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Relational Capital as a Performance Key Factor in High-Technology Companies: The Machine-Tool Industry in Ciudad Juárez, Mexico

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Abstract. This article is about a research made in the machine-tool industry of Ciudad Juárez for the determination of the competitiveness based in Relational Capital –RC-. The paper begins in a brief discussion of RC concepts, as a theoretical frame for the research, to establish the grounds for the variables. Next, the problem is presented; and in the second section, the methodology is discussed, commenting briefly about the application of structural modeling to determine the differences of impacts on performance by the three factors investigated. The third section shows results, the structural model and the analysis, discussion of the findings.

Keywords: Relational Capital, Intangible Assets, Machine-Tool Industry.