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Undergraduate Research Program

Project Name	How social and technological trends leverage virtual work models: The Home Office and COVID19, challenges and opportunities?
Campus & Location in Mexico	Monterrey
Faculty	Business
Research Area	Business Model Innovation and Digital Transformation
Research Responsible	Martha Corrales-Estrada
Description of the Project	The research project focuses on identifying how social and technological trends such as COVID-10 and Virtual Work Tools present opportunities but also challenges for people and organizations. On one side getting remote work right can help companies keep employees engaged, broaden the talent pool, increase diversity and reduce real estate costs. But collaboration and the social side of a virtual work model presents also challenges and opportunities in economic, pragmatic and environmental domains. What best practices should be adopted as new ways of working. Many companies have been ready to embrace new, more digital ways of working with a virtual-first mindset under COVID-19, and what should be the expectations regarding culture, technologies, project collaboration, coordination, work management, and value creation under this new landscape for a sustainable society.
Training Provided	<ol style="list-style-type: none"> 1. Theoretical Framework 2. Research Methodologies 3. Research Method 4. Research Instrument Design 5. Data Analysis 6. Data Visualization and Reporting

Offered during:

SUMMER

WINTER

SEMESTER

Student

Tasks/Responsibilities	<ol style="list-style-type: none"> 1. Digital Library Research 2. Field Work 3. Data Collection 4. Data Analysis
Required Language Proficiency	English
Required Skills and Abilities	Information Retrieval, Analytical, Visual and Critical Thinking, Writing Communication, Problem Solving and Argumentation
Other Documents	<ol style="list-style-type: none"> 2) Accumulative grade point average (GPA) 2.5 3) Official Transcript 4) 2 letters of recommendation of faculty members 5) Resume 6) Letter of intention explaining the reason why you would like to participate in the research program