

## COLLABORATION OF THE SOFTWARE INDUSTRY WITH THE EDUCATION, PRIVATE, AND GOVERNMENT AREAS IN BAJA CALIFORNIA, MEXICO

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### **ABSTRACT**

*The knowledge society, where innovation, science, and technology play an important role, faces challenges, since universities not only are academic institutions but also generate innovation and technology in the new University-Industry-State liaison model, thus, these three main concepts play an important role in the new economy. Thus, this study has a purpose to present an experience where the education and software areas are linked, analyzing this liaison between industry and education areas, as well as the software product quality in Pymes in this area in the state of Baja California, considering the support provided by government institutions in order to integrate quality methodologies or rules in the development process of a small or medium company (PYME). The results obtained correspond to 52 Pymes dedicated to producing software in the state of Baja California, which allowed to identify the relationship between the education and software industry areas, and how the influence and contribute the continuous improvement of this industry through process innovation, being these the core of this area.*

**KEYWORDS:** *Liaison, Software Industry, TIC's, Quality*