Cluster Analysis Model: An Analysis of the Competitive Advantages of Bioethanol in Mexico

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ABSTRACT

This study aimed to analyze the determinants of competitive advantages of the bioethanol sector in Mexico. A new approach that complements Porter’s diamond by analyzing static and dynamic capabilities is utilized. The suggested cluster analysis model allows one to comprehend the inherent factors that allow companies and organizations to take advantage of market opportunities. The variables addressed are innovation, capabilities and competitive environment. This research is a qualitative study using a documentary observation approach with a powerful descriptive.

Keywords: Competitive Advantages, Bioethanol, Cluster, Capabilities