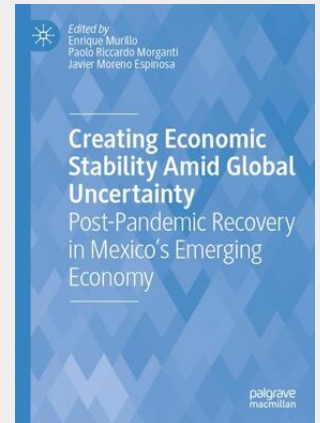


## Creating Economic Stability Amid Global Uncertainty

Post-Pandemic Recovery in Mexico's Emerging Economy

COVID-19 impacted economic activity in a way that hurt households, businesses, industries, and governments. What followed immediately was a period of high uncertainty, and what's to come is still unknown. Economists have a lot to learn from this point in history, as different countries have handled this very differently from others. This book journeys through what one emerging economy has done to attempt recovery following immense disruption: Mexico's recovery following the pandemic. This volume offers empirical studies that trace the post-pandemic recovery period in Mexico, providing insight into what this emergent economy went through and did after 2021. The first part of the book examines macroeconomics, such as tax collection, and microeconomics, such as household income. These chapters draw on policy and the actions driving the economic recover in this emergent economy. The second half of the book focuses on what organizations can do to improve internal governance as well as market success. Full of new conceptual and empirical studies, the book explains what it looks like to rebuild an emerging economy. It will appeal to economists, economic scholars, and policymakers trying to make sense of the best ways to move forward following intense period of economic instability.

COVID-19 confinement impacted economic activity and caused significant harm to households, businesses, industries, and governments. Subsequently, a period of global uncertainty and economic instability followed, and what lies ahead remains unknown. Economists and business strategists have much to learn from this historic crossroad, as countries and organizations have leveraged many different kinds of approaches. This book takes readers on a journey through the recovery efforts of one emerging economy, Mexico, in the aftermath of substantial disruption. It offers a collection of theoretical and empirical studies that explore the post-pandemic recovery in Mexico, shedding light on the experiences and actions of this emergent economy after 2021. The first part of the book examines various organizational and technological levers that businesses are implementing to improve internal governance and achieve market success within this new environment. The second part comprises empirical economic studies that cover the full range of the economy, from macroeconomic issues such as tax collection to microeconomic issues like household income. The valuable insights and practical implications found in this book will appeal to economists, policymakers, and business strategists trying to make sense of the best ways to move forward after encountering an economic setback. Enrique Murillo is Professor at Universidad Panamericana in Mexico City. His research centers on internal branding and brand-aligned service encounters. His work on restaurant, hotel, and airline employees has appeared in a range of places, including Journal of Service Management, Journal of Product & Brand Management, and Journal of Business Research. Paolo Riccardo Morganti is Professor of Economics in the School of Economics and Business Administration at Universidad Panamericana in Mexico City. He has a Ph.D. in Economics from New York University (USA). Morganti's research is focused on industrial organization and microeconomic theory. Javier Moreno Espinosa is a research professor for the School of Economics and Business Administration at Universidad Panamericana in Mexico City. He has a Ph.D. in Strategic Management and Development Policies from Anahuac University. His work spans economic theory, public finance, artificial intelligence, and applied text mining.



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