's research is focused on industrial organization and microeconomic theory. Javier Moreno Espinosa is a research professor for the School of Economics and Business Administration at Universidad Panamericana in Mexico City. He has a Ph.D. in Strategic Management and Development Policies from Anahuac University. His work spans economic theory, public finance, artificial intelligence, and applied text mining.
