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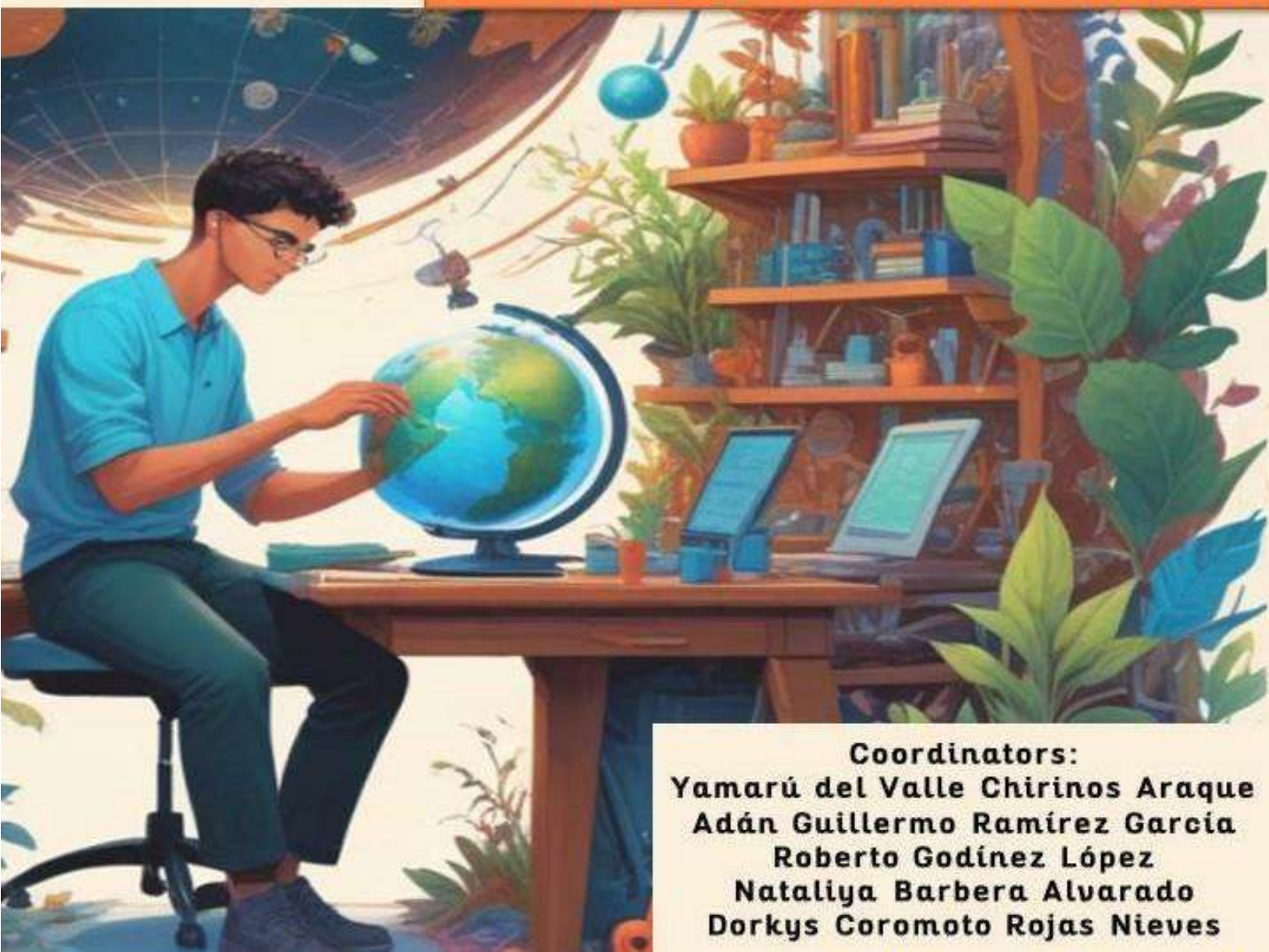


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VII

Book of Proceedings International Congress **TRENDS** *in* University Research

A VIEW FROM LATIN AMERICA



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VII **Book of Proceedings** **International Congress** **TRENDS *in*** **University Research** **A VIEW FROM LATIN AMERICA**

GLOBAL UNION COLLECTION

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Introduction

The book “*Proceedings of the VII International Congress on Trends in University Research. A view from Latin America*” is a work of scientific production from the Unión Global Collection, attached to the Servando Garcés University Publishing Fund of the Universidad Politécnica Territorial de Falcón Alonso Gamero (UPTAG). It is an international, peer-reviewed publication open to all areas of knowledge. In this book we present the proceedings of the VII International Congress on Trends in University Research. A view from Latin America, which are offered as summary chapters of the assessments of the research presented. This production is a work that combines art and science of high intellectual quality generated by researchers who show the development of their academic, scientific, technological and humanistic work developed in different settings of society.

The chapters presented in this book gather the different topics that were addressed at the VII International Congress on Trends in University Research: A View from Latin America. This event presented a large number of topics that were of interest to researchers who participated in two intense days of exchange of knowledge and experiences. This can be seen in its 85 chapters, which show the multidisciplinary that characterizes this event.

The book *Proceedings of the VII International Congress on Trends in University Research*, was committed to the social role of science, providing spaces for the dissemination of studies focused on emerging issues. In this way, the book is a sample of its commitment to science and society, becoming a source of publication that supports the academic and scientific community in fulfilling the mission of the alliances created at national and international level. Hence, the principle of interdisciplinarity prevails by promoting dialogue between sciences through this space; therefore, this book continues to promote research, communication and the dissemination of scientific knowledge.

Finally, it should be noted that the approaches and arguments presented in the chapters of the book are the sole and exclusive responsibility of their authors, and therefore the Coordinators, the “Servando Garcés” University Publishing Fund of the “Alonso Gamero” Territorial Polytechnic University of Falcón, the Alliance of International Researchers, and other institutions that endorse the work, act as a third party in good faith.

The coordinators

CHAPTER I

USE OF ACADEMIC SOCIAL NETWORKS AND UNIVERSITY WEB RANKINGS

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ABSTRACT

The curriculum is a dynamic and continuous process that must adapt to the requirements and needs of specific contexts in order to respond to current problems. Currently, it is estimated that more than 828 million people in the world suffer from hunger; therefore, food security must be based on the production and availability of food, physical and economic access to food, as well as food safety. Therefore, the objective of this research is to propose a curricular innovation to the professional competencies of the Agricultural Technician (TAP) curriculum offered in the Agricultural Technological Baccalaureate Centers to train technicians that contribute to food security in the region. A methodology with a mixed perspective with a qualitative and descriptive exploratory approach was used. Based on primary information and data collection, it was possible to develop and support a curricular proposal according to the training needs of specialized technicians who develop professional competencies to promote food security, the establishment of agricultural production systems, management of livestock production systems, operation of agroindustrial production systems, and the design and execution of projects to promote small-scale family food crops.

Keywords: Education, inter disciplinary, food security, transdisciplinary, innovation, curriculum.

CHAPTER II

CRITICAL ANALYSIS OF THE IMPLEMENTATION OF THE INTEGRATED PLANNING AND MANAGEMENT MODEL (MIPG) IN PUBLIC SECTOR ORGANIZATIONS: CHALLENGES AND OPPORTUNITIES FOR IMPROVEMENT

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ABSTRACT

This study critically evaluates the implementation of the Integrated Planning and Management Model (MIPG) in Colombian public sector organizations, identifying challenges and opportunities for improvement. In the context of the growing demand for transparency and efficiency in public management, the MIPG emerges as a key tool to optimize planning and management in these organizations. The methodology employed is qualitative, based on literature review, representative case studies, and semi-structured interviews with key public sector stakeholders. This approach allowed for an in-depth exploration of the experiences and perceptions of those involved in the implementation of the MIPG. The findings reveal that, although the MIPG has improved coherence in planning and management, facilitating greater transparency and accountability, it faces several challenges. These include resistance to change due to the complexity of the model, lack of adequate training, and deficiencies in technological infrastructure. Additionally, the implementation of transparent and participatory practices has been inconsistent. The conclusions highlight the need to simplify the model to make it more accessible, invest in continuous training, and improve technological infrastructure. It also emphasizes the importance of promoting greater transparency and citizen participation to strengthen trust in public management.

Keywords: Efficiency - Integrated Planning and Management Model - Public Sector - transparency.

CHAPTER III

INTEGRATION OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE IMPLEMENTATION OF MIPG: REFLECTIONS AND GOOD PRACTICES

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ABSTRACT

This study aims to analyze the integration of Information and Communication Technologies (ICT) in the implementation of the Integrated Planning and Management Model (MIPG) in Colombia, highlighting reflections and best practices derived from this integration. A qualitative approach was used, involving a comprehensive review of academic literature, official documents, and case studies, as well as semi-structured interviews with key stakeholders. The findings reveal that ICT significantly enhances operational efficiency, interinstitutional coordination, and transparency within the MIPG framework. However, challenges such as resistance to change, insufficient training, and budget constraints persist. The study highlights best practices, such as continuous training, the use of integrated platforms, and interinstitutional collaboration, which contribute to effective ICT implementation. The conclusion emphasizes the importance of continued investment in technology and training to overcome challenges and maximize the benefits of ICT in public administration.

Keywords: Public Administration - MIPG Implementation - Information and Communication Technologies - transparency.

CHAPTER IV

OPTIMIZATION OF FACULTY ATTENDANCE RECORDING: WEB APPLICATION FOR THE UNIVERSIDAD POPULAR DEL CESAR AGUACHICA CAMPUS

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ABSTRACT

This article details the development and implementation of a web application designed to optimize the attendance tracking of teachers at the Universidad Popular del Cesar, Aguachica branch. The main objective of this tool is to enhance the efficiency and accuracy of attendance control, simplifying academic management through an intuitive and robust platform. The methodology included the installation and configuration of the system on the university's hosting, allowing secure access for supervisors and administrators from any device. Direct observation techniques and data analysis were employed to evaluate the system's performance. The findings indicate that the web application eliminated error-prone manual methods, significantly improving teacher punctuality and administrative efficiency. The generation of statistical reports and the visualization of key indicators facilitated agile and flexible supervision, ensuring the integrity and confidentiality of data stored in a centralized database. The platform allowed for more precise and rapid attendance management, contributing to better decision-making by academic directors. In conclusion, the web application has successfully achieved its goal of optimizing teacher attendance tracking, providing an efficient and robust solution that simplifies academic administration. Continuous evaluation and improvement of the system are recommended, incorporating new functionalities and ensuring constant user training. The implementation of this tool not only improves operational efficiency but also enhances academic quality by promoting greater punctuality and responsibility among teachers.

Keywords: web application - teacher management - administrative optimization - attendance tracking.

CHAPTER V

FOOD SAFETY THROUGH CURRICULAR INNOVATION

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ABSTRACT

The objective of this study was to identify the presence and level of use of academic digital networks used by professors of the graduate program in regional rural development at the Universidad Autónoma Chapingo, to determine if there are differences between professors who belong to the National System of Researchers (SNI) and those who do not, in order to evaluate their digital identity and its influence on university visibility. The methodology used had a mixed approach under an exploratory paradigm, the method used was the case study. The sample consisted of 46 graduate professors in regional rural development at the UACH. The techniques and instruments used were through Internet browsing. As results, it stands out that the presence of professors in academic social networks is minimal as well as the management of their digital identity and that there is no significant difference between both categories. It is concluded that university visibility through the proper management of the digital identity of their professors contributes positively in the webometric rankings that measure their academic presence and reputation.

Keywords: rankings, academic social networks, digital platforms, Chapingo, Mexico, graduate studies.

CHAPTER VI

USE OF VIRTUAL COURSES FOR CURRICULAR DEVELOPMENT IN ELECTRONICS AT THE LAUREANO GÓMEZ CASTRO TECHNICAL INSTITUTE OF AGUACHICA, CESAR

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ABSTRACT

This research presents an analysis of how students can achieve new knowledge and make use of new information technologies through virtual education, in order to obtain support mechanisms in the curricular teaching-learning process of the electronics specialty and computer network installation subject. A qualitative approach was used for the development of this research, intentionally limiting the information and the population. According to the information collected from students and teachers, it was identified that the existence of the platform provided by the institution is unknown due to the lack of virtual courses created on it. Based on this, four courses were constructed, each with various activities containing documents, images, animations, videos, and other digital educational materials to allow students and teachers to efficiently and effectively carry out learning activities with the academic materials provided through the virtual courses. This offers the possibility of managing the learning process and strengthening their competencies in the use of ICT. For its development, a pedagogical development method was used, which is comprised of instructional design and the Virtual Learning Object Development Methodology (MEDEOVAS). This successfully fulfilled each of the proposed objectives in the project's construction, establishing the design and development in the phases of the methodology and the instructional model to showcase the digital educational resources published on the virtual platform Moodle, of the Laureano Gómez Castro Technical Industrial Educational Institution of Aguachica, Cesar.

Keywords: virtual classroom - electronics - moodle - virtual learning object - computer networks.

CHAPTER VII

ORGANIZATIONAL ANALYSIS OF PUBLIC MARKET MEAT STORES

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ABSTRACT

The purpose of this investigation was to carry out an organizational analysis of the meat outlets in the public market, since it is intended to measure the productivity and competitiveness of all the sectors that make up the commercial range of the municipality. The procedure to carry out the project was carried out using a mixed approach, of a descriptive type, with survey-type information collection techniques and the HCCP Risk Analysis System of the World Health Organization that gave veracity to the information collected. The results showed high levels of vulnerability for the application of sanitary and hygiene regulations, as well as low levels of administrative knowledge and regulations on good manufacturing practices. Finally, a didactic primer is created as a guide to improve these weaknesses presented by the meat outlets of the Public Market.

Keywords: meats, diagnosis, outlets, organitational strengthening, productivity.

CHAPTER VIII

TELEMEDICINE AS AN EFFECTIVE ALTERNATIVE TO GUARANTEE THE FUNDAMENTAL RIGHT TO HEALTH IN THE POST-PANDEMIC ERA

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ABSTRACT

Telemedicine has been forged as a valuable tool for the health sector, since it allows users of this system to access the provision of medical services through information and communication technologies. The objective of this research is to determine the contributions that telemedicine has given in Colombia to guarantee the fundamental right to health in the country, after the pandemic by COVID 19. Which was done through the qualitative method, with a descriptive approach, supported by a documentary review consigned through bibliographic records, which give an account of information on the advances in the use, development and effective application of telemedicine in Colombia to satisfy the proposed objective. Based on the above, the result was the identification of side effects associated with the pandemic in the context of health, that led to rethinking the model or lifestyle of all people who inhabit the face of the earth, including the mode of care or medical assistance, which had been offered preferably in person, but now requires it to be oriented more remotely.

Keywords: telemedicine, right to health, pospandemic, COVID-19.

CHAPTER IX

MANAGERIAL COMPETENCIES FOR MANAGING CHANGE AND INNOVATION IN NGOS: A BIBLIOMETRIC AND SYSTEMATIC LITERATURE PERSPECTIVE

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ABSTRACT

The document analyzes the landscape of the production of managerial competencies needed to manage change and innovation within non-governmental organizations (NGOs), through a bibliometric and systematic analysis of the existing literature in the Scopus database from the period 2018-2024. Among the findings, the limited presence of these topics is recognized, as well as the research opportunities for Latin America. It is highlighted, among other things, that NGOs have significantly evolved, adapting to the changing dynamics of the global environment, particularly in areas such as resource management, digital communication, and technology adoption. This analysis underscores the importance of a systemic approach to addressing the challenges faced by these organizations, emphasizing the need for innovation and flexibility to ensure the sustainability of their operations and long-term social impact.

Keywords: change management, ngos, innovation, systemic approach, managerial competencies.

CHAPTER X

DIGITAL TRANSFORMATION OF ANCESTRAL KNOWLEDGE: DEVELOPMENT OF A VIRTUAL SHOWCASE FOR THE EMPOWERMENT OF NARP COMMUNITIES IN TOLIMA

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ABSTRACT

This chapter delves into the development of a virtual showcase aimed at empowering the NARP communities (Black, Afro-Colombian, Raizal, and Palenquero) in Tolima by preserving and promoting their ancestral knowledge. The platform is designed to enable these communities to commercialize products and services linked to their cultural identity while boosting their local enterprises. A mixed-methods approach was employed, combining interviews, direct observation, and surveys to identify both the technological needs and capabilities of the communities. Additionally, a socio-economic analysis was conducted to ensure the platform's design is accessible and culturally appropriate. The findings reveal that despite challenges in technological access and digital literacy, there is a positive attitude towards adopting digital tools to enhance business ventures. Ultimately, the virtual showcase not only creates new commercial opportunities but also serves as a space for preserving ancestral knowledge, integrating the NARP communities into the digital world in a sustainable and inclusive manner.

Keywords: community empowerment, cultural preservation, ancestral knowledge, digital transformation, virtual showcase.

CHAPTER XI

INTEGRATION OF GEOGRAPHIC INFORMATION TECHNOLOGIES (GIT) FOR THE PROMOTION OF SUSTAINABLE TOURISM IN PAHUATLÁN, PUEBLA

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ABSTRACT

In the context of the information society, efficient data management has become crucial, and Geographic Information Technologies (GIT) are vital tools for promoting sustainable tourism. This study explores how GIT can be utilized in Pahuatlán, Puebla, to identify key conservation areas and develop eco-friendly tourist routes, benefiting both visitors and the local community. Tourism promotion involves communicating the characteristics of a destination and persuading consumers that it meets their expectations. Various promotional strategies, both traditional and digital, are essential for attracting visitors, increasing revenue, and fostering employment. Integrated tourism promotion focuses on informing potential tourists about available offers through marketing campaigns that use printed and digital media. A positive perception of a destination, influenced by safety, infrastructure, tourist offerings, and culture, is crucial for travel decisions. A favorable destination image reduces perceived risks and increases travelers' willingness to visit. This study concludes that the implementation of a GIT-based digital tourist map in Pahuatlán, Puebla, enhances tourist accessibility and experience, optimizing destination promotion and fostering sustainable tourism practices. GIT allows for the identification and conservation of ecologically sensitive areas, developing eco-friendly tourist routes that contribute to local economic development by increasing tourist flow and improving their perception of the area.

Key words: geographic information technologies, promotion, tourism, sustainability, sustainable tourism.

CHAPTER XII

THE GEOGRAPHICAL INFORMATION TECHNOLOGIES (GIT) AS A TOOL FOR THE DEVELOPMENT OF AGROTOURISM IN PAPANTLA, VERACRUZ

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ABSTRACT

Geographic Information Systems (GIS) are a tool that can be fundamental for the development of agrotourism, since it can integrate agricultural communities into the tourism offer, due to its ability to obtain and analyze crucial information for tourism planning. Papantla, internationally recognized for its cultural wealth and as a Magical Town, has a population that depends largely on agriculture, especially vanilla cultivation. This study highlights the importance of applying GIS to establish a digital vision and databases from the economic and cultural side. Through a mixed approach of qualitative and quantitative methodologies, the research combines bibliographic reviews, direct observation and the use of GIS to generate digital maps that contain digital databases with tourist resources and evaluate the impacts of said activity. The results suggest that agrotourism focused on vanilla can be a key strategy for the tourism development of the municipality, offering visitors authentic and enriching experiences. In addition, it is proposed to strengthen tourism promotion, preserve natural resources and improve infrastructure to support tourism with low environmental impact. The research concludes that GIS are essential for planning and managing agritourism, allowing local communities to make informed decisions and develop sustainable tourism activities that respect local traditions and the environment.

Keywords: agrotourism, geographic information systems, tourism.

CHAPTER XIII

EXPERIENCES ON THE SCHOOL ADAPTATION PROCESS OF VENEZUELAN MIGRANT CHILDREN IN AN EDUCATIONAL INSTITUTION IN DUITAMA, BOYACÁ

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ABSTRACT

This project aims to understand the school adaptation process of Venezuelan migrant children, focusing on their experiences and the transformed dynamics in the host Educational Institution. It analyzes social interactions, challenges, and opportunities they face, evaluating how these mobilizations affect pedagogical dynamics and children's attachment. Through a phenomenological hermeneutic approach, it examines the impact of the social, cultural, and educational environment on the construction of this population's subjectivity. Results indicate that despite language barriers and curricular adaptation, migrant children find opportunities for intercultural learning and resilience. Additionally, including their perspectives in pedagogical dynamics creates an inclusive school environment. This project highlights the need for educational practices that value the cultural contributions of migrants, promoting their emotional well-being and integration into the school community.

Keywords: migr ation, school adaptation, exper iences, boys and gir ls. keywor ds: migr ation, school adaptation, exper iences, boys and girls.

CHAPTER XIV

DYNAMIC CAPACITIES: A BIBLIOMETRIC ANALYSIS OF THE PERIOD 1993-2023

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ABSTRACT

In the context of strategic theory, dynamic capabilities are key determinants for generating competitive advantage in organizations. This article aims to document the knowledge structure of dynamic capabilities in the field of strategic theory over the past 30 years, identifying its metric evolution, clarity in the understanding of the concept, as well as trending topics. As a research strategy, a systematic literature review was conducted, locating 1,355 publications in the SCOPUS database. Through bibliometric and content analysis, the understood aspects are identified, as well as the research agenda that needs further development. Even though the bibliometric analysis shows a growing interest in dynamic capabilities research, there are still outstanding issues in terms of application and empirical research.

Keywords: dynamic capabilities, competitive advantage, and strategic resources.

CHAPTER XV

COMPLEMENTARY ACADEMIC UNITS IN THE HISTORICAL EVOLUTION OF THE FACULTY OF ECONOMICS AND ADMINISTRATION OF THE SUR COLOMBIAN UNIVERSITY

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ABSTRACT

This study analyzes the historical evolution and impact of the Complementary Academic Units in the School of Economics and Administration of the Universidad Surcolombiana. These units, which include the Business and Accounting Office, the Center for Entrepreneurship and Innovation, the Technological Laboratory and the CESPOSUR Research Center. Through the systematization of experiences and a detailed documentary review, an analysis is made highlighting their contribution in areas such as innovation in teaching-learning processes, production and dissemination of knowledge, strengthening of the entrepreneurial ecosystem, technological development, and promotion of university social responsibility. Emphasis is placed on how these units have fostered the link between academia and the productive sector, promoting entrepreneurship, employability and internationalization, concluding on their pertinence and relevance in institutional growth and the sustainable development of the region.

Keywords: educational management, social responsibility, complementary education, university extension, pedagogical innovation.

CHAPTER XVII

THE YUMBOS CULTURAL ROUTE, AN ANCESTRAL LEGACY FROM THE HISTORY OF IMANTAG, COTACACHI, ECUADOR

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ABSTRACT

In the latent memory of Imantag, a town in the Ecuadorian highlands, my grandmother narrated the arrival at the houses of a group of indigenous people, whom they called the Yumbos, who dressed in loincloths and sat in the patio of the colonial house to shell the corn they had obtained from the exchange or barter with what they brought such as; exotic fruits from the Ecuadorian coast and fish. This enduring memory unites a group of researchers so that, through qualitative research applying in-depth interviews and review of old documents extracted from the parish church, from the Diocesan Curia of Ibarra, and historical documents from the library of the Indies of Spain; describe the history of the town correlating it with the colonial haciendas and the social construction of reality through the perceptions and orality of its inhabitants. The results obtained provide a history of the estates in the sector, which were created during the Viceroyalty and Royal Audience of Quito, where the dates of creation date back to 1615, the representative sites where the Yumbos traveled from the coast to the mountains, the result of observation tours, the exuberant landscapes and vestiges of ceramics, tolas and pyramids. With these elements found from the native peoples to the Ecuadorian colonial era, the findings become a reference for designing a historical cultural route for the tourist development of Imantag.

Keywords: yumbos, haciendas, colony, panel line: heritage through cultural itineraries and routes.

CHAPTER XVI

THE SMARTPHONE FOR ACADEMIC ACTIVITIES, ITS USE BY TEENS

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ABSTRACT

Technology and internet access have been the most powerful tools in all areas and sectors. The Smartphone that involves these two instruments and is also portable, is a powerful piece of equipment that has evolved exponentially, is available and can be purchased at reasonable prices by anyone. These features make it possible to have real-time information and tools that make life easier in the palm of your hand. Due to the ease of acquiring one of these and the multiple advantages that these devices offer in the educational sector, this work shows the results of the use that adolescents give to this tool in the academic field. To do this, the population of two schools in the state of Tabasco in Mexico was taken into account; one at a basic level (secondary) and another at a high school level (high school), to whom a self-administered instrument was applied through Google Forms to identify the time of use and the main tools that students use for their academic activities. The results show that the smartphone, despite being a multiple tool, is rarely used for academic or self-learning purposes, since the usage time is much longer for social networks and entertainment.

Keywords: smartphone, technological tool, student, pupil, schoolboy, use.

CHAPTER XVIII

CONTRIBUTIONS OF THE MICROENTERPRISES OF AUTLÁN DE NAVARRO, JALISCO TO SDG 8 OF THE UN 2030 AGENDA.

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ABSTRACT

Sustainable development is a concern of the international scientific community, which is addressed from different approaches and perspectives. Mexico is a participant in the United Nations Global Compact and therefore, as a country, is committed to working towards the fulfillment of the Sustainable Development Goals; however, despite the weight that microenterprises have in the Mexican business structure, few studies have analyzed the contributions of this type of companies to sustainable development. In this context, the objective of this study is to analyze the main contributions of microenterprises in the municipality of Autlán de Navarro, Jalisco, Mexico to the fulfillment of Sustainable Development Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. This is an exploratory research with a mixed approach, where the identification of variables is used for the subsequent determination of indicators. For the selection of variables, the technique of content analysis of scientific publications on the subject was applied. Four variables and ten indicators were determined. The main results indicate that microenterprises in Autlán de Navarro present problems of informality, wage gap and little access to social benefits by employees in their contribution to the fulfillment of this goal of the United Nations 2030 Agenda. It is concluded that microenterprises in this municipality present significant weaknesses in contributing to the fulfillment of this goal related to employment, decent work, labor rights and social benefits.

Key words: sustainable development, microenterprises, sustainable development goals, decent employment, decent work.

CHAPTER XIX

VIRTUAL EVIDENCE PORTFOLIO IN THE PROFESSIONALIZATION OF AUTONOMOUS LEARNING

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ABSTRACT

This study derives from an educational research project that included three stages. In this case, the objective is to analyze to what extent the students of the DACEA-UJAT degree in Marketing perceive themselves to have greater autonomy in their learning through the continuous use of the Virtual Evidence Portfolio (PEV) designed expressly for this degree. The methodological design was a mostly qualitative approach, under an analytical-interpretive position (Quintana and Hermida, 2019), non-experimental and transversal (Hernández, 2023). The method in selecting the subjects was by convenience and voluntary participation (Hernández, 2023). The condition applied was having received teaching-learning with the mixed methodology and the use of the PEV. A voluntary participation of 56 was obtained. Two techniques were used to obtain data: focus group of 8 participants and the application of a Likert scale questionnaire with 48. The findings of the focus group identified thematic codes and subcodes, with three categories standing out. main and four subcategories, two of these classified within autonomous learning. Regarding the results of the questionnaire, 64% of those surveyed perceived themselves as having the capacity to function autonomously, 19% said they did not know if they had this capacity and 17% perceived themselves to be in total disagreement about possessing this type of autonomous action. The most significant finding regarding what the perception of the PEV represents were the emerging variables of consciousness and self-discovery derived from manifested autonomous development. It is suggested to replicate the training with new teachers, test the PEV with other disciplines by adjusting and adapting a specific development structure to them and probably promote the PEV at other educational levels.

Keywords: digital innovation, teaching resource, autonomous learning.

CHAPTER XX

CIVIL SOCIETY ENGAGEMENT STRATEGIES TO DRIVE LOCAL AND GLOBAL SDGS

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ABSTRACT

The role of NGOs in development is undoubted, due to the importance that non-governmental organizations linked to the field of civil society struggle for democratization, the fight for poverty, development, supported by international cooperation, have acquired. In Ecuador, for what it is intended to describe, the description of ancestral orality and the support of cooperation to Ecuador, through the ethnographic qualitative method in the indigenous community of Peguche Otavalo, supported by the United Nations program and obtaining results like the construction of a finished tourist plan.

Keywords: cooperation, organization, sustainability.

CHAPTER XXI

EVALUATION OF THE REPERCUSSIONS OF LOCKDOWN ON THE EDUCATIONAL PROCESS FROM THE TEACHER'S PERSPECTIVE

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ABSTRACT

The COVID-19 pandemic forced educational institutions to shift to a virtual teaching model, creating significant challenges for teachers, school leaders, and students. This study aimed to analyze the socio-emotional impact of virtual teaching on teachers at a public educational institution in the municipality of Bello during the 2020-2022 health crisis. The population consisted of 48 teachers, with an exclusion criterion of having worked at the institution during the pandemic period. The final sample, selected by convenience, included 23 teachers from all levels: preschool, elementary, secondary, and high school. A quantitative approach was adopted using a survey technique with a questionnaire, the Connor-Davidson Resilience Scale (CD-RISC). The study measured three main aspects: adaptability, positive attitude, and stress management, employing descriptive and inferential analysis to identify trends and significant differences in the emotional well-being of teachers. Teachers demonstrated high adaptability (average of 3.67), reflecting their ability to adjust to abrupt changes in the educational modality. Positive attitude was also high (average of 3.63), showing general optimism in the face of challenges. However, stress management showed greater variability (average of 3.47), indicating the need for additional support strategies for some teachers. Virtual teaching during the pandemic highlighted teachers' resilience, although some faced greater emotional challenges. It is essential to implement institutional support strategies and soft skills training programs that help mitigate stress and promote teacher well-being, contributing to the improvement of educational quality and teacher performance in future crisis situations.

Keywords: resilience; adaptation; work-related stress; emotional well-being; virtual education.

CHAPTER XXII

EFFECTIVENESS OF THE MARKETING PROCESS IN A PRODUCT COMPANY IN THE OIL SECTOR IN MÉXICO

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ABSTRACT

Nowadays, it is very important for companies to carry out studies of the marketing processes that are carried out in order to improve them through the results of optimizing work performance in the work areas (rojas, 2022). that is why this research aims to know the effectiveness of the sales process in the marketing area to know what procedures should be applied for continuous improvement in a company selling products in the oil sector in mexico, with the purpose of obtaining important returns in the sales process. the importance of this study was to know the relevance of performance in the sales area of the organization, since business-wise there are always moments where external factors are continually putting pressure on their processes, causing relevant changes in organizations. the company analyzed is dedicated to the sale of products for deep-sea oil extraction in the campeche sound, located in ciudad del carmen, campeche, mexico. the methodological approach used was mixed, for which only the quantitative results are shown for this chapter. in quantitative terms, a survey was designed based on sales processes, applying 15 surveys to 43 company employees. in qualitative terms, information was collected related to the company's history, the changes that have taken place in the company, as well as some semi-structured interviews with the manager and eight employees. the method was inductive, in the form of a field research. therefore, it was possible to identify factors for continuous improvement in the internal communication processes between departments that help to improve the flow of sales and marketing information, for which the development of positioning strategies was recommended.

Keywords: marketing, sales and service quality.

CHAPTER XXIII

THE DIGITAL REVOLUTION IN ACCOUNTING EDUCATION: THE IMPACT OF ICT ON PEDAGOGICAL AND PROFESSIONAL TRANSFORMATION

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ABSTRACT

The present research was used to analyze the evolution of Information and Communication Technologies (ICT) in the transformation of pedagogical practices in public accounting, profoundly impacting both teachers and students. The methodology used was qualitative, based on a systematic literature review of approximately 200 texts related to the topic developed. The findings showed how the incorporation of ICT has facilitated a comprehensive reinvention of educational processes, aligning them with the demands of the digital era, the industrial revolutions and enhancing the interaction and active participation of students, especially in virtual and distance learning environments. As a result, it is necessary to emphasize that this adaptation has not only significantly improved access to information, but has also stimulated the development of essential skills for the contemporary work environment, such as critical analysis, problem solving and collaboration in digital environments. Today, ICTs have become a fundamental pillar of education and professional practice. In the academic environment, they not only optimize the search for and management of information, but also transform the dynamics of teaching, promoting more fluid and effective communication between students and teachers. In the work context, the mastery of these tools has become an indispensable skill.

Keywords: pedagogy, accounting, education, active learning, communication technology.

CHAPTER XXIV

IMPACT OF THE IMPLEMENTATION OF THE EXPECTED LOSS MODEL ON PROVISIONS AND RISK RATINGS IN THE LOAN PORTFOLIO OF THE EMPLOYEE FUND OF THE DEPARTMENT OF ANTIOQUIA (FEDEAN)

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ABSTRACT

This study evaluated the impact of implementing the expected loss model on the loan provisions of the Employee Fund of the Department of Antioquia (FEDEAN), compared to the incurred loss model. FEDEAN, as a first-level supervised entity, must adopt the expected loss model starting in 2025, according to guidelines from the Superintendence of the Solidarity Economy. The research followed a quantitative approach using historical loan portfolio data. First, the incurred loss model was applied, which calculates provisions based on credit delinquency. Then, the expected loss model was implemented, considering three key variables: the probability of default, the exposure at default, and the loss given default. Both models were compared to identify differences in provisions and loan portfolio deterioration. The results showed that the expected loss model significantly increases provisions, even for current loans, negatively impacting FEDEAN's finances. Additionally, the new risk classification under this model affects the quality of the loan portfolio, increasing the perceived credit risk. This change will force FEDEAN to adjust its risk management strategies, as the increase in provisions will reduce its profitability. While the expected loss model provides a more accurate estimate of credit risk, it also requires larger capital reserves to absorb the impact. The study concludes that adopting the expected loss model will pose a significant challenge for FEDEAN, both financially and operationally.

Keywords: expected loss, credit provisions, credit risk, risk models.

CHAPTER XXV

PERSONAL TURNOVER ATTITUDES OF MILLENIALS IN THE WORKPLACE

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ABSTRACT

The present work was based on identifying the attitudes of the Millennial generation regarding the main causes that promote the decision of rotation in organizations. This arises from the research project “Determining factors for the retention of Millennial personnel in the organizational field.” These research advances aim to consider the determining causes of staff turnover among the Millennials generation. The qualitative methodology used and an exploratory-descriptive study consisted of the application of the survey with structured questions to an intentional sample of twenty-three (23) Millennials who work in organizations. The results achieved show that the reasons for turnover presented by the Millennial generation are identified as the issue of personal development, the work environment, growth opportunities, the work environment, recognition, work-life balance, leadership style, organizational culture and well-being policies.

Keywords: millennial generation, personnel turnover, attitudes, work environment.

CHAPTER XXVI

PEACE AND GENDER EQUITY WEAVING SCHOOLS

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ABSTRACT

The project “Peace and Gender Equity Weaving Schools” aims to analyze gender equity dynamics in the school environment to understand their manifestations, underlying causes, and the discourses that sustain them, and to propose effective strategies for promoting respectful, inclusive, and peaceful citizenship. Grounded in critical gender theories and critical pedagogy, this study addresses equity in education as equal access and a process of transforming structures and attitudes that perpetuate inequalities. The research employs a mixed-methods approach, utilizing both qualitative and quantitative methods to collect data through statistical analysis of academic performance, interviews, focus groups, and review of institutional documents. Data triangulation and thematic analysis validate the findings, identifying academic performance gaps related to gender stereotypes and evidencing manifestations of discrimination and xenophobia in the school setting. By exploring relevant theories and approaches in gender equity, the study seeks to establish a solid foundation for designing educational interventions that promote equal opportunities and reduce gender-based violence. The results show that traditional gender norms influence students' academic and professional expectations, limiting their overall development. The used strategies aim to transform school culture towards inclusive and healthy environments that promote peace and equity.

Keywords: gender equity, performance gaps, gender roles, school actors.

CHAPTER XXVII

RELEVANCE OF ACCOUNTING AND TAX CONSULTATION FOR PUBLIC ACCOUNTING STUDENTS AT UNIMINUTO, BELLO SCHOOL

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ABSTRACT

Through this project, we intend to analyze the relevance of an accounting and tax office for public accounting students at UNIMINUTO Bello campus, where the knowledge acquired by the students can be put into practice. The methodology used in this project will be qualitative with an exploratory descriptive approach; applying instruments such as documentary review, surveys and focus groups. This process will be developed in order to theoretically support the relevance of this as part of the training process of students, based on experiences in other universities and that have contributed to a comprehensive training of their students, allowing them to develop skills in accounting and tax processes, through the development of business practices, consultancies and advice to them. Accounting and tax consultancies in higher education institutions play a very important role in the training of students, since they help them develop conflict resolution skills in the business field under the guidance of professional teachers in specific academic areas. They also generate benefits for the community in which these consultancies are developed, in this case the UNIMINUTO community, since the generation of knowledge and guidance to comply with current regulations in Colombia through free advice. Advice that is not accessible to many of the people who belong to the community due to the costs they generate. It is important to highlight that every day the normative regulations in accounting and tax terms in our country generate more need for analysis for their correct applicability, so who better than the academy to provide this support in order to generate an impact in this community and strengthen its students to face labor challenges that await them in the development of their professional practice through comprehensive training, this exercise would substantially strengthen their practical skills in accounting and tax matters.

Keywords: accounting, taxes, consultancies.

CHAPTER XXVIII

ETHNIC TOURISM AS A COMPETITIVE STRATEGY FOR THE STRENGTHENING OF ARTISAN SMEs IN THE SPECIAL TOURISM AND CULTURAL DISTRICT OF RIOHACHA

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ABSTRACT

This article aims to analyze ethnic tourism as a competitive strategy for strengthening small and medium-sized artisanal enterprises (SMEs) in the Special Tourist and Cultural District of Riohacha, Colombia. Through a systematic review of the literature, the main variables that influence this interrelation are addressed, such as cultural preservation, technology adoption, business management, and public policies. Artisanal SMEs, closely linked to the Wayuu community, represent a vital source of cultural identity and economic development in the region. However, their ability to compete in a globalized market depends on the implementation of comprehensive strategies that combine the authenticity of traditional products with innovation and sustainability. The analysis of recent literature suggests that cultural authenticity is a key differentiating factor in the ethnic tourism sector, but that, in turn, it must be supported by a modernization in business management and the use of digital platforms that expand the reach of SMEs. Furthermore, the importance of training in business management and the implementation of public policies that support sustainability and tourism development in the Riohacha region is highlighted. In conclusion, ethnic tourism offers a significant opportunity for strengthening artisanal SMEs in Riohacha, provided that a strategic approach is adopted that integrates cultural preservation with market competitiveness. This article proposes a strategic model based on the interdependence of these factors, highlighting the importance of public-private partnerships to ensure the sustainable success of artisanal SMEs in the context of ethnic tourism.

Keywords: indigenous tourism, competitive strategy, strengthening, SMEs.

CHAPTER XXIX

PEDAGOGICAL PERSPECTIVE: A VISION FROM UNIVERSITY TEACHING IN SOCIAL EDUCATIONAL PRACTICE

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ABSTRACT

The purpose of this research was to generate a theoretical approach to the pedagogical perspective seen from the teaching practice in the social educational practice at the Rafael María Baralt Experimental National University. The qualitative methodology was addressed with the application of the phenomenological method. The key informants were three teachers of the social educational practice, as well as an equal number of students enrolled in the aforementioned curricular unit, willing to collaborate in the study. The data collection instruments used were in-depth interviews, recordings, photographs, and a field diary; the technique used was passive observation. The final reflections indicated that the pedagogical perspective is implicit in the formation of social actors through the development of competencies, which strengthen the community action that they must fulfill as future teaching professionals; the teaching practice in the social educational practice is based on the knowledge and mastery of the community promoter role; the pedagogical aspects present in the social educational practice are based on the application of pedagogical methods of learning based on real problems, through an intervention with an active methodology for social transformation.

Keywords: pedagogical perspective, teaching, social educational practice, university education.

CHAPTER XXX

PROPOSAL FOR DESIGNING A VIRTUAL LEARNING OBJECT IN MOODLE FOR ENGLISH AT UNIVERSIDAD POPULAR DEL CESAR, AGUACHICA

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ABSTRACT

Currently, information and communication technologies (ICT) have transformed education by facilitating new methods of teaching and learning. This research focuses on the design of a virtual learning object (VLO) on the Moodle platform for the English III course at Universidad Popular del Cesar, Aguachica Campus. Therefore, the primary objective of the study was to develop and implement a VLO on Moodle to enhance English learning among systems engineering students. The methodology employed a mixed approach, including a preliminary survey to assess students' familiarity with digital tools and their willingness to use Moodle. Subsequently, the VLO was implemented, and interviews were conducted to evaluate student satisfaction and the effectiveness of the resource. The results indicated a high acceptance of the VLO, with students highlighting the ease of use of Moodle and an improvement in their motivation and engagement with learning. Most students felt that the VLO facilitated their learning process and supported their independent study. However, challenges such as technical issues and the need for more time to adapt to the new tools were identified. Overall, the implementation of the VLO on Moodle was effective and well-received, proving to be a valuable tool for enhancing English teaching. The research confirms the potential of ICT to transform education and recommends continuing to develop and refine these resources to maximize their educational impact.

Keywords: English Teaching - learning assessment - Moodle - Virtual Learning Object.

CHAPTER XXXI

MANAGEMENT MODEL FOR A COMPREHENSIVE SCORECARD OF IT SERVICES FOR COMPANIES IN THE TRANSPORTATION SECTOR

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ABSTRACT

The objective of this article was to design a management model for a comprehensive scorecard of IT services for companies in the transportation sector in the city of Barranquilla (Colombia). Design/methodology: This research is quantitative, since it is necessary to describe the results, which focuses on the collection of objective and verifiable data through surveys, experiments, statistical analysis, among others. The objective is to obtain precise and reliable data, which can be analyzed using mathematical tools and statistical analysis to understand and explain social phenomena, using numerical data to make generalizations and establish causal relationships between variables. Findings: The findings indicated a lack of integration between IT systems and companies' strategic objectives, as well as an urgent need for tools that enable better decision making. The designed balanced scorecard management model includes a clear and precise structure that aligns the strategic objectives of companies in the transportation sector with their IT services. Four main perspectives were developed: financial, customer, internal processes, and learning and growth. Each perspective includes specific objectives, associated KPIs, and strategies to achieve established goals. Conclusions: It is concluded that the integration of IT services with the strategic objectives of companies in the transportation sector is crucial to improve operational efficiency and competitiveness. A well-structured balanced scorecard model facilitates alignment, and allows companies to use their technological resources more effectively to achieve their organizational goals. Originality: The study is distinguished by its particular focus on the transportation sector of Barranquilla, an area that has not been sufficiently explored in previous research related to IT service management. By focusing on this specific sector, the research offers customized and highly relevant solutions to the unique needs and challenges of these companies.

Keywords: IT management, knowledge management, cobit, itil.

CHAPTER XXXII

THE FOUR FUNDAMENTAL CONCEPTS OF ARMED CONFLICT: THEORETICAL TWISTS FROM THE MÖBIUS BAND

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ABSTRACT

The Colombian armed conflict seems to be going on forever; despite more than 60 years of attempts at mitigation, it seems that it is easier to live with it than to try to suppress it. Given this imperative context, science and interdisciplinary fields of study have a commitment, which is the development of visions or perspectives that allow maintaining balance so as not to incur in violence suffocating societies again; likewise, to achieve lines of escape that facilitate maneuvering everything that the internal conflict of a country can produce. Thus, in this article I intend to reflect on the fundamental concepts of the armed conflict in Colombia, for which four were chosen: (a) territory, (b) historical memory, (c) violence and (d) post-conflict. The proposal for the analysis of the four fundamental concepts of the armed conflict comes from topology seen as that branch of mathematics that studies the structures and characteristics of mathematical spaces that do not necessarily resort to statistics or metrics, placing it within the qualitative paradigm. Analyzing and reflecting on the four concepts in light of complexity to find their possible “theoretical twist,” certain points were found that could be those lines of flight that allow us to address the conflict in a novel way and therefore intervene in the communities in an alternative way or, at least, from other angles to achieve efficient solutions, in the face of the violence that ambushes them. The integrative perspective that allows complex thinking facilitates what has been seen in the course of this text: linking topology as a method to observe a phenomenon, allows epistemological subversiveness, as well as the subsistence of complex thinking, thinking with breadth, without losing depth or methodological rigor. The result of this is what allowed us to propose that there are certain emerging subcategories in the four fundamental concepts of armed conflict.

Keywords: territory, historical memory, violence, post-conflict, armed conflict.

CHAPTER XXXIII

ANALYSIS OF ARCHAEOLOGICAL HERITAGE FROM STYLOMETRY

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ABSTRACT

Stylometry is a discipline dedicated to the statistical analysis of written texts, based on the quantification of various aspects of discourse, such as the length of words or parts of speech (POS), the study of function words, content words, collocations or correlations, using other auxiliary disciplines, such as computer science, statistics and philology. In general terms, we could say that it is a discipline that provides us with tools, methods and protocols for the quantitative analysis of texts, knowing that we can quantify, at least, the lexicon, the classes of words and the associations and distribution of these words in the text. A conjunctural advance in its application has been the contribution of Francisco Javier Blasco (2019) and Cristina Ruiz (2019), academics from the University of Salamanca, who have adapted these procedures to the field of literary studies, generating a statistical analysis model for poetic and narrative texts. Taking the work of the aforementioned authors as a basis, the present research has generated an adaptation of stylometry to the field of archaeological and historical heritage analysis, generating a comparative matrix between oral and written texts of the context to be studied and semiotic manifestations present in archaeological sites, understood as units of meaning with quantifiable information. As a case study of the application of the constructed methodological advance, the application of the suggested study model to the rock art of Cerro Azul, Department of Guaviare, in the Colombian Amazon is presented.

Keywords: stylometry, discourse, texts, poetry, narratives.

CHAPTER XXXIV

WORKING CONDITIONS OF WORKERS AND THEIR IMPACT ON THE SOCIO-ECONOMIC LEVEL OF THEIR HOUSEHOLDS IN PALM GROWING COMPANIES

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ABSTRACT

The oil palm is key to the international, national and local economy, as it contributes significantly to the gross domestic product and job creation. This research focuses on the analysis of the working conditions of workers in the palm oil sector in the municipality of Tibú, Norte de Santander, and how these influence the socioeconomic level of their households. It seeks to identify factors such as income, job security, socioeconomic benefits, costs and expenses incurred by these people, work hours, remuneration, access to public services, access to education, housing conditions, among others, to understand how they influence the quality of life of employees and their families. The methodology used is descriptive and field design, data collection is carried out through a survey directed to workers of the palm oil companies in Tibú. The results include a clear diagnosis of the working conditions in the palm oil sector, as well as practical recommendations to improve the situation of workers. The study contributes not only to academic knowledge, but also to the formulation of policies aimed at improving working conditions, which would have a positive impact on the well-being of workers and on the economic and social development of the region.

Keywords: working conditions, workers, households, companies, palm growers.

CHAPTER XXXV

ADMINISTRATIVE AND SUSTAINABLE OPTIMIZATION IN ORGANIC WASTE MANAGEMENT: STRATEGIES FOR THE PUBLIC MARKET OF AGUACHICA, CESAR

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ABSTRACT

The article examines administrative and sustainable optimization in the management of organic waste at the Public Market Plaza in Aguachica, Cesar. The main objective was to develop and recommend strategies for the efficient management of these wastes, focusing on practices of separation, collection, treatment, and valorization. A qualitative methodology was adopted to explore current practices and perceptions of the involved stakeholders through the review of regulations, interviews with merchants, and direct observation of waste management processes. The results revealed deficiencies in the detailed classification of organic waste and inadequate management that limits the potential for valorization. An urgent need was identified to improve separation and treatment practices, as well as to implement techniques such as composting and biodigestion to maximize economic, environmental, and social benefits. Awareness and training of the community and merchants played a crucial role in promoting waste reduction and improving the quality of life at the plaza. The study concludes that the utilization of organic waste not only provides an effective solution for waste management but also contributes to sustainable development. The implementation of appropriate policies, strengthening of infrastructure, and environmental education are essential to optimize waste management at the Market Plaza. This research highlights the importance of transforming organic waste into valuable resources, reducing environmental impact, and promoting a circular economy within the community.

Keywords: composting environmental pollution , circular economy , waste management, valorization.

CHAPTER XXXVI

CONSEQUENCES OF IMPROPER WASTE MANAGEMENT IN THE COMMERCIALIZATION OF FISH SPECIES IN GAMARRA, CESAR

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ABSTRACT

In Gamarra-Cesar, fish commercialization has generated a significant issue: inadequate waste management. This study aimed to analyze how waste from this activity affects public health and the environment. Three main types of waste were identified: organic (fish remnants and wastewater), liquid (water used in cleaning), and inorganic (plastics and packaging materials). The research included interviews, surveys, direct observation, and cartography to document waste management practices and assess their impact. Findings revealed that organic and chemical waste is contaminating nearby water bodies, affecting water quality and aquatic biodiversity, and contributing to eutrophication. Additionally, waste accumulation in the soil alters its chemical composition and impacts local flora and fauna. Waste also releases hazardous gases, such as ammonia and hydrogen sulfide, which contaminate the air and create unpleasant odors, exacerbating respiratory issues in the community. The proliferation of pathogens due to poor waste management is leading to an increase in infectious diseases. Inadequate waste management also negatively impacts local commerce and tourism, reducing the region's appeal and increasing healthcare costs. Proposed mitigation measures include improving waste management through collection and source separation systems, establishing treatment plants, and training merchants and workers in proper practices. Implementing adequate infrastructure and specific regulations is crucial for effectively and sustainably addressing these issues.

Keywords: environmental pollution - fish species - waste management - public health.

CHAPTER XXXVII

WORK-RELATED STRESS AND BURNOUT IN DOMESTIC WORKERS: COMPARISON ACROSS THREE COLOMBIAN REGIONS

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ABSTRACT

The Objective to identify levels of work-related stress and burnout syndrome in domestic workers across three metropolitan regions of Colombia: Cartagena (Bolívar), Medellín-Rionegro (Antioquia), and Soledad (Atlántico). Methodology: A mixed-methods approach was used, combining qualitative and quantitative data to capture both the experiences and emotions of the workers, as well as the prevalence and severity of stress and burnout. Results: Findings revealed a high incidence of work-related stress and early signs of burnout, with variations in intensity depending on the region studied. Specific factors impacting the psychosocial well-being of this population were identified. Conclusions: It is essential to implement targeted interventions for the prevention and management of burnout among domestic workers, which would contribute to improving their mental health and quality of life. Early detection of burnout could prevent its progression and support the development of effective preventive strategies.

Keywords: domestic worker, work-related stress, burnout syndrome, emotional exhaustion.

CHAPTER XXXVIII

STRATEGIC PLANNING AS THE MAIN TOOL FOR THE SUCCESS OF COLOMBIAN MICROENTERPRISES

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ABSTRACT

The proposed objective was to analyze strategic planning as the main tool for the success of Colombian microenterprises, for which the information provided by the Fundación Red Emprendedoras Popayán was considered, highlighting its value for the economic sector. The problem, the lack of adequate use of strategic planning, limits progress and growth in the business environment; the foundation recognized its shortcomings and expressed its desire to improve. The theoretical framework was elaborated based on postulates of various authors, the methodology was quantitative of descriptive type, using non-probabilistic deliberate sampling and surveys to 27 participants. The findings revealed the need for support, the lack of knowledge, and the insufficient implementation of strategic planning, which led to the closure of microenterprises in the medium term. In conclusion, although there was a recognition of their importance, there was a significant gap between the identification and effective application of these practices; however, correcting these situations could improve competitiveness and sustainability.

Keywords: strategic planning, economics, entrepreneurship, microenterprises.

CHAPTER XXIX

ORANGE ECONOMY: BIBLIOMETRIC, THEMATIC AND SEMANTIC META-ANALYSIS OF THE CONSTRUCT

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ABSTRACT

The term orange economy was conceived in 2013, supported by both the cultural and creative industries, through the publication of the Orange Book. Despite its recent creation, there are currently some studies on the matter. The aim of this study is to investigate the orange economy construct through a construct through quantitative synthesis or meta-analysis to discover the current knowledge gaps about it. To achieve this objective, the Scopus and Web of Science databases were used, obtaining a data bank of 1,299 articles that were subjected to a bibliometric, thematic and semantic analysis. The PRISMA 2020 declaration and protocol was used, in addition to the Bibliometrix version 4.1.2, VOSviewer version 1.6.18 and Graphext applications. The results warn of the debate, in some cases the transition and even implementation of cultural and creative industries under this new construction.

Keywords: orange economy, cultural and creative industries, meta-analysis.

CHAPTER XL

STRATEGIC MARKETING MANAGEMENT IN THE HOTEL SECTOR IN SUGAMUXI PROVINCE

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ABSTRACT

The present research document aims to diagnose the current situation of strategic marketing management in the hotel sector in the Province of Sugamuxi. To achieve this purpose, a mixed methodology is employed, combining qualitative and quantitative approaches, including in-depth interviews and structured questionnaires. This methodology will allow for the identification of the main strengths, weaknesses, opportunities, and threats within the sector, as well as an analysis of the management and marketing strategies that have been implemented or not by hotel companies. With the results of the diagnosis and ongoing research, an analytical basis will be established to facilitate the development of concrete tools and actions. This will enable managers and employees of hotels in the province to more effectively direct their strategic and marketing efforts, thereby enhancing their growth and competitiveness in an increasingly challenging environment.

Keywords: strategic management, strategic marketing, hotel sector, diagnosis.

CHAPTER XLI

CHILDREN AT SOCIAL RISK DUE TO THEIR PHYSICOBIOLOGICAL NEEDS IN HONDURAS

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ABSTRACT

The present mixed-cut, non-experimental and cross-sectional research, with a descriptive scope that aims to develop a proposal for the implementation of a model of a home that provides the physical and mental health conditions of childrens and adolescents whose mothers have been deprived of liberty of the National Women's Penitentiary for Social Adaptation (PNFAS). in Tegucigalpa, during the year 2015-2016. These mothers do not have an alternative accommodation for their children, who are at a predominant age of gang membership and other social risks. The research presents qualitative and quantitative information that reaffirms the problem of vulnerability in which these young people find themselves and establishes the needs for the search for new plans and strategies to rescue their development expectations. Therefore, this research presents a context of social risk, family environment, degree of malnutrition and the educational level that these young people are currently experiencing in order to consolidate a comprehensive proposal to sustain their basic needs, because their fundamental rights are not guaranteed. These situations of neglect can inhibit their optimal development and generate negative consequences both at the basic physical and biological level of children, fundamental for their integral development. It is worth mentioning some of these needs such as: food, hygiene, physical activity, health care, stimulation of the senses, etc. To address the needs of children at social risk, an interdisciplinary and inter-agency approach is essential; This implies the collaboration of different professionals and organizations to detect, intervene and resolve situations of violence and neglect of children, especially children at social risk due to physical and biological needs, focused on guaranteeing the fulfillment of their fundamental rights and covering their basic needs to promote their integral development.

Keywords: social risk, physical activity, family disintegration, protection system, family environment.

CHAPTER XLII

IMPACT OF PREVENTIVE DETENTION ON INDIVIDUALS: AN EARLY PUNISHMENT THAT EXTENDS TO THEIR FAMILIES DURING THE CRIMINAL PROCEEDINGS, HONDURAS.

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ABSTRACT

Honduras, like many Latin American countries, faces a complex dynamic in the protection and guarantee of human rights within the penal system. Despite regulatory advances and the institutions created to safeguard these rights, significant challenges persist that affect access to justice and the lives of people involved in criminal proceedings. This article examines the current situation of pretrial detention in Honduras, evaluating its effects on the justice system and on the human rights of persons deprived of liberty and their families. The article begins by analyzing the context of detainees, highlighting statistics that reveal the complex reality of the Honduran penitentiary system, with a particular focus on overcrowding, violence and human rights violations. Figures are presented that allow us to understand the living conditions in which persons deprived of liberty are found. In turn, the disproportionality of the legislative reforms to article 184 of the Code of Criminal Procedure related to pretrial detention is analyzed, as well as its implications for due process and judicial independence. Finally, pretrial detention is analyzed as an anticipated punishment that affects families, where far from being an exceptional measure, pretrial detention has become a common practice that negatively impacts not only the detainees, but also their families.

Keywords: pretrial detention, human rights, criminal process, principle of innocence, anticipated punishment.

CHAPTER XLIII

LEGAL MECHANISMS TO COMBAT SOCIAL AND LABOR EXCLUSION OF PEOPLE WITH DISABILITIES: AN ANALYSIS IN THE FRAMEWORK OF HONDURAN AND INTERNATIONAL LEGISLATION

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ABSTRACT

This article delves into the assessment of legal mechanisms aimed at combating social and labour exclusion of persons with disabilities in Honduras. Particular emphasis is placed on how national and international law can be better used to effectively protect this vulnerable group. Through a comparative analysis with Guatemala, this study not only reveals critical gaps, but also proposes legislative reforms based on internationally recognized human rights principles. In Honduras, as in many other Latin American countries, persons with disabilities face significant challenges to their social and labour inclusion. These challenges stem from the lack of solid legal mechanisms that promote equal opportunities and non-discrimination. The UN Convention on the Rights of Persons with Disabilities, ratified by Honduras in 2008, requires States Parties to adopt measures that guarantee the rights of persons with disabilities. However, the implementation of these measures still presents significant deficiencies.

Keywords: disability, social exclusion, legal mechanisms, human rights, labour law.

CHAPTER XLIV

LOCAL ECONOMIC DEVELOPMENT THROUGH CULTURAL IDENTITY AND HERITAGE MANAGEMENT

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ABSTRACT

The article presents a socioeconomic diagnosis of the municipality of Paipa - Boyacá, where the flagship products that will drive local development are identified. An analysis is conducted of successful cases in which various cities have implemented endogenous development models and similar approaches to carry out local economic development processes. Additionally, the process of valuing cultural heritage is outlined, which could potentially contribute to the local development of this municipality by proposing strategies to implement a local development process through the valuation and management of cultural heritage. The methodology used is descriptive, allowing for the identification of the municipality's flagship products. Primary sources were employed through surveys directed at commercial leaders in Paipa and potential clients or tourists. Secondary sources were reviewed from databases of local authorities and specialized databases. It is recommended that the Mayor's Office of the municipality and its dependencies actively involve the entire community in building development plans, ensuring that these are directed effectively with the aim of enhancing the true sources of development for the municipality.

Keywords: development, valuation of cultural heritage, flagship products.

CHAPTER XLV

FEMICIDES AND THE CONSEQUENCES IN THE HONDUREAN POPULATION

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ABSTRACT

The femicide odelo f in Honduras is the most extreme declaration of violence against women, with this country having the highest rates of violent deaths in the world, which is why we analyze the evolution of femicides in Honduras in its different scenarios, the progress and challenges to prevent, identify, care for and provide protection to women at high risk of femicide, as well as their investigation and punishment of said crime where the availability and effectiveness of policies and programs and instruments to address these challenges shows that the characteristics of the femicide that stems a significant proportion of the cases to the crime of intimate femicide by the partner or expartner, and due to hierarchy, superiority and gender distinction, by organized crime and a significant number are classified in the undetermined category, leaving them under investigation without obtaining evidence or sanctions that can reverse these actions against women. We lean toward grounded theoretical research, with a qualitative approach, an appropriate methodology for legal research.

Keywords: femicide, violence, gender distinction.

CHAPTER XLVI

LABOR DISCIPLINARY PROCESSES IN HONDURAS: BACKGROUND, PROCEDURE AND JURISPRUDENTIAL EVOLUTION

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ABSTRACT

Despite the Labor Code establishing the limits of sanctioning power and the obligation to include a section on disciplinary provisions and their application procedures in the Internal Work Regulations, there is a lack of specific regulation on disciplinary measures and their procedures in Honduras. This lack of regulation allows for the possibility of overlooking minimum requirements that should be included in these sections when drafting an internal work regulation. The purpose of this essay is to identify the minimum requirements that should govern disciplinary processes in the country. To achieve this goal, a detailed analysis of the relevant current regulations, specifically the 1959 Labor Code, will be carried out. Subsequently, the jurisprudential criteria established by the Inter-American Court of Human Rights regarding the State's obligations related to job stability in private relationships, as well as the principles of legality, due process, and judicial guarantees in the field of sanctioning procedures, will be examined. Finally, various jurisprudential criteria developed by the Supreme Court of Justice through the Labor-Administrative Litigation Chamber and the Constitutional Chamber related to the minimum requirements to be followed for the application of disciplinary measures will be identified.

Keywords: labor regulations, disciplinary measures, labor disciplinary process, labor jurisprudence.

CHAPTER XLVII

REGIONAL SYSTEMS FOR THE PROTECTION OF HUMAN RIGHTS

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ABSTRACT

The article begins with the study of the principle of subsidiarity, the rule of exhaustion of domestic remedies, and the principle of timely submission of the petition with the aim of understanding some of the basic and common principles for accessing regional systems. Subsequently, a detailed analysis of the European, Inter-American, and African human rights systems and their bodies is conducted, followed by a comparative analysis using a matrix. This comparative approach seeks to identify significant similarities and differences between the regional systems, in order to contribute to a deeper understanding of each system. In conclusion, although the national judge is considered the most suitable, it is important to recognize that international or regional systems intervene as a last resort, when States have failed to provide due protection to the rights of individuals. With respect to regional human rights systems, it is possible to identify the diversity of organizations that intervene in the system, this is because each human rights system is part of a different regional organization that is created through specific constitutive treaties.

Keywords: principle of subsidiarity, rule of exhaustion of domestic remedies, principle of timely submission of the petition. Inter-American Human Rights System.

CHAPTER XLVIII

COMPLIANCE AND RESPONSIBILITY IN THE PRESENTATION OF ACCOUNTING AND TAX INFORMATION BY ADMINISTRATORS AND PUBLIC ACCOUNTANTS

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ABSTRACT

This study focuses on analyzing the compliance and responsibility in the presentation of accounting and tax information by company administrators and public accountants in Aguachica, Cesar, a crucial aspect for business transparency and sustainability. Proper management of financial and tax information not only ensures compliance with legal obligations but also strengthens the trust of investors and other stakeholders. This study provides a novel analysis by focusing on a specific region of Colombia, using a quantitative methodology that includes data from the Aguachica Chamber of Commerce and surveys of 187 participants. It characterizes the obligated subjects, examines the applicable current regulations, and evaluates the compliance and responsibility of administrators and accountants. The results indicate that public accountants are better prepared for these responsibilities, although it emphasizes the need for effective collaboration with administrators to ensure comprehensive and transparent management. This study highlights the importance of improving accounting and tax practices through the use of digital tools and the need for further research in other regions of the country to validate these findings. The originality of this work lies in its particular focus on companies in Aguachica, Cesar, a region that has been little explored in terms of accounting and tax compliance, thus offering a unique and detailed perspective based on empirical data.

Keywords: accountant, tax, business administrator, public accountant, companies, Aguachica-Cesar.

CHAPTER XLIX

STRATEGIC DIRECTION AS A TOOL TO ACHIEVE SUSTAINABILITY IN THE MARKET

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ABSTRACT

Strategic direction is a key tool for sustainability in today's market, enabling organizations to adapt and thrive in a competitive and constantly evolving environment. This process can be compared to steering a ship on the open sea, where strategic direction acts as the rudder, guiding the organization's course toward its objectives. Each blade of that rudder represents essential elements like the company's mission, vision, and philosophy; these components work together to provide direction and maintain focus, especially during turbulent times. From a theoretical perspective, strategic direction has undergone significant changes over the decades. In its early days, during the 1950s, this concept was closely tied to classic strategic planning—a linear and rigid approach based on forecasting and control, whose primary objective was the stability and gradual growth of companies. However, over time, this approach evolved into more flexible and adaptive models. In the 1980s, with the rise of global competition, the approach to strategic direction became more dynamic, and organizations began to prioritize competitive advantage. Michael Porter introduced fundamental concepts, such as the five market forces and generic strategies, which helped companies face direct and indirect competition. In the 1990s, globalization and technological advances led to a phase of adaptive strategic planning, where quick adaptability and flexibility became essential factors for business success. Today, strategic direction has shifted toward managing internal resources and developing key competencies within organizations. The RBV (Resource-Based View) model emphasizes the importance of identifying and leveraging valuable, rare, and inimitable resources, which form the basis for generating sustainable competitive advantage. Additionally, digitalization and abrupt global changes, such as the COVID-19 pandemic, have ushered in a new phase in which agility and collaboration are fundamental. Companies seek to be resilient and capable of adjusting their strategies quickly by using real-time data, artificial intelligence, and predictive analysis. Modern strategic direction not only focuses on forecasting the environment but also on internal development, innovation, and rapid responsiveness, thereby ensuring long-term sustainability and success in a constantly changing market.

Keywords: strategic direction, sustainability, companies, responsiveness.

CHAPTER L

BUSINESS MODEL AS A COMMERCIAL MANAGEMENT STRATEGY FOR PUBLIC SERVICES COMPANY

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ABSTRACT

The purpose of the research was to design a commercial management model for the Aguachica Public Services company ESPA ESP, due to the deficiencies that this area presents in its operation and functionality. The study had great references such as Sosna (2009), Morris (2009), Ulwick (2016) among others, which allowed innovation to take root as the main promoter of the commercial management of companies. The methodology used was a qualitative, descriptive type with a hermeneutic research design, based on the field survey, whose sources of information collection were subject to the SERVPREF type of questionnaire for users and semi-structured questions for the interview carried out with ESPA officials. The findings made it possible to identify business deficiencies such as deficiencies in the billing of services, in portfolio recovery, in the socialization of comprehensive services to users and in the deficiency of meters in 32% of the properties in the municipality. The Jobs to be done business model was used due to its metric variables based on qualitative and quantitative features that allowed the development of the business model.

Keywords: competitiveness, portfolio, management, innovation, business model, public services, users.

CHAPTER LI

USE OF DIGITAL RESOURCES FOR THE DEVELOPMENT OF MATHEMATICAL THINKING OF SIXTH GRADE STUDENTS

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ABSTRACT

The purpose of this project was to develop creative thinking skills in 6th grade students of the Norean Educational Center (CEN), to solve problem situations using basic operations of rational numbers through the use of digital resources, given that considerable shortcomings were found in this project students group. The theoretical postulates in which the research was framed include Swoller's (1998) cognitive load theory, Dewey's model (1938) and Johnson et al, collaborative learning. (2014). To develop the study, a quantitative methodology was used, with a descriptive, exploratory, correlational scope. The population for which the study was carried out and the proposal was applied were the 15 6th grade students of CEN. Among the findings found, the absence of the implementation of technological resources in the classrooms for the progress of mathematics classes by the teacher on duty was confirmed and the difficulties that students present in solving problems with basic math operations were also identified. Addition, subtraction, multiplication or division with two or more fractions. The conclusion of this research allows us to affirm that the use of digital resources in the development of mathematical skills to add, subtract, multiply or divide fractions, facilitate the learning process and motivates students to develop the proposed activities, managing to improve performance academic.

Keywords. virtual learning environments, educational center , fractions, mathematical operations, digital resources, ICT

CHAPTER LII

UNIVERSITY SOCIAL RESPONSIBILITY (USR): THE UNIVERSITY AS AN AGENT OF CHANGE

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ABSTRACT

The University Social Responsibility (USR) follows the principles of comprehensive training of professionals at the service of society, contrary to altruistic or philanthropic demonstrations towards less favored population groups. The social intervention of universities focuses on teaching, research, extension and management. The objective of the study is to determine the relationship between USR and the educational process for vocational training (PEFP) in students from Bucaramanga. This was a quantitative, non-experimental, cross-sectional and correlational research in a population of 225 students from Bucaramanga, Colombia. The higher education institutions that took part in the research were three universities in the city of Bucaramanga (one public institution at the departmental level and two private institutions at the national level). The average age of the students is 23 years old and 46% were women and 54% men. The research determined that there is a positive, statistically significant relationship between the RSU and the educational process for professional training in universities in Bucaramanga, where the tendency to relate the acquisition of significant experiences of university life with adequate professional training was clearly observed, that is, the institutional actions undertaken by universities in terms of social participation with the environment that surrounds them, triggers aptitudes and skills in students that project them for good professional performance once they finish higher education.

Keywords: research, social projection, teaching, management, university social responsibility.

CHAPTER LIII

EVALUATION OF THE MODELO OF THE SIMPLE TAXATION REGIME ON THE REDUCTION OF TAX EVASION IN GAMARRA, CESAR

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ABSTRACT

This article analyzes the effectiveness of the Simple Taxation Regime (STR) in the fight against tax evasion in the municipality of Gamarra, Cesar. Through a detailed study, it evaluates how this regime has influenced the reduction of tax evasion and the promotion of tax compliance among small businesses and self-employed individuals. Although the STR has not been widely adopted by all companies in the odolo, its advantages, such as administrative simplification and the push towards formalization, have proven to be useful. However, the odolo also highlights some weaknesses, such as the lack of awareness of the regime among taxpayers and certain limitations in tax deductions. To improve the effectiveness of the STR, strategies are suggested, including educational programs, improvements in technological platforms to facilitate odolo and compliance with the regime, and partnerships with local entities. These actions could increase the adoption of the STR and, consequently, further reduce tax evasion in Gamarra. The study concludes that with the right measures, the STR can be a key tool for strengthening the local economy by formalizing more businesses and ensuring effective tax compliance.

Keywords: Simple Taxation Regime (STR), tax evasion, tax compliance, formalization, administrative simplification.

CHAPTER LIV

PROTOTYPE USING ARTIFICIAL INTELLIGENCE TECHNIQUES TO CONTROL REMOTE ACCESS TO FACILITIES IN BRICK QUARRIES IN COLOMBIA

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ABSTRACT

The study focuses on the development of a prototype using Artificial Intelligence (AI) techniques that ode manage remote entry to brick quarry sites in Colombia. The industry has high challenges for security and operational management, so it is necessary to have advanced technological solutions, including innovations. The research is framed within a qualitative descriptive approach, which allows obtaining a detailed understanding of the specific needs and contexts of the quarries, as well as evaluating the effectiveness and acceptance of the developed prototype. The prototype development methodology was structured in four main phases (needs identification, prototype construction, testing and validation, deployment and scaling); The target population included operational brick quarries in Colombia, spanning different geographic regions and varying in size and odelo f mechanization. The results obtained allow vehicle license plates to be verified more quickly and unauthorized entries are reduced, minimizing security setbacks. In odelo f, the research demonstrates that prototype technological innovation not only addresses safety and operational effectiveness but also acts as a game changer in the industry by introducing a flexible and scalable solution that can be easily adopted across different sectors.

Keywords: emerging technologies, automation, security, resource optimization.

CHAPTER LV

VIRTUAL EDUCATION IN ROBOTICS: IMPLEMENTATION OF STEAM, SCRATCH, AND ARDUINO FOR COMPUTATIONAL THINKING IN HIGH SCHOOL

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ABSTRACT

Educational systems and institutions are incorporating new paradigms to innovate. This study aims to demonstrate how integrating computational thinking skills, the STEAM model, and ICT tools into the electronics subject, through a virtual robotics course, improves learning and develops computational thinking skills. The methodology included the use of Instructional Design (ID) for course construction and a mixed-methods approach for validation, utilizing interviews and Moodle platform records. The sample consisted of 45 ninth-grade students from Laureano Gómez Castro Educational Institution in Aguachica, Cesar. The findings indicate that the intervention with Scratch and Arduino significantly improved the learning of specific content and computational thinking skills. It is concluded that innovative educational practices and the choice of appropriate strategies can maintain student motivation and be applicable in various areas.

Keywords: virtual course, ICT tools, STEAM model, computational thinking, educational robotics.

CHAPTER LVI

TEACHERS' PERCEPTIONS OF PROBLEM-BASED LEARNING IN TECHNICAL SECONDARY EDUCATION

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ABSTRACT

This research focused on exploring the perceptions of Technical Education teachers at COMFANORTE School in Cúcuta, Norte de Santander, regarding Problem-Based Learning (PBL). A qualitative approach with a phenomenological method was used to gain a deep understanding of educators' viewpoints. Data collection involved document review, interviews, and non-participant observation, engaging five teachers from various areas of the institution. The results indicate that all teachers have a curriculum plan incorporating PBL and consider this method effective for learning across different Technical Education subjects. Finally, an alignment was observed between teachers' perceptions of PBL, curriculum planning, and implemented pedagogical practices, highlighting consistency in the application and evaluation of the method.

Keywords: Problem-Based Learning, technical education, teacher perceptions, educational perceptions, pedagogical practices.

CHAPTER LVII

WEB PLATFORM FOR COMPLYING WITH COLOMBIAN EDUCATIONAL SYSTEM REGULATIONS IN THE ACADEMIC ADMINISTRATION OF OFFICIAL INSTITUTIONS IN AGUACHICA - CESAR

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ABSTRACT

This research focused on exploring the perceptions of Technical Education teachers at COMFANORTE School in Cúcuta, Norte de Santander, regarding Problem-Based Learning (PBL). A qualitative approach with a phenomenological method was used to gain a deep understanding of educators' viewpoints. Data collection involved document review, interviews, and non-participant observation, engaging five teachers from various areas of the institution. The results indicate that all teachers have a curriculum plan incorporating PBL and consider this method effective for learning across different Technical Education subjects. Finally, an alignment was observed between teachers' perceptions of PBL, curriculum planning, and implemented pedagogical practices, highlighting consistency in the application and evaluation of the method.

Keywords: Problem-Based Learning, technical education, teacher perceptions, educational perceptions, pedagogical practices.

CHAPTER LVIII

RECURRENT NEURAL NETWORKS AND CRISP-DM IN TRAFFIC ACCIDENT ANALYSIS AND PREDICTION IN BUCARAMANGA, COLOMBIA.

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ABSTRACT

This study focused on developing a web platform to enhance academic administration in official educational institutions in Aguachica, Cesar, in accordance with Colombian educational system regulations. The main objective was to design a technological tool that facilitates compliance with legal guidelines and optimizes administrative and academic processes at the preschool, primary education, secondary education, and technical middle levels. The methodology employed was qualitative and descriptive, using a non-numeric approach to collect and analyze data. Theodelo f was based on the agile methodology iWeb, which structured the platform development into phases: formulation, planning, analysis, engineering, page generation, testing, and client evaluation. This methodology allowed for continuous adaptation to user requirements and changes in educational regulations. Among the most significant findings, it was identified that the developed web platform addressed major issues in information management and report generation, improving data accessibility and accuracy. Despite having a previous system for managing report cards and certificates, the new tool covered more requirements and provided a comprehensive solution to previous issues, including connectivity problems in institutions. In conclusion, the implementation of the platform has facilitated more efficient academic administration in compliance with regulations. The agile methodology enabled effective adjustments during development, ensuring a functional tool tailored to the specific needs of the educational environment. The experience demonstrates that integrating appropriate technological solutions can significantly enhance the quality and effectiveness of educational management.

Keywords: academic administration , agile methodology iWeb , odelo f educational regulations , educational web platform.

CHAPTER LIX

MANAGERIAL COMPETENCIES: A CRITICAL PERSPECTIVE ON THE COLONIALITY OF KNOWLEDGE FROM A BIBLIOMETRIC ANALYSIS

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ABSTRACT

The study explores academic production on managerial competencies through a bibliometric analysis based on data from Scopus, covering the period from 2019 to 2024. The methodology included a systematic literature search using terms like “managerial competencies” and “management skills,” filtering 4,310 documents for analysis. Tools such as VOS viewer were used to map co-citations, co-authorship, and keyword co-occurrence, which helped identify trends, influential authors, and emerging themes. The results reveal a concentration of scientific production in the Global North, with the United States leading in publications and citations. This study critiques the coloniality of knowledge, showing how hegemonic structures in scientific production perpetuate inequalities, marginalizing research from Global South countries. The research highlights the need to address managerial competencies from more diverse and contextualized perspectives, particularly in Latin America.

Keywords: Managerial competencies, bibliometric analysis, coloniality of knowledge, scientific production, critical perspectives.

CHAPTER LX

THE SDGs IN BUSINESS SCHOOLS: HOW MUCH HAVE WE PROGRESSED?

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ABSTRACT

The year 2030 will be the time to define the scope of the Sustainable Development Goals – SDGs – at a global level. After their definition in 2015 by the United Nations, with the need to achieve a fairer planet for all and sustainable in the face of the threats of climate change, all countries, regardless of their size or economy, joined this global pact to link internal actions aimed at achieving the goals set for each of the objectives. For this research, we seek to analyze how much has been achieved in training and dissemination of the SDGs and in particular in Business Administration schools. It is a documentary-type research, which also links the perception of UNIMINUTO virtual Business Administration students about the SDGs, the aim is to investigate how much we have advanced with our students.

Keywords: agenda 2030, higher education, sustainability, SDGs.

CHAPTER LXI

DIDACTICS DEVELOPMENT OF GEOMETRIC-METRIC THINKING IN SECUNDARA EDUCATION

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ABSTRACT

The incorporation of GeoGebra as a pedagogical resource offers a valuable opportunity to enrich the teaching of geometry and metrics, knowing that GeoGebra is an interactive tool that combines geometric and algebraic elements, allowing an active visualisation and manipulation of mathematical concepts. In this context, the research focuses on strengthening the didactics for the development of geometric-metric thinking in students in grades 10 and 11 of the Terraplén Educational Institution in the municipality of San Martín, César, promoting meaningful and contextualised learning. The study is of a quantitative research methodology with a descriptive approach and an exploratory method, enabling the collection of information through the survey technique, direct observation and documentary review, starting with a diagnosis of the level of knowledge of geometric-metric thinking in 24 students where difficulties are identified. With the level of the didactic strategy supported by the RED GeoGebra, a solid and level of training in geometry and metrics is provided, fostering interest and appreciation for mathematics, also seeking to make students the protagonists of their own learning. Likewise, with the implementation of the post-test evaluation, it was level to demonstrate that a more meaningful and motivating learning process was promoted for the students in the first two years of the programme.

Keywords: didactics, development of geometrical-metric thinking, strategies, meaningful learning, GeoGebra.

CHAPTER LXII

SOCIOECONOMIC STUDY FOR THE VIABILITY OF A SATELLITE MARKET PLACE IN AGUACHICA, CESAR

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ABSTRACT

In Aguachica, as in many Colombian cities, public space faces numerous problems that affect the quality of life and well-being of communities, especially the poorest. The mayor's office of Aguachica has the responsibility of generating, using and economically exploiting these spaces. The main objective of this research was the "study for the creation of a satellite market place" that seeks to benefit families in the southwest of Cesar, especially in the municipality of Aguachica, through the construction of an infrastructure in the San Roque neighborhood. This study proposed as a methodology a guide of administrative functions to support the governmental solution, evaluating the current problems, opportunities and potentialities of the market environment in a real scenario. In addition, a study characterized the population on labor needs and in this context, a guide of functions for the administration of the position was designed. Aguachica challenges factors that seriously affect public space, such as the proliferation of street and stationary vendors, and the inadequate disposal of garbage. The 2020-2023 Development Plan proposes comprehensive strategies to recover these spaces and prevent their future invasion, without ignoring the possibilities of temporary occupation under clear regulations. The current market square in the María Eugenia neighborhood suffers from security, mobility and pollution problems, which has generated an adverse outlook for citizens. The commitment is to change this situation and offer a new satellite market place that meets quality of life standards for its users.

Keywords: functions manual, satellite market and socio-economic development.

CHAPTER LXIII

MARKET STUDY WITH EMPHASIS ON SUSTAINABLE DEVELOPMENT FOR THE CREATION OF A CORN FLOUR COMPANY IN AGUACHICA, CESAR

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ABSTRACT

This project was built with the objective of analyzing the feasibility for the creation of a corn flour producing company in Aguachica -Cesar. For the development of this study, the 118,652 inhabitants of the municipality were taken as the population and a sample of 384 people surveyed, this being the first tool used in the first information collected, the feasibility study of this project is to carry out the undertaking of creating a micro-enterprise in order to take advantage of the strategic location of the municipality, taking advantage of the extensive producing agricultural lands, also encourage and support the agricultural planting of corn, and diversify the products that the region can offer; Methodologically, a qualitative research was built with a non-experimental, transactional, descriptive and field design, the results obtained show that the creation of a corn flour-producing microenterprise in the municipality is feasible.

Keywords: agriculture, commercialization, development, entrepreneurship, enterprise, field.

CHAPTER LXIV

BARGUI AND THE WOMEN'S FASHION MARKET IN AGUACHICA, CESAR: CASE STUDY

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ABSTRACT

The research article addresses the fashion industry, highlighting its dynamism and profitability worldwide, focusing on a case study of the BARGUI sewing workshop in Aguachica, Cesar, in order to highlight its potential to become a consolidated women's clothing company, achieving the development of an integral business model that studies the market, its operations and its financial viability, to serve as a reference for other establishments dedicated to sewing to be seen as a large company; The methodology used for this study was quantitative and the descriptive order of the method designed by Hernández, et al (2018); it was necessary to use instruments such as the survey to determine the potential of the female market demand, as well as document management for strengthening the operation of the company, highlighting the financial viability of the business. The results showed a technical, operational and financial feasibility, demonstrated in the CANVAS business model as consolidation of the business of the company Bargui in Aguachica, Cesar.

Keywords: market research, clothing, fashion, business model, productivity.

CHAPTER LXV

IMPACT OF ROAD DETERIORATION ON THE HEALTH OF THE INHABITANTS OF CARRERA 12 VIA THE TRANSPORT TERMINAL AGUACHICA CESAR

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ABSTRACT

In Aguachica-Cesar there are multiple problems, among which stand out those produced by the deterioration of the road network and heavy load traffic within the urban perimeter. In this qualitative study, the effect of environmental conditions in the sector of Carrera 12 between 10th and 8th streets was analyzed by applying a survey to inhabitants of the sector, in which they were asked about symptoms associated with exposure to certain contaminating factors. The results showed that more than 85% of those surveyed reported presenting some symptoms related to noise pollution factors, such as stress, insomnia, anxiety and headaches; while more than 90% presented symptoms associated with exposure to particulate matter. Finally, more than 90% of the inhabitants surveyed reported having had knowledge of diseases such as Dengue, Zika, Chikungunya and skin diseases caused by the stagnation of rainwater.

Keywords: hearing pollution, particulate matter, stagnant water, mesh road, dengue

CHAPTER LXVI

IMPROVING EFFICIENCY IN BUSINESS PROCESSES BY IMPLEMENTING ODOO: THE CASE OF PRO FITNESS AGUACHICA-CESAR

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ABSTRACT

This project focused on the implementation of the Odoo ERP system at Pro Fitness Aguachica-Cesar, a company specializing in the marketing and distribution of sports supplements. The company faced number of challenges, including lack of integration between its existing systems and reliance on manual and inefficient processes in critical areas such as inventory management, sales and accounting. These constraints not only affected the daily productivity of the company, but also restricted its ability to grow and compete effectively in the market. To address these issues, the company opted for the implementation of Odoo, an open source ERP system known for its flexibility and customization capabilities. The process included installation, configuration and integration of essential modules that allowed for centralized information management, automation of critical processes and significant improvement in operational efficiency. In addition, the system facilitated management decision-making by providing reliable and real-time data, enabling the company to respond more quickly to market demands. The implementation of Odoo not only allowed Pro Fitness Aguachica-Cesar to overcome previous limitations, but also optimized its internal processes, establishing a solid foundation for sustainable growth in the future, supported by efficient and modern information systems which will ensure their long term competitiveness.

Keywords: business management software Odoo, management, operational efficiency, process integration, profitness Aguachica.

CHAPTER LXVII

THE USE OF STORIES AS A PEDAGOGICAL STRATEGY FOR TEACHING ABOUT PERSONAL FINANCE

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ABSTRACT

The use of stories as a pedagogical strategy for teaching about personal finance Abstract Financial education in childhood is important for developing skills that enable effective resource management in adulthood. However, traditional methods often prove boring and arouse disinterest. This article proposes using stories as a pedagogical tool for financial education and evaluates their effectiveness compared to traditional approaches. Narratives accompanied by pictures and dialogue facilitate the understanding of complex financial concepts. A special story for preschool children and first grade elementary school children was developed, used in different schools and evaluated for its results. The results suggest that stories are an effective and engaging strategy for teaching financial literacy. It is recommended that this method be adapted to address financial concepts in more depth to change children's perceptions of money management and prepare them to make informed financial decisions in the future.

Keywords: pedagogical strategy, personal finance, finance education.

CHAPTER LXVIII

ORGANIZATIONAL CAPACITIES OF CHEESE PRODUCERS IN THE DEPARTMENT OF BOYACÁ

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ABSTRACT

Cheese producers in Boyacá, Colombia, face challenges related to competitiveness and innovation, hindered by limitations in infrastructure, financing, and a lack of entrepreneurial mindset. Despite the cheese's designation of origin, these obstacles affect their development in both national and international markets. Therefore, the study aims to assess the organizational capacities of cheese producers, focusing on strategic, technological, personal, and organizational capabilities to identify weaknesses and opportunities for improvement. A qualitative analysis was conducted using Likert-scale surveys, evaluating the companies' capacities based on their value, rarity, and exclusivity. The study analyzed capacities across four key dimensions. Among the main findings, producers show limited progress in strategic planning, human capital development, and innovation. However, most companies lack advanced technology and efficient organizational processes, which restrict their growth potential. In conclusion, it is necessary to strengthen organizational and technological capacities to enhance competitiveness and seize market opportunities.

Keywords: competitiveness, organizational capacities, innovation, cheese producers, designation of origin.

CHAPTER LXIX

IMPACT OF AI CHATBOTS ON SERVICE MANAGEMENT AT THE DIVINO NIÑO FOUNDATION

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ABSTRACT

The main objective of the study is to evaluate the impact of Artificial Intelligence (AI) Chatbots on the efficiency and quality of service management at the Divino Niño Foundation. The study is qualitative and uses a field research design. It also focuses on describing the indicators of service management at said health institution, after having previously evaluated the AI Chatbot platforms and selected the one that best suits the needs of patient information requests considering the technical criteria. The results indicate that the implementation of AI Chatbots significantly improved efficiency in service management, response times were reduced by 40%, and user satisfaction increased by 25%. In addition, a decrease in operating costs was observed due to the automation of repetitive tasks by the people in charge of caring for patients through whatsapp and Social Media channels. User satisfaction increased significantly and they provide a more satisfactory and personalized customer service experience, achieving a reduction in operating costs, freeing up resources that can be allocated to other critical areas of the Divino Niño Foundation. Finally, the impact has a significant impact by offering a sustainable and scalable solution for service management, which is especially beneficial for non-profit organizations.

Keywords: chatbot, artificial intelligence, patient care, service management. service management, the divino niño foundation.

CHAPTER LXX

COMPARATIVE STUDY OF INTELLECTUAL CAPITAL MANAGEMENT IN CUBAN - MEXICAN COMMERCIAL BANKING

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ABSTRACT

In the information and knowledge society, intellectual capital constitutes an intangible asset that adds value to organizations, so its measurement and analysis constitutes a first-order task. The above has caused this topic to constitute a question of study by academics and professionals, who have approached it from different contexts and perspectives. Banks are characterized by being knowledge-intensive institutions, where the proper management of their intellectual capital is a determining factor of success. Commercial banking is characterized by preparing reports on the management of its intellectual capital; however, the management of this intangible presents differences between institutions and countries, so the present work has the objective of evaluating the management of intellectual capital from the perspective of clients between Cuban and Mexican commercial banks. The present study corresponds to a mixed approach research, where theoretical, empirical and statistical-mathematical methods were used. The main contributions are expressed in the weaknesses detected in both banks, where aspects related to the financial education of clients, cybersecurity, little stimulation for employees, among others, stand out. It is concluded that there are significant differences in the management of this intangible between both countries.

Keywords: intellectual capital, commercial banking, customer perspective.

CHAPTER LXXI

MOBILE APP WITH ARTIFICIAL INTELLIGENCE (IA) AND AUGMENTED REALITY (AR): AN INNOVATIVE TOOL FOR PHISHING CONTROL

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ABSTRACT

The use of a mobile application (app) that combines artificial intelligence (AI) and augmented reality (AR) to combat phishing, which is a cybercrime that seeks to obtain confidential information through deception; and that, over the years has grown in sophistication and frequency, causing millions of dollars in losses and affecting millions of users in Latin America and Colombia; it provides the basis for the creation of an application that, through the use of AI, analyzes images in order to detect the company's brand, while AR provides an intuitive visual interface. The app can identify company logos and display their official pages and social networks, helping to prevent identity theft. This combination of technologies not only improves security, but also offers a clearer and more accessible user experience. AI works in the background analyzing images, while AR facilitates the interaction and visualization of security information. To develop the research methodology, an agile and iterative approach was adopted, combining elements of Design Thinking and SCRUM; along with ML-Agents (Machine Learning Agents), from Unity. The process began with a thorough research phase on the latest phishing techniques and available AI and AR technologies. Then, Sprints were carried out, prioritizing essential features such as AI logo detection, continuous integration of application design and programming, and fundamental unit tests to ensure code quality and security, thus validating the effectiveness of the solution against one of the most recent phishing threats, such as identity theft.

Keywords: augmented reality (AR), artificial intelligence (AI), cybersecurity, mobile application, phishing.

CHAPTER LXXII

EXPERIMENTAL IMPLEMENTATION OF ACTIVE MODELS FOR PROGRAMMING EDUCATION IN UNIVERSITY SETTINGS

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ABSTRACT

In recent years, programming teaching has undergone a significant transformation, evolving from traditional methods focused on lectures to increasingly active approaches that seek to directly and practically involve students in their learning process. This change responds to the need to develop both technical and soft skills, allowing students to face the programming challenges in today's industry. In this context, the Tecnológico de Antioquia has launched an experiment that involves an active learning tool with programming exercises measured from 7 dimensions, which aims to improve the way in which the fundamentals of programming are taught. Therefore, the objective of the research seeks to experimentally evaluate the impact of these active models compared to traditional methods, using diagnostic tests and data visualization tools to monitor the progress and adaptation of students in their learning process. The initiative is carried out with a qualitative methodology and an experimental design, it was applied to the sample made up of 6 groups, 3 control groups and 3 experimental groups, belonging to the academic period 2024-02, daytime shift. The implementation of the active programming tool shows a potential where improvements are shown in the evaluated dimensions, particularly in Logical Thinking and Pattern Recognition, suggesting that active programming not only improves theoretical understanding, but can also improve practical application and problem solving.

Keywords: skills, students, learning, active models.

CHAPTER LXXIII

SOFT AND HARD SKILLS OF DISRUPTIVE LEADERS TO FACE NEW GLOBAL CHALLENGES

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ABSTRACT

Disruptive leadership is a type of leadership that focuses on innovation, which seeks to challenge the traditional, the objective of promoting more creative and innovative thinking in business reality, which implies a radical change in the organization's processes. It is characterized by causing shock, resistance and pushing workers to a transformation, this leads to think that disruptive leaders must possess a series of soft and hard skills that will allow them to develop behaviors and experiences with which the disruptive leader achieves success in the dynamic business world. The objective of the research is aimed at identifying the soft and hard skills of disruptive leaders to face new global challenges. This research is based on the theory of disruptive leadership from the perspective of authors such as Goleman (2006), Zapata (2024), López and Jaramillo (2024), among others. The methodological route applied was from a quantitative approach, with a scope of descriptive analysis, it was applied to a population of 100 teachers belonging to two universities. The results show that the disruptive leaders of these universities show soft skills such as empathy, collaboration and leadership capacity but to a lesser degree strategic thinking, as for the hard skills of the leaders, the one they have developed to a lesser degree is the management of technological resources and the creation of creative projects, however, what is team management, oral expression and linguistic skills are the ones they have more developed. In conclusion, it could be stated that although the disruptive leaders of these universities possess a series of hard and soft skills, with which they can be identified as disruptive leaders, they must develop a group more of these, in order to cause the impact that this type of leadership has.

Keywords: leadership, disruptive, disruptive leaders.

CHAPTER LXXIV

WEB-BASED RECOMMENDATION SYSTEM FOR ICT STRATEGIES BASED ON LEARNING STYLES AND THEIR DIDACTICS

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ABSTRACT

Student dropout in the early semesters of university is a significant challenge in Colombian higher education. This study addresses the issue through the development of LearSty, a web-based recommendation system designed to identify learning styles in first-semester Systems Engineering students at UPCA and recommend appropriate ICT strategies. Using the agile Extreme Programming (XP) methodology, the Kolb learning style test was integrated into the platform. Surveys revealed a high acceptance (92.3%) of these tools. The main learning difficulties were a lack of practice and comprehension issues, each affecting about 38.5% of students. LearSty proved effective, allowing for the personalization of teaching-learning strategies and concluding that diversifying teaching methods and using technology adapted to learning styles can significantly improve academic performance and reduce student dropout rates.

Keywords: learning styles, TIC, student dropout, recommendation system, XP methodology (Extreme Programming methodology)

CHAPTER LXXV

THE ENTREPRENEURSHIP FOR THE SOCIAL REINTEGRATION OF PRIVATE LIBERTY IN COLOMBIA

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ABSTRACT

This study sought to analyze the undertaking for the social reintegration of prisoners in Colombia, specifically in the Aguachica penitentiary center, Cesar; where it was emphasized to point out the situation that Colombian prisons are going through today, especially that of Aguachica, Cesar. The population universe is 200 inmates, who are overcrowded and at leisure. Inclusion and exclusion criteria were applied in the selection of the sample, therefore we worked with eight (8) inmates who are those who exclusively carry out productive work or entrepreneurship within the penitentiary establishment, show good behavior and are those who are very interested in continue a task when leaving this premises, being an intentional and non-probabilistic sample. It was a research using a quantitative approach, with a positivist paradigm, with a deductive method. For the collection of information, the survey technique was considered in this study, and the closed questionnaire consisting of 22 questions was applied as an instrument. The results of this study confirmed that it is through productive work - in its form of entrepreneurship - that an effective and less traumatic social reintegration of the prisoner into society is achieved. Therefore, it was concluded that it is essential to encourage prisoners to carry out ventures, which will support them and their families, during and after their reintegration into society; and that through the formal education or training that they can receive, it will pave the way for them to not relapse into criminal activities.

Keywords: training, education, entrepreneurship, social inclusion, marginalized, social reintegration.

CHAPTER LXXVI

BUSINESS RESILIENCE AND ITS ROLE IN COMPETITIVENESS: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

The research explores the current state of the relationship between Resilience and Business Competitiveness, analyzing key concepts from the literature. Resilience is defined as the ability of organizations to face and recover from complex situations. A systematic literature review was conducted, selecting 16 out of the 25 studies reviewed, focusing on research published between 2011 and 2021 and retrieved from databases such as Redalyc, Dialnet, Scielo, Scopus, and digital repositories. The analysis reveals that 93.75% of the studies focus on organizational resilience, demonstrating its positive influence on the efficiency and competitiveness of organizations. Organizational resilience facilitates survival and promotes growth and competitiveness.

Keywords: resilience, business competitiveness, systematic review, organizational growth.

CHAPTER LXXVII

e-BUSINESS AS A BUSINESS STRATEGY FOR MSMEs IN THE MANUFACTURING SECTOR IN TEGUCIGALPA, HONDURAS 2024

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ABSTRACT

The general objective of this article is to determine the effective business strategies of E-Business in MSMEs in the manufacturing sector in Tegucigalpa, Francisco Morazán Honduras 2022. The research design has a quantitative approach, it has a descriptive scope since it seeks to specify the properties, characteristics and profiles of MSMEs in the manufacturing sector in Tegucigalpa. Finally, the conclusions of the research are established, showing that innovation constitutes the driving force of business development and growth towards competitiveness in an increasingly demanding and demanding market. E-Business allows a company to not only sell its products, but also establish relationships with customers, it consists of the practical experience of executing and coordinating critical business processes such as designing products, obtaining supplies, manufacturing, selling, fulfilling orders and providing services through the widest use of computer and communication technologies and digitized information.

Keywords: technological change, IT management, business strategy, manufacturing industry

CHAPTER LXXVIII

TOURISM COMPETITIVENESS IN COLOMBIA. A STUDY FOR THE CITY OF SINCELEJO - SUCRE COMPETITIVENESS OF TOURIST SERVICE ACTIVITIES FROM THE PERSPECTIVE OF SUSTAINABLE CITIES

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ABSTRACT

The objective of this article is to analyze the competitiveness of tourist activities in the municipality of Sincelejo. Methodologically, a competitiveness indicator was proposed, for which a two-step method was followed; the first consisted of the normalization of 7 study variables, through the re-scaling or gap reduction approach, and the second step consisted of the simple aggregation of said variables in just numbers. As the main source of information, the statistics on tourism from the Ministry of Commerce, Industry and Tourism, as well as the National Administrative Department of Statistics - DANE, were consulted; all this, to answer the problem question: What are the levels of tourism competitiveness in the city of Sincelejo? The main result is that the municipality of Sincelejo ranked 22nd out of 24 cities nationwide, with a competitiveness indicator of 0.05 points out of 7.00 points as the maximum value. The results indicate that, although trade, hotels and restaurants have an important weight in the economy of the municipality, they are not very competitive, since they are not very specialized services, where there is no articulation in the links of the chain, there is a prevalence of labor informality, among other aspects, which constitute "bottlenecks" for the development of the sector in the city.

Keywords: competitiveness, sustainability, tertiary sector, tourism, sustainable cities.

CHAPTER LXXIX

TAX REGULATION OF CRYPTOASSETS IN LATIN AMERICA AND THE CARIBBEAN (LAC)

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ABSTRACT

The review article offers an analysis of the regulation of cryptoassets in some Latin American and Caribbean countries. It addresses key definitions of tax legislation, the challenges and opportunities of this phenomenon. It begins by identifying what a cryptoasset represents, studying the different regulatory approaches of other official entities and highlighting the regulatory proposal in some countries, which interpret cryptoassets as a value, property, cryptocurrency, digital asset, merchandise or simply another source of tax collection. The purpose was to analyze the tax regulation of cryptoassets, highlighting regulatory principles, challenges and opportunities. The study is of a qualitative documentary nature, with a comparative and deductive analysis approach. The findings reflect an incipient regulation by the different official entities, whether due to risks, money laundering or fraud. However, there are economic opportunities for some countries in the region.

Keywords: cryptoassets, tax regulation, taxes, cryptocurrencies.

CHAPTER LXXX

TRENDS IN GENDER EQUALITY EXPENDITURES IN MEXICO: AN ANALYSIS OF ANNEX 13 OF THE FEDERAL EXPENDITURE BUDGET (2008–2020)

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ABSTRACT

The aim of this study is to examine the trends in Expenditures for Gender Equality, as outlined in Annex thirteen of the Federal Expenditure Budget from 2008 to 2020. Specifically, the analysis focuses on the Administrative Branches that receive the largest allocation of earmarked public resources. The study is based on a comprehensive review of key official documents pertaining to Public Finance in Mexico. The findings reveal an uneven distribution of resources within the Gender Equality Annex across the integrated Administrative Branches. Notably, Branch twenty (welfare), Branch eleven (education), and Branch twelve (health) emerged as the top recipients of resources from 2008 to 2020. In 2020, the Program for the Well-being of Older Adults accounted for 38 percent of the total Expenditures for Gender Equality between Women and Men.

Keywords: gender budget, public finance, gender-responsive budgeting, gender equality, Mexico.

CHAPTER LXXXI

INNOVATION AND INSTITUTIONAL QUALITY: A VISION OF THE MUNICIPAL ENTITIES OF SUCRE – COLOMBIA

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ABSTRACT

The OECD's work on innovation in the public sector examines how governments can use novel tools and approaches to improve practices, achieve efficiencies and produce better policy outcomes. In light of this, the research focused on the analysis of institutional innovation in different municipal entities in the department of Sucre. The study has a quantitative approach, with a non-experimental, field design, characterized by the collection and analysis of data through a questionnaire previously validated by experts and an Alpha Crombach of 0.92; the sample was characterized by 30 people linked to municipal entities. Finally, it is evident that the surveyed personnel present certain weaknesses in terms of the development of innovative technical skills and capabilities, as well as a lack of strategies that allow personal and professional strengthening and the limited evaluation of the impact of training programs; As for the organizational culture, it is not very receptive to change and to the adoption of new innovative trends in disruptive technologies; rigidity to innovative changes is evident and the ability of entities to adapt to the changing needs of the environment is hindered

Keywords: innovation, institutional quality, innovative technical skills and disruptive technologies.

CHAPTER LXXXII

SOCIAL PROJECTION: REFLECTIONS FROM PRACTICE IN HIGH-QUALITY ACCREDITED UNIVERSITIES

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ABSTRACT

Social projection is an essential function of universities that promotes high-quality conditions. This article reflects on how social projection drives the interaction between the university and society, contributing to the development of communities by linking the academic to social needs. The research adopted a qualitative interpretive methodological approach. Case studies were used as the main methodological strategy, combining semi-structured interviews with social actors, teachers and students involved in extension projects, along with documentary analysis of strategic plans, reports and institutional records. The results show that social projection constitutes a strategy of universities to achieve high quality recognition, allowing students and teachers to develop key competencies such as critical thinking, social responsibility and transformational leadership. In addition, interaction with communities facilitates feedback on academic knowledge, improving the relevance of educational programs and promoting social innovation. It is concluded that social projection is part of the evaluation and accreditation of high institutional quality and of academic programs to train not only competent professionals, but also citizens committed to their environment. Therefore, in order to ensure compliance with quality standards in terms of social projection, universities must adopt interdisciplinary approaches, establish strategic alliances with the external sector and ensure the sustainability of projects in the long term.

Keywords: social projection, universities, high quality, external sector, communities.

CHAPTER LXXXIII

STRATEGIC THINKING FOR MANAGERIAL DEVELOPMENT

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ABSTRACT

Strategic thinking is an inherent skill in every human being, enabling the analysis of situations, anticipation of the future, and decision-making to achieve long-term goals. Since its early applications in the military sphere, strategic thinking has adapted to environmental, political, social, technological, and economic changes, making it applicable in diverse contexts, from large organizations to an individual's daily life. One of the earliest contributions to strategic thinking is attributed to Sun Tzu (2009), who in his text *The Art of War* (4th B.C.) outlined key principles for success on the battlefield. Niccolò Machiavelli also contributed to the conceptual and practical development of strategic thinking through his treatise *The Prince* (1513), in which he synthesized principles that aided political leaders in making decisions aimed at consolidating the state. Later, Napoleon added innovations in military strategy (Pérez & Rojas, 2022). These concepts eventually found application in the organizational sphere in the 1970s, during the development of strategic planning. Authors like Taylor (1970), Bracker (1980), Ansoff (1965), Tabatoni, and Jarniou (1975), motivated by the need for structured plans in the context of globalization and the Cold War, contributed to the conceptualization of strategic thinking. During the same decade, tools like the SWOT analysis, one of the most widely used, were introduced to guide this process by linking strengths, weaknesses, opportunities, and threats to formulate plans with specific goals, budgets, and actions (Pérez & Rojas, 2022). 2 Regarding strategic thinking applied to managerial development, according to Silvestri Vivass et al. (2009), there should be broad participation of personnel from different disciplines under two conditions: talent and effective communication across all levels, grounded in components like vision, environmental analysis, creativity, and flexibility. Throughout history, the importance of strategic thinking in managerial development lies in the need for efficient operations within competitive, fluctuating environments marked by uncertainty, and, today, by rapid market shifts and digital transformation. In this context, strategic thinking becomes an essential tool, aiming to adapt and respond to the varied needs of organizations and market demands (Pérez & Rojas, 2022). In other words, strategic thinking enhances decision-making, facilitates goal achievement, increases competitiveness, and fosters effective problem-solving. Moreover, its appropriate application inspires teams within organizations by providing a vision that motivates them to work toward defined objectives. Finally, this work shows that strategic thinking optimizes managerial decision-making, facilitates goal achievement, boosts competitiveness, and promotes effective problem-solving (Mintzberg et al., 1997). It also requires constant practice, case study analysis, participation in problem-solving, setting achievable goals, receiving feedback, and openness to new ideas.

Keywords: strategic thinking, proactive, strategy, or ganization.

CHAPTER LXXXIV

SYNERGY BETWEEN WORK TEAMS AND FOR TEAMS FOR ORGANIZATIONAL DEVELOPMENT

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ABSTRACT

In the current business context, synergy between work teams and teamwork has become a determining factor for organizational development. In this sense, it is understood that synergy, is the combined effect that results from the collaboration of individuals who work together, can enhance creativity, innovation and efficiency within an organization. Synergy manifests when team members not only work together, but also complement and mutually enhance. Each member provides unique skills, knowledge and perspectives, which enriches the decision -making process and problem solving. Instead of simply adding individual efforts, synergy allows the collective result to be greater than the sum of its parts. When talking about teamwork, it is understood as a process in which individuals join to achieve a common goal. This approach not only improves operational efficiency, but also encourages a sense of belonging and commitment between team members. When people feel they are part of a cohesive group, they are more motivated to contribute and strive for the success of the team. This is especially relevant in an organizational environment where morality and job satisfaction are crucial for retention of talent and general performance. However, so that synergy and teamwork are effective, it is essential that organizations establish a culture that value collaboration. This implies promoting open communication, trust and respect among team members. Leaders must be proactive in the creation of an environment where individual contributions are valued and collective achievements are recognized. Training in interpersonal skills and conflict resolution are also essential to ensure that teams can work together effectively. In conclusion, synergy between work teams and teamwork is a key component for organizational development. By promoting collaboration and creating an environment where individuals feel valued and motivated, organizations can make the most of the potential of their teams.

Keywords: synergy, teamwork, work team, organization

CHAPTER LXXXV

MANAGEMENT SKILLS: CHALLENGE FOR ORGANIZATIONS TODAY

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ABSTRACT

In the current business world, characterized by its dynamism and constant evolution, management skills have become a fundamental element for the success of any organization. These skills not only allow leaders to guide their teams towards the achievement of objectives, but are also essential to adapt to environmental changes and promote a positive and productive work environment. In this sense, management skills can be classified into several categories, among which the technical skills that refer to knowledge and the ability to perform specific tasks within a specialization area. For example, a marketing manager must have a solid understanding of market strategies and digital tools. These skills are crucial, especially in industries that require a high level of specialization. On the other hand, the human skills that are those that allow managers to interact effectively with their teams. Communication, empathy and the ability to motivate others are key aspects of this category. A manager who has well developed human skills can create a collaborative work environment, where employees feel valued and heard. This not only improves the morals of the team, but also increases productivity and talent retention. Finally, there are the conceptual skills that are those that allow managers to see the organization as a whole and understand how the different parts interact with each other. This holistic vision is essential for strategic decision making. A manager with conceptual skills can anticipate problems, identify opportunities and formulate plans that align the resources of the organization with their long-term objectives. In conclusion, management skills are a set of competencies that allow managers to face today's challenges. In a business world in constant change, developing and perfecting these skills is not only beneficial, but necessary to face the challenges of the future and achieve sustainable success

Keywords: management skills, managers, business challenges.

CHAPTER LXXXVI

BURNOUT SYNDROME IN YOUNG HEALTH PROFESSIONALS IN A SERVICE PROVIDING INSTITUTION IN THE CITY OF BARRANQUILLA – COLOMBIA, 2024

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ABSTRACT

In the health sector, young people face a work environment marked by the care of life, illness and death. Problems such as long working hours, low salaries and lack of staff turnover contribute to emotional and labor burnout, affecting the quality of care and personal well-being. The study is presented from a quantitative and descriptive approach, which uses the Maslach Burnout Inventory (MBI), used in Colombia in different investigations and a sociodemographic survey, to analyze the causal variables and their effects in this population, comprising young people aged 18 to 28 years, in order to identify the sociodemographic factors and determine the prevalence of Burnout Syndrome. The findings reveal that, although these young people experience low emotional exhaustion and depersonalization, they show high satisfaction in personal fulfillment. However, the consequences of burnout include absenteeism, deterioration of service and increased staff turnover, which highlights the urgency of implementing prevention and management measures tailored to the target population to improve their well-being and the quality of service.

Key words: Stress, health professionals, psychosocial risks, Burnout Syndrome.

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