The Ability of Companies to Survive using Technology and the Teaching-Research Relationship as a Provider of Knowledge

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Abstract – In this work, an investigation is presented regarding the relationship that exists between the company as a generator of work and the universities as providers not only of human capital, but also of knowledge. The company's ability to survive in this new scenario will depend on its ability to incorporate, in the shortest possible time, the skills and abilities directly related to change management (innovation), knowledge management and updating its human capital with a permanent formation of excellence. It is here where the role of the teacher as a trainer is very important, since teaching does not consist only in transmitting knowledge but in awakening in the student the taste and joy of learning, creating in his soul an affective bond with the others that surround him.; develop the individual from within and understand that you cannot teach the masses and in series, because everyone is different. The mission of teaching is to train people aware of their world and what they are capable of doing in favor of that world. The true teaching is one that encourages the student to forge the need to learn on their own and find in the teacher a guide, a journey companion to reach knowledge and in the group a space for meeting, exchange, discussion and confrontation of ideas.

Keywords – Company, Technology, Teaching, Research.

I. INTRODUCTION

The future society becomes present every day, its long-term trends, which can already be glimpsed and can be analyzed from the point of view of logic, indicate that, as in the two industrial revolutions that preceded it, the current technological revolution will have a profound impact on society and as part of it, information technology, in the economy, will transform the current business organization, making Business Management adopt new forms, on the way to a new model. Universities do not escape the adaptation process that they must have in relation to new managerial behaviours. The global evolution of the Science and Technology sector is revealing of the drawbacks that universities have for being immersed in an environment characterized by constant uncertainty and technological changes. The development of business initiatives is successful when it presents as fundamental characteristics the generation of a business idea from basic research, transformation of ideas into opportunities, transmission or transfer of knowledge or technology from universities to companies through a legally established process starting, for example, a patent license, participation of the original institution in the social capital of the new company and creation of structures for entrepreneurial revitalization within the university (Tamayo, and T., 2001). Hence the importance and the need to formulate strategic guidelines for the development of business initiatives in the academic areas of the university sector in general. In this line of thought, it can be affirmed that the academic transformation of any higher education institution necessarily requires a renewed teaching and an innovative teacher, trained in a double perspective: the disciplinary and the pedagogical-didactic. Hence, in these times it is necessary to exercise a transformative, professional, creative teaching; teach for change, for the new, even for the unknown. There are two paths for it;

first, teach for change, teaching to produce knowledge, not just to consume it; reference is made here to the figure of the teacher and the university researcher who alternately teach what they research and make their teaching practice the object of study. Second, teaching for transformation, critically and creatively transmitting the practical knowledge of the profession; It is the figure of the teacher who is a practicing professional, who teaches what he practices and transmits criteria and procedures to improve his own professional practice (Martínez, L. 2013).

II. LITERARY REVIEW

A. *The New Economy*

The impact caused in the development and applications of information and communication technologies and their actions in macroeconomics and microeconomics is known as the model of a new economy, its key characteristics are:

• Electronic commerce that allows the presence of products or services in virtually any market in a short time.

• Knowledge as a component that adds the greatest value to the product or service.

• The economic culture of the consumer demanding greater excellence in the offer.

• The speed of change in the technologies that are your specific support. The central or main challenge is represented by Electronic Commerce, which will impact all product and service offers by separating the sale from the purchase, since the order has to be centralized, but the delivery will be totally decentralized.

B. *Society of the Future*

Many of the most important and permanent effects of the society towards which the most developed countries are advancing remain to be seen, but it can already be stated that its most significant trend will be the rapid increase in the elderly population and the decrease in younger generation (Contreras, R.J. 2020). This is a consequence of the increase in the life expectancy of the population and a lower birth rate than the replacement rate. It can also be affirmed that its main characteristics are:

• The information as a consequence of the new technologies for its treatment will travel very easily, it will not recognize borders.

• Upward mobility, available to all by virtue of easy-to-acquire formal education, especially at a distance.

• Equal potential for success and failure as a result of the fact that anyone can acquire the "means of production", that is, the knowledge required for the trade, but not all succeed.

• Organizations, whether they are companies or non-profit institutions, will have to become globally competitive, even if they continue to be local in their activities, because thanks to the Internet their users will be informed about what exists in the world and with what efficiency and effectiveness. These characteristics as a whole will make the population more vigorously competitive in the future or knowledge society (Ruiz Reynoso A. M.,… 2021). For the individual this implies that in order to stay competitive they must continue learning and working.

C. *Knowledge Society*

In the Knowledge Society, the dominant factor is: "The rapid increase in the older population and the rapid decline of the younger generation" Alfonzo, F. (2013), will cause emigration from poor countries to rich ones to increase as a balancing factor, we can already see this trend in which immigrants become the necessary undesirables. The most important resource in any institution will be knowledge and therefore knowledge workers will be the dominant group of the active population in the Knowledge Society. The growth of the older population and its active labor permanence together with a smaller young population will mean that the mass market will be determined by the elderly, the knowledge society will be more a society of older and younger people than of bosses and subordinates.

D. *The Company*

In the company that we know today and that arose in the 19th century, the employee works full time and is totally dependent on it. He has more power than any of his clients because he is better informed about the products and services he offers than they are. In each industry there is an exclusive technology and vice versa and the more integrated it is the more efficient. In the company of the society of the future, the knowledge worker will be its most important asset and for this reason, more than as an employee, they must be considered as a partner. The number of these workers who are not full-time employees and who will continue to work as long as health permits will only increase. Electronic commerce will make the most productive way to organize is to disintegrate, the technological revolution will make exclusive technologies disappear for each type of company and the Internet will allow the client to have the information that makes him more powerful than the company. So, will the company survive in these new conditions imposed by human capital, electronic commerce and information and communication technologies? The company's ability to survive in this new scenario will depend on its ability to incorporate, in the shortest possible time, the skills and abilities directly related to change management innovation, knowledge management and updating its human capital with a permanent training of excellence. It is here where the role of the teacher as a trainer is very important, since teaching does not consist only in transmitting knowledge but in awakening in the student the taste and joy of learning, creating in his soul an affective bond with the others that surround him.; develop the individual from within and understand that you cannot teach the masses and in series, because everyone is different. The mission of teaching is to train people aware of their world and what they are capable of doing in favour of that world (Palacios, F. A., 2017). The true teaching is one that encourages the student to forge the need to learn on their own and find in the teacher a guide, a journey companion to reach knowledge and in the group a space for meeting, exchange, discussion and confrontation of ideas. Innovation is a fundamentally economic, non-technical issue; it is a systematic, organized and rigorous discipline. It demands abandoning what happened yesterday, instead of defending it. It implies systematically identifying the changes that are occurring outside the company (in demography, values, technology, science, etc.) and taking these as opportunities. In this sense, most education theorists raise the problem of fear experienced by students -and the teacher- when different learning situations are presented, let's say alternative; the first to ask for a return to the known system are the students themselves, fearful of the novelty that implies finding themselves with the possibility of learning not only intellectualized but also those that will really change their person. Consequently, current teaching urgently needs to review and rethink its theoretical assumptions and its practices in classroom spaces. Print ingenuity, creativity and commitment in action every day, every time, because in the teaching task who does not change in the daily occurrence of teaching and learning, does not change anything (De la Torre, H., 2021). The intention

of a renewed teaching is to promote individual and socially significant learning. This activity, in addition to mastery of the discipline or area of knowledge and a clear awareness of the implications of the teaching practice, requires specific training and dedication that transcends classroom work and is inserted into a curriculum, within of an institutional structure and organization that goes beyond the individual activity of teachers and that must be assumed as a collective task of all those involved in said task. The core problem then, does not lie in making researchers teachers or vice versa, which cannot be ruled out, but in training current and future teachers within the being and doing of research; that is, from a point of view of the professionalization of teaching, understood as the process through which the academic staff of our university acquire an epistemological, theoretical, methodological and instrumental training to exercise, study, explain and transform their practice teaching and/or educational (Alfonzo, F., 2013).

E. *The Extended Company*

Its objectives are the identification, search and capture of relevant information; the use of that information in the creation of new knowledge; the conservation of knowledge acquired internally and externally and the sharing of information inside and outside the organization (Castellanos Narciso, J.E., …, 2021). The basic characteristics of the Extended Company contemplate specialization in its functions for the continuous learning of a staff with shared vision and commitments; effective communication network to provide integration that takes advantage of synergies; horizontal design of project teams that facilitate the establishment of cooperation agreements. All of the above focused on a more efficient and effective knowledge management, (Fernandez C. T., 2021).

F. *Knowledge Management*

Knowledge differs from all other means of production in that it cannot be inherited or bequeathed; it has to be acquired anew by every individual; we all have to start from scratch, here is a new model for equality between human beings. Knowledge management is fundamentally culture and is the system to make the implicit experience (experts) interact with the explicit one (documents) and vice versa in order to share knowledge. Knowledge or Intellectual Capital in the organization can be found as: Human Capital (individual); Structural Capital (organizational) and Relational Capital (values) (Esquer, J.B.M., 2013). As the costs of education and human health, primary knowledge services, have tripled, the gap between them and the rest will grow and hence a significant challenge for the society of the future. The new economy, characterized by the action of information and communication technologies in the economy, will rely heavily on knowledge workers. Excellence training the main capital of the new economy requires permanent updating, through excellent training, which must face the need to acquire scientific and technological knowledge that allows greater decentralization in decision-making, management of vanguard within the company and the general use of information and communication technologies, in such a way that processes can be permanently improved and new cultural and professional models incorporated. The new professional profiles will require training aimed at ensuring that staff put more effort into what should be achieved, instead of what should be done; increased responsibility; broader view of the processes in which the entity is involved; a strong orientation towards control, surveillance and the formation of values. The organization's ability to achieve excellent training will be decisive for it to be able to face the new scenario in which it must operate, characterized by high competitiveness in the global market. This training of excellence can be carried out more and more online, in the

virtual space, where we will not need the school or university buildings that we know today. The courses will be disseminated thanks to television, the computer and especially the Internet. However, it is being confirmed that distance learning, using information and communication technologies, makes the preparation of personnel more expensive, both in general education and in professional training. In this sense, it can be affirmed that teaching has been, is, and surely will be, despite the onslaught of the virtual era that we are experiencing today, the purpose and substantive function of any institution of higher education (Gomez & Fonseca, 2007). Hence, providing education at this level is a constitutive task of the concept that is assumed and of any historical modality of educational institution. The CEO has historically been one of the pioneers in the use of new technologies and change has not been fully considered by the main executives of an organization, however today executives know that they have to use this wonderful tool, which it is the computer, but currently the most important thing is not the use of this powerful weapon but in what? for what? and with what? It is used and again for many executives the syndrome, that these questions are for subordinates, occurs in relation to information. Affirming that the IT manager is responsible for the information is a very costly mistake in Business Management, since the IT manager makes the tool, but the Executive Director is the one who has to use it. The changes brought about by innovation in the organization (internal) and in the way of conducting business from now on (external) will make executives face the formidable task of learning to use information. That is why it is they, not the IT managers, who are responsible for the information.

G. *The Future CEO*

The executive director's job has become much more complex than any other since he has to know when to integrate financial objectives with the need to strengthen and maintain a business; when to treat the employee as a partner and when as a subordinate. The CEO must transform corporate governance and associated concepts and techniques; act as boss and as partner of their employees; make the knowledge worker more productive; create new information policies and know when change is an opportunity and be the manager of it. In order to exercise their leadership role, they must satisfy five premises, these are, learn to: Be, Learn, Coexist, Inform, C0hange (Orler, J., 2021). Information must be seen as a tool for a specific job. We must learn to use unified and comprehensive information systems for accounting and data on what happens within the company; use information systems that tell us what is happening outside the company; use the information to know what could happen or what we could make happen and manage knowledge. In the use of information, executives have a lot to learn from military commanders. They know that the best way to defend themselves is to attack, but to act on enemy positions, they must know what they can do, for example, the strategy that the best way to win a war, by a weak country against a more powerful one, is to avoid it, it rests on the assumption that if the powerful attack, they must pay a high cost in human lives and this is essentially the information that the weak must make known the strong. In the field of current business management, we have within the organization the following information systems: Integral Business Management Systems (ERP); Business Intelligence Systems (BI) and Knowledge Management (KM). Outside the organization we have the Systems for Customer Relationship Management (CRM); for Customer Importance Management (CVM) and Business Process Management (BPM) (Barnes, S., 2002).

III. METHODOLOGY

It is a qualitative investigation of the interpretative paradigm indicated by Kerman (2014) that emphasizes un-

-derstanding the conditions in which the organization operates, its environment and its internal environment that forms a work culture, its meanings such as the role that it is time to perform the managers and the learning that they expose through their actions at the time of starting a business, to manage and administer to give structure to the work system, to know how organizational learning is generated and the path that everyone travels trying to achieve success.

IV. RESULTS

It is necessary to promote the entrepreneurial spirit among the members of the university community, both students and professors, in such a way that the knowledge accumulated and generated in the institution itself can be used for business by its members. Promote a new vision that transports us from a University of job seekers to a University of job generators. For which the University must provide students with the precise skills and attitudes, as well as the ethical values to function in the business world, with incentives through awards for the best business ideas generated by its university students. In this line, business creation subjects should be more frequent in the study plans. The establishment of stable aspects of relationship that guarantee a flow of permanent exchange between researchers and social agents, be they public administrations or private companies. Present business management is the tool that will help us face the challenge. Strengthen academic training programs in the area of Entrepreneurial Culture in those groups that have already started and promote it in the rest of the university. Here begins the renovation of the image and the actions of the teacher. Its mission is to provide situations and experiences that allow the achievement of knowledge for academic development and professional practice, in an environment of interpersonal relationship that facilitates an adequate identity, considering that most of the difficulties that you will find in his path is due to the fact that on many occasions he is faced with the need to re-educate, to later educate (Martin, A. B. B., …, 2021).

V. CONCLUSIONS

Business management the change in the future company will undoubtedly be transcendental, which must be the antithesis of the current one, and the role for its management will be relevant, since it will be necessary to move towards new paradigms that consider that personnel administration policies they will be totally different from the current ones, the most important information for the management of the institution will be outside of it. In order to exist and prosper, every organization will have to become a change agent and new technology will be the main element for economic change. The postulates of the current model for business management are balance as the norm of a healthy economy; monetary and fiscal policies are the drivers of the economy and technology is an exteriority. The new postulates for the change of model will be the following: creative destruction, which is the process by which emerging markets with new products and demands are created at the expense of the old ones; this gives rise to a dynamic imbalance that constitutes the true pattern of modern economic activity and the new technology that is the main agent for the process of creative destruction. These postulates are the antithesis of the currently existing ones, Alfonzo, F., (2013). Business Management in the near future will be developed in an environment characterized by the knowledge society; an economy impacted by innovation; the extended enterprise and change management. Among the points of the investigation, it was found that referring to healthy competition, in which the most important thing is that companies at no time think that what has been achieved so far is enough, but rather it is about maintaining a constant mentality change and innovation, always seeking to provide products with higher technology and that can offer a plus to the end

customer. In order to achieve the aforementioned, a total integration of the various actors proposed by Company-Teaching-Research must be carried out, that is to say that the parties involved must stop behaving in isolation seeking to achieve their own objectives, it is about all the variables that make up the chain reach a close relationship and maintain a common project, all through a win-win mentality in order to finally work as a single organization and achieve common goals.

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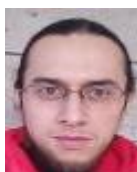
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