



Assertiveness in Educational and Pedagogical Strategies for Institutional Competitiveness

Edited by Connie Atristain-Suárez
Susana Castaños-Cervantes

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Connie Atristain-Suárez
Facultad de Ciencias Económicas y
Empresariales
Universidad Panamericana
Ciudad de México, Mexico

Susana Castaños-Cervantes
Facultad de Ciencias de la Salud
Universidad Panamericana
Ciudad de México, Mexico

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I dedicate this book with all my love to my husband, Fernando, and my children, Rodrigo and Berenice, whom I love with all my heart.
Connie Atristain-Suárez

To my loved ones
Susana Castaños-Cervantes

PREFACE

In the intricate topic of education and pedagogy, a skillfully intertwined common thread sets the course towards institutional competitiveness and individual flourishing. This book, “Assertiveness in Educational and Pedagogical Strategies for Institutional Competitiveness”, invites us to explore a path where assertiveness stands as a lighthouse, illuminating the path to conscious citizenship and professional success.

The introduction immerses us in the very essence of the work, breaking down the importance of assertiveness in the educational and pedagogical strategies that configure the scenario of institutional competition. From this threshold, we embark on a three-part journey, each revealing chapters that unravel the mysteries of assertiveness and its influence in various educational settings.

The first part, “Assertiveness as an educable skill for citizenship and professional improvement”, immerses us in exploring assertiveness as a fundamental pillar to forge committed citizens and professionals in constant evolution. From subjective well-being in higher education students to the challenge posed by twenty-first-century education in developing social skills such as assertiveness and empathy, this segment invites us to reflect on the crucial role of these skills in comprehensive training.

The second part takes us to a more specific field: “Assertiveness in university students”. From the diagnosis of assertiveness in first-year students to concrete educational proposals, the chapters in this section offer a deep immersion into the reality of university students, showing how assertiveness can be a catalyst for academic and personal success.

The third and final part takes us to the classroom, where assertiveness becomes the core competency for teachers. From assertive communication as a generator of an inclusive environment to the importance of assertiveness in initial teacher training, these chapters illuminate the vitality of this skill in teaching performance and the construction of healthy interpersonal relationships.

Finally, the “Closing Chapter” invites us to reflect on our journey. The final words guide us through the implications and future perspectives, leaving us with a deep understanding of the importance of assertiveness in the educational and pedagogical field.

This book is not only a compendium of knowledge but a call to action, a reminder that assertiveness is not just a skill but a bridge to personal flourishing and institutional competitiveness. Immerse yourself in its pages with an open mind and a receptive heart, and discover the transformative power of assertiveness in education and pedagogy.

Connie Atristain-Suárez
Susana Castaños-Cervantes

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NOTES ON EDITORS AND CONTRIBUTORS

Connie Atristain-Suárez is the Business Science PhD program director, full-time professor, and researcher at the Universidad Panamericana, Mexico City Campus. She holds undergraduate and graduate degrees in Administration from the Instituto Tecnológico Autónomo de México (ITAM), as well as a Doctoral degree in Administrative Sciences from the EGADE Business School at the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), Mexico City Campus. Her interests and professional teaching experiences encompass Competitiveness, Strategic Planning, and Business Management and Development. She has delivered training courses to senior executives. She has conducted over 25 management development programs on pertinent topics of current relevance, significant not only to the academic world but also to the business sector. Her research focus includes measuring and modelling competitiveness, theoretical and empirical models of micro and macro competitiveness, cluster competitiveness, family-owned businesses' competitiveness, strategy, and operational efficiency in small and medium enterprises (SMEs). She has published research studies in prestigious international refereed journals. Additionally, she has authored a chapter titled "Entrepreneurship, Micro, Small, and Medium Enterprises" in the book "Administration, an Interdisciplinary Approach", and written two books: "Organizational Performance and Competitiveness: Analysis of Small Firms" and "Strategy, Power, and CSR: Practices and Challenges in Organizational Management". Her ORCID ID can be found at <http://orcid.org/0000-0002-1883-6194>.

Susana Castaños-Cervantes is a professor at the Universidad Panamericana. A Cognitive-Behavioural Therapist and Art Therapist, she earned undergraduate and graduate degrees in Health and Social Psychology from the Faculty of Psychology of the Universidad Nacional Autónoma de México (UNAM). Further, she has a Postdoctoral degree in Intervention Programs for Vulnerable Groups from the Psychology Doctoral Research Program of the Psychology Department at the Universidad Iberoamericana in Mexico City. As a specialist in positive psychology, resilience, personal development, and strengths, she focuses on vulnerable populations, particularly foster children and youth. She has contributed to the design of Comprehensive Intervention Models for vulnerable children, youth, and the elderly. Her research includes designing Social and Emotional Intervention Models for vulnerable children, youth, and adults. She has served as an oral speaker at various international conferences and has published several research studies in scientific journals indexed in SCImago, Scopus, and JCR. She has taught in numerous undergraduate and graduate Psychology and Pedagogy Programs. Having conducted more than 20 workshops for vulnerable groups, families of vulnerable groups, and employees working at institutions serving vulnerable populations as their primary function, she has also collaborated with the Mexican government to develop intervention programs for foster children, youth, and older people placed in residential care. These programs adopt a human rights perspective, a gender perspective, a strengths-based approach, and a quality care approach. Her ORCID ID can be found at <https://orcid.org/0000-0002-3394-6404>.

David Jasso-Velazquez is a full-time research professor at the Universidad Autónoma de Zacatecas. He holds a PhD in Educational Sciences from the Autonomous Universidad de Coahuila. He authored the book “Psychological Intervention: A Vision in Institutional Environments”, coordinated the books “Reflections on Education from Psychology” and “Perceptions about Education, A Look from Psychology”, and has published articles on reading practices, citizenship, and teaching practice in various indexed journals. Since 2021, he has been recognised as a National Researcher (SNI) and has had a PRODEP Profile since 2012. He is an Academic Body 214 Psychology, Education, and Institutions member. He is the president and founder of the Academic Bodies Network of the Academic Unit of Psychology.

Sonia Villagrán-Rueda PhD in Psychology and Education, is Research Professor at the Autonomous University of Zacatecas. She dedicates full time to the Academic Unit of Psychology and 10 hours to the Master in Education and Professional Teaching Development of the National System of Postgraduates of CONACYT. She is a member of the NAB. She is a Level I National System of Researchers (SNI) member. She has a Desirable National Profile of the Program for the Development of Teaching Professionals (PRODEP) from the SEP. She leads the Academic Body UAZ CA 214 and develops the LGAC Psychosocial Risk Factors, occupational health, processes at work, practice, teaching, and school development. She is an author of books, book chapters, and articles in indexed journals, a speaker, a national and international academic network member, and a reviewer of various academic products.

Hilda Ana María Patiño-Domínguez holds a PhD in Education from the Universidad Iberoamericana and a Master of Sciences in Education from Syracuse University. Her research focuses on humanistic education and socio-emotional learning. With over 30 years of teaching experience, she has directed and collaborated in several research groups. For six years, she served as the Dean of the Department of Education at the Universidad Iberoamericana, one of the most prestigious universities in Mexico. Among her numerous works is a recent book, “Persona y Educación: Propuestas para afrontar nuestro tiempo”, published by the Ibero-American University in 2022.

José Luis Romero-Hernández holder of a Bachelor’s degree in Pedagogy, a Master’s degree in Higher Education, and a Doctorate in Pedagogy from the Universidad Nacional Autónoma de México, serves as Professor and Thesis Advisor at the Faculty of Higher Studies “Aragón” and the Faculty of Philosophy and Letters, Pedagogy College. As a teacher-researcher, he advises on thesis work, contributes to curriculum plans and programs, and evaluates teachers. He also analyses institutional projects and presents papers at national and international institutions. A member of the Ibero-American Network of Teachers, he has authored articles and university texts. He has supervised and graded over 250 works at the undergraduate and postgraduate levels. With teaching experience in Basic, Middle, and Higher education levels since 1975, he has worked in the Secretariat of Public Education, carrying out technical-administrative work and school management.

Ángel Martín Aguilar-Riveroll holds a PhD in Regional Development, specialising in Educational Planning, from El Colegio de Tlaxcala. As a Level I member of the Mexican National Researcher System and the Mexican Council for Educational Research, he serves as an evaluator for the admission and continuation of the National Quality Graduate Program of the National Council of Science and Technology. He is a professor at the Faculty of Education at the Universidad Autónoma de Yucatán and a member of the Policy, Organizations, and Society Research Group. His research areas include school violence, teacher and principal training, teacher leadership, ethics, and values.

Galo Emanuel López-Gamboa obtained a PhD in Humanities and Education Research from the Universidad de Castilla-La Mancha. He works as a professor for undergraduate and graduate programs. He is the Bachelor of Education program coordinator at the Universidad Autónoma de Yucatán Faculty of Education. Also, he is a member of the Mexican National Researcher System and Associate Member of the Mexican Council for Educational Research. He has advised and evaluated training projects for the Ministry of Innovation, Research, and Higher Education of the State of Yucatan. His research interests include social representations, organisational culture, and the evaluation and development of school personnel.

Edith J. Cisneros-Cohernour is currently working at the Universidad Autónoma de Yucatán. She holds a PhD in Education from the University of Illinois at Urbana-Champaign. As a Level III member of the National System of Researchers (SNI), her research aims to improve educational quality, explicitly focusing on evaluating and developing school organisation personnel, program evaluation, and exploring ethical and equity issues in research and evaluation. Her research has been published in indexed journals across Latin America, the United States, and Europe. Notable recent publications include “Desafíos y experiencias de administradores escolares novatos en el sureste de México” (2022), “The key role of administrators in supporting teacher leadership in southern Mexico” (2021), “Trayectoria de docentes que aprobaron el examen de selección para la carrera docente en el sureste de México” (2021), and “Case Studies” (2017).

Cristina María Guadalupe García-Rendón-Arteaga holds a degree in Social Sciences from the Instituto Tecnológico Autónomo de México

(ITAM), has a Master's degree in Education from the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) and has a Doctor in Humanities from the Universidad Autónoma del Estado de México (UAEM). She works as a teacher and researcher at the UAEM Multidisciplinary Research Center in Education, specialising in ethics and education. In addition, she teaches classes in the Doctorate in Human Development program and has PRODEP profile recognition. Her ORCID identifier is <https://orcid.org/0000-0002-7384-4189>.

Alejandro Ortiz-Pérez holds a Doctorate in Human Development Studies and a Bachelor's degree in Mechanical Engineering. He has undertaken Master's studies in teaching practice from the Universidad Autónoma del Estado de México. Currently, he is a professor at the Faculty of Engineering of the UAEM. He also serves as a disciplinary advisor in mathematics for the UAEM's distance learning baccalaureate program and teaches mathematics in the same university's baccalaureate program.

Miguel Escartin-Reyes holds a Master's degree in Psychology and serves as the Department Head at the Directorate of Human Resources at the Autonomous University of the State of Mexico (UAEMEX). He is also a subject professor in the Faculties of Law and Behavioral Sciences at UAEMEX. As a certified junior professional instructor of the ATLAS.ti software since 2017, he has various qualifications, including a University Higher Diploma in Informational Competencies for Scientific Communication from UAEMEX (2018), a Diploma in Alternative Means of Conflict Resolution from the School of Judicial Power of the State of Mexico (2018); and a Diploma in Quality Culture from the Directorate of Organizational Development (2022). He has been a speaker at various academic events.

Eduardo Farías-Trujillo a Bachelor's degree holder in Philosophy (1992) and Theology (1996), obtained a Master's in Theology and Patristic Sciences from the Augustinianum Institute of the Lateran University in Rome, Italy, in 2003. Between 2004 and 2015, he taught Dogmatic Theology and Sacraments at the Major Seminary of Morelia, Mexico. In 2018, he obtained a Master's degree in Applied Ethics and Bioethics at UAQ and added a third Master's in Science (Bioethics) from Clarkson University in New York in 2020. Co-author of "Clinical Bioethics: A Brief Introduction" with Robert T. Hall, published by the National Bioethics Commission in 2020, he is currently a doctoral

candidate in bioethics at the National Autonomous University of Mexico (UNAM).

José Salvador Arellano-Rodríguez is a full-time research professor at the Faculty of Philosophy of the Autonomous University of Querétaro. He holds a Bachelor's degree in Philosophy from the University of Guanajuato, a Master's degree in Philosophy from UAQ, and a Doctorate in Philosophy from the University of Guanajuato. As a Level I member of the National System of Researchers (2020–2023), he is a full member of the Caribbean Research Ethics Education Initiative (CREEI) project.

Mónica del Carmen Meza-Mejía a Level I National Researcher at the National System of Researchers (SNI) since 2015, holds a PhD in Education from the Universidad de Navarra, Spain. She is a member of various professional organisations, including the Mexican Council of Educational Research (COMIE), the Mexican Society of Comparative Education (SOMECE), and the Chihuahua Network of Educational Researchers (REDIECH). As a Level C Full Research Professor at the Universidad Panamericana, she is a full-time researcher-professor and the Academic Secretary at the School of Education of the Universidad Panamericana, Mexico.

Claudia Fabiola Ortega-Barba a Level I National Researcher in the National System of Researchers (SNI), obtained her PhD in Pedagogy from the Faculty of Philosophy and Letters of the Universidad Nacional Autónoma de México. She completed a postdoctoral program on Curriculum, Discourse, and Research Training with the International Network on Research Teaching (RISEI), where she is a member. She is also part of the Mexican Network of Educational Research Researchers (REDMIIE) and the Mexican Council for Educational Research (COMIE). She is a Titular B-Research Professor and the Research Director of the Mexico Campus of the Universidad Panamericana.

Sara Elvira Galbán-Lozano is a Level I Member of the National Researchers System (SNI). After conducting postdoctoral research on “Curriculum, Speech, and Researcher’s Formation” at the Universidad Técnica de Machala, Ecuador, she earned her PhD from the Universidad de Barcelona, Spain, and both her B.A. and M.A. from the Universidad Panamericana. As a full-time researcher-professor and research secretary at the Pedagogy School of the Universidad Panamericana, she specialises in

training teachers at all educational levels. Her research fields include actors and processes of educational practice, reflexive practice, and teaching. She is a member of several research groups, including Education, Institutions and Innovation, the Mexican Council of Educational Research (COMIE), the Mexican Network of Educational Research (REDMIE), and the International Network of Research Teaching (RISEI). Since January 2021, she has been the “Revista Panamericana de Pedagogía editorial director. Saberes y quehaceres del pedagogo”.

Norma Guadalupe Márquez-Cabellos holds a PhD in Psychology from the Universidad Autónoma de Aguascalientes, Mexico. She is a full-time professor and researcher at the Faculty of Education Sciences, Universidad de Colima, affiliated with the Academic Body Cultures, Policies, and Educational Processes UCOL-CA-104. She is a Level I National System of Researchers member with a PRODEP profile. She has worked as a teacher in the academic programs of Special Education Bachelor’s degree and Master’s in Educational Intervention at the Faculty of Education Sciences, Universidad de Colima. She also serves as the Director of USAER 17, attached to special education support services in the Ministry of Education of the State of Colima, Mexico. She is a scientific article, book and book chapter author and co-author of books on educational inclusion and attention to high cognitive abilities.

Briseda Noemí Ramos-Ramírez is Doctor of Education from the Universidad Autónoma de Tlaxcala, Mexico, and holds a Master’s in Education from the Universidad Autónoma de Guadalajara and a Bachelor’s in Pedagogy from the Universidad de Colima. She is a full-time professor at the Faculty of Education Sciences of the Universidad de Colima and a member of UCOL-CA-104 Cultures, Policies, and Educational Processes. Her research lines include Curriculum and Teaching with research topics focusing on evaluation, educational innovation, teaching and learning strategies, didactics, and teaching practices.

Omar David Avalos-Chávez is a writer and research professor at the Faculty of Letters and Communication of the Universidad de Colima. He has a PhD in Latin American Literature from the Universidad de Concepción, Chile, specialising in minificción, irony, parody, transculturation, and content editing. He is a member of CA-49 Rescue of Cultural and Literary Heritage. He is the author of “The Decalogue of Latin American Minificción: Transcultural Reflections on the Genre of the 21st

Century” in *Transculturaciones de la Crítica Literaria en Latinoamérica II* (2022) and “The Fractal or Fragmentary Literature as a Narrative Strategy in Three Mexican Novels”, in *Critical Reviews of Hispanic American Literature* (2020). He has been recognised as the best annual teacher by the Journalism Career 2019-05-01 and the Latin American Letters Career 2019-05-01 at the Universidad de Colima, as well as the best annual teacher by the Journalism Career 2018-05-01 at the Universidad de Colima.

Sandra Paola Sunza-Chan holds a Bachelor’s degree in Education, a Master’s in Educational Guidance and Counseling from the Universidad Autónoma de Yucatán, and a PhD in Education from the Universidad Internacional Iberoamericana. She is a full-time professor at the Universidad Autónoma de Yucatán, Coordinator of the Tutoring Program in the Department of Education, and professor of various courses. Dr Sunza-Chan is a candidate for the National System of Researchers in Mexico and is recognised for her Desirable Profile for the Teachers Professional Development Program. She is an author and collaborator in research projects in educational guidance, academic tutoring, and teacher training.

Magdalena Jiménez-Aldrete holds a degree in Psychology from the Universidad de Guanajuato, Mexico, and a Master’s in Child and Adolescent Psychoanalytic Psychotherapy from Universidad Vasco de Quiroga, Morelia Michoacan, Mexico. With two decades of teaching experience at the Faculty of Education of the Universidad Autónoma de Yucatán, she has played a significant role in developing study plans and the university’s Institutional Program of Teaching Update.

Mirian Georgina Cab-Canul a Master’s degree holder in Educational Guidance and Counseling from the Universidad Autónoma de Yucatán and a degree in Psychology from the Center for Higher Studies, currently serves as a full-time professor at Universidad Autónoma de Yucatán, where she also coordinates the Continuing Education Department. As a part of the community extension project “Biopsychosocial Promotion of Families in two Communities of Yucatan”, she advises on theses. She teaches courses on personal development, educational guidance, social responsibility, tutoring systems, orientation interviews, and the evaluation of guidance programs. Her most recent co-authored publication is a chapter in the book, “Poverty, Marginalization and Exclusion of Young People from the South of Merida”.

María Guadalupe García-Casanova a PhD holder in Pedagogy, is a full-time associate professor at the School of Philosophy and Literature of the Universidad Nacional Autónoma de México (UNAM). She teaches courses like “History of Education and Pedagogy 1 and 2”, “Philosophy of Education 1 and 2”, and “Pedagogical Research Workshop 3 and 4”. Her research interests include Philosophy and History of Education, Research Methodology, and Didactics of the Disciplines. Some of her recent publications include “Philosophical Approaches to the Study of Education”, “Western Philosophical Perspectives on Education”, and “The Formation of the Ethos of the Humanities in the School of Philosophy and Literature of the UNAM”.

Esther Reyes-García a Bachelor’s degree holder in Communication Sciences from the Universidad Nacional Autónoma de México and a Master’s in Economics and Society of China and Latin America from the Universidad de Veracruz, has professional experiences that span teacher training, teaching, book authoring and publishing, as well as creating learning materials. Her latest publications include “Language and Communication 1”, “Club Mandarin 101”, and “Club Mandarin 102”.

Josefina Gutiérrez-Hernández a Mexican teacher with a versatile career spanning from elementary school to university teaching, earned her Bachelor’s degree in Education and Spanish teaching and a Master’s degree in Education Management. Currently, Gutiérrez-Hernández contributes her expertise to the online magazine *INVEDU* at Universidad La Salle Puebla as a co-publisher while working on her doctoral dissertation on teacher training.

Danitza Yaret Ramírez-Alfaro works at Universidad La Salle Puebla, where she pursued her education. She firmly believes that schools should be a haven for children, achieved when teachers show genuine interest and care in their students. To aid teachers in this mission, she has designed a strategy manual to help foster assertive relationships with students, focusing on children between 3 and 12 years old. Ramírez Alfaro presented her research on assertiveness in education at the Lasallian investigation contest (CLIDi) in Mexico City in October 2022.

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CHAPTER 1

Assertiveness in Educational and Pedagogical Strategies for Institutional Competitiveness

Connie Atristain-Suárez 
and Susana Castaños-Cervantes 

AN INTRODUCTION

In the current context, characterised by a society in constant change and technological advancement, education plays a crucial role in the development and competitiveness of institutions. Assertiveness in educational and pedagogical strategies is a determining factor for the success of any educational institution in a highly competitive environment. This chapter will analyse the importance of assertiveness in educational and pedagogical

C. Atristain-Suárez (✉)

Facultad de Ciencias Económicas y Empresariales, Universidad Panamericana,
Ciudad de México, México
e-mail: connie.atristain@up.edu.mx

S. Castaños-Cervantes

Facultad de Ciencias de la Salud, Universidad Panamericana,
Ciudad de México, México
e-mail: scastanos@up.edu.mx

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strategies to achieve institutional competitiveness and how it can positively impact teaching-learning, boost personal development, and contribute to constructing healthier and more productive environments.

Assertiveness is a communicative skill that involves expressing ideas, opinions and needs clearly and respectfully without assaulting or submitting to others. In education, assertiveness is essential for teachers and students, as it establishes respect, fosters trust and creates a positive and enriching learning environment. Assertiveness is essential for developing practical communication skills among students, teachers, and administrative staff. Students who feel safe and capable of expressing their thoughts and concerns are likelier to actively participate in class and extracurricular activities. Moreover, assertiveness promotes an environment of respect and tolerance, allowing students to develop fundamental social skills for personal and professional growth. Teachers also benefit from assertiveness, as it allows them to establish transparent and fair boundaries in the classroom, communicate their expectations effectively, and address conflicts constructively. Assertive communication between teachers and students fosters a climate of trust and collaboration, improving the teaching-learning process.

Therefore, assertiveness plays a crucial role in educational strategies by promoting active participation from students, allowing them to express ideas and questions without fear of being judged, thus enriching the teaching-learning process and strengthening their confidence. Moreover, by addressing conflicts constructively and respectfully, this skill facilitates dispute resolution and creates a climate of respect and tolerance in the classroom. Similarly, being assertive implies establishing clear and consistent boundaries, which translates into clear expectations about behaviour and academic performance, generating an orderly environment conducive to learning.

On the other hand, assertiveness in pedagogical strategies becomes crucial when educators provide constructive feedback. When recognising the achievements of students and offering suggestions for improvement, educators foster motivation and a sense of responsibility in students' learning processes. Furthermore, an assertive pedagogical strategy involves adjusting to the unique learning style of every student and recognising their distinct ways of assimilating information. Appropriately integrating educational technology into the classroom enriches teaching-learning by enhancing content understanding and piquing students' interest.