



December 4, 2020

GENESYS FEST 2020

Helping micro and small firms (MSE's) in Latin America mitigate the impact of the Covid-19 crisis

OVERVIEW

As a response to this COVID-19 crisis, the MIT GeneSys team outlined and deployed a large-scale research project for the Fall 2020 in collaboration with 10 of the top universities in Latin America.

The project is composed of three topics:

The first topic focuses on improving cash availability in micro and small firms via better supply chain management (i.e. inventory, Supplier and customer strategies). The second topic studies the micro and small firms' adoption of technology, and e-commerce strategies. And the third topic focuses on identifying best health and safety practices for the food industry in micro and small firms.



300+ Students

130+ MSEs

14+ Universities

30+ Faculty



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