H

oy en día las firmas de contadores actúan en muchos sectores. Una de ellas ofrece: Auditoría: Revisoría fiscal, Auditorías especiales, Mercado de capitales. Consultoría de negocio: Estrategia, Tecnología, Gobernabilidad Riesgo y cumplimiento, Sostenibilidad y Responsabilidad Corporativa, Gestión del talento humano, Servicios financieros. Normas Internacionales de Información Financiera. Outsourcing. Servicios Tributarios: Consultoría Tributaria, Gerencia Tributaria, Precios de Transferencia, Litigios Tributarios. Servicios legales: Comercio internacional, aduanas y cambios, Trámites migratorios, Derecho comercial, Derecho laboral, Derecho público y contratación estatal, Derecho societario y contractual, Unidad de estrategia familiar, Protección de datos y registro nacional de bases de datos, Fusiones y adquisiciones.

Por lo mismo podrían dar concejos como el que Simon, Alan; Parker Alastair; Stockport, Gary y Sohal, Amrik presentan en su artículo [*Towards an adapted MHP strategic capabilities model for moderating challenges to quality music festival management*](https://www.emeraldinsight.com/doi/abs/10.1108/IJEFM-06-2016-0053). (International Journal of Event and Festival Management; Bingley Tomo 8, N.º 2, (2017): 151-171): “(…) *It is important to hire high-profile musicians at a fair price who engage the audience. The site needs to be well-planned to account for the demographic profile of the patrons. The range and quality of food and beverages is contingent upon the age and type of the audience. Pre-event planning ensures that problems are dealt with proactively, not reactively and all acts start on time. Inclusion of local food stalls is one good way to manage stakeholders. Reasonably priced tickets that garner a fair profit and value add-ons in the form of VIP sections and quality food and beverages conduce to the financial success of a festival. Lastly the respondents observed that planning, delegating and quality focus, problem solving, resolve and flexibility, leadership and vision, communication and innovation were desirable characteristics of quality music festival managers. These highlighted SCs[[1]](#footnote-1) and related detail as well as the desirable dimensions of quality managers thus provide a playbook for quality music festival management. So managers should focus upon these in the first instance because doing them well and getting them right should help keep the patron satisfied and moderate challenges to the industry. It should also be noted that quality, visionary leadership, differentiation, innovation and flexibility had been highlighted by Simon et al. (2011) as important SCs for successful performance in a plethora of other industries. So visionary leadership, differentiating artists, innovative festivals, quality with its focus on customer service and flexible management have priority*. (…)”

Pocos saben tanto de un negocio como los contadores. Tienen la oportunidad de analizar y concluir con apoyo en la evidencia.

*Hernando Bermúdez Gómez*

1. strategic capabilities [↑](#footnote-ref-1)