
**COMPLEXITY THEORY AND APPLICATIONS TO MANAGEMENT: PRINCIPLES
REGARDING BUSINESS COHERENCE AND FLUENT OPERATIVE SYSTEMS
WITHIN ENTERPRISES**

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ABSTRACT

The main aim of this paper is related to discuss the importance of pertinent managerial practices regarding the principles of: (i) coherence in establishing management direction; and (ii) keeping up with timing operative systems within the context of entrepreneurial logistics. At the beginning, fundamentals of complexity theory are presented; based on these essentials, the contents of this paper is devoted to the implementation of the aforementioned principles and fundamental practices. Complexity theory can bring significant theoretical elements concerning spheres of planning, organization, factor's endowment, operations and activities' assessment for management of units of production or enterprises.

Key words: Complexity theories, management direction, supply chain management.

JEL Classification: D02, D03, D23

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**TEORÍA DE LA COMPLEJIDAD Y APLICACIONES A LA ADMINISTRACIÓN:
PRINCIPIOS SOBRE LA COHERENCIA Y LA FLUIDEZ DE SISTEMAS
OPERATIVOS EN LAS EMPRESAS**

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RESUMEN

El objetivo fundamental de artículo es discutir la importancia y puesta en práctica de mecanismos operativos relacionados con: (i) coherencia en la dirección de política empresarial; y (ii) de mantenimiento de los flujos de operaciones dentro de las organizaciones o empresas. Se abordan inicialmente aspectos esenciales de la teoría de la complejidad. A partir de ellos se determinan directrices para operativizar los principios y prácticas antes referidos. La teoría de la complejidad puede brindar elementos muy valiosos para la planeación, organización, dotación de recursos, operativización y control de las actividades de empresas o unidades de producción.

Palabras clave: teoría de la complejidad, dirección empresarial, flujo de operaciones logísticas.

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