

# Editorial

The balance for the Organisation for Economic Cooperation and Development (OECD) was not good. The first quarter in 2009 has been the most harmful period for economic activity since 1960. The greatest descent was presented in exporting economies, being reflected in the collapse of world trade: Japan's GNP became contracted by 4%, the German economy fell by 3.8%, the European Unión went back by -2.5% and the USA by -1.6%. Within the Latin-American setting, México fell back by 5.9%.

Crises represent moments forcing us to see problems in a different way and propose new options for resolving them, meaning that reflection is needed about how responsible each one of us is and how we can help. Responding to this auspicious period for reflection, the journal has decided to issue a special edition on finance, dedicated to the effects of the worldwide financial crisis. Professors Ismael Moya Clemente from the Universidad Politécnica de Valencia (Spain) and José David Cabedo Sempér from the Universidad Jaume I (Spain) will be the invited editors for this issue.

This is also the opportunity for announcing that the editorial committee and the Universidad Nacional de Colombia's Economics Faculty (the journal's sponsor) have authorised an increase in our periodicity, initially to three issues per year, beginning in 2009. This is due to the notable increase in demand for being published in the journal. We also have good news in the Colombian context; Innovar has received the highest classification in the *Índice Bibliográfico Nacional* (IBN, Publindex), positioning it as the only Colombian journal in the administrative science area to reach COLCIENCIAS' category A1.

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This issue has four sections: *Organisations and culture*, *Marketing*, *Finances* and *Contributions towards research and teaching*.

It leads off with work on social investigation focusing on a little explored area in Latin-America from an academic perspective: journalism. It reviews the literature from the beginnings of investigation into journalism in the USA and Europe and then analyses its place and evolution on the Latin-American agenda throughout the last few decades, focusing on productivity. It is interesting for those who do not know much about this discipline and

applies the concept of productivity from a different point of view.

It continues with a study of the content and structure of entrepreneurship networks and their contribution to the success of being an entrepreneur. In my opinion, it is interesting to study the context within which entrepreneurs operate. This work is complemented by an analysis of learning's importance for a modern firm's competitiveness. It is centred on the complexity of measuring such concept and analysing its effects on key variables in entrepreneurial competitiveness, designing a scale which tries to reflect the different sub-constructs of learning which are recognised in the literature.

The *Marketing* section presents an analysis of companies' client-based proactive orientation and the strategic implications regarding developing external cooperation and using information and communications technology (ICT). This work is accompanied by a study of how close and long-lasting relationships are established between firms and suppliers, trying to establish the value of such relationship regarding investment in such information technologies.

On the other hand, the Finance section presents three articles using financial models for analysing problems arising from social security systems. The first one studies the Spanish individual pension plan system's beta risk whilst the second one analyses the existence and extent of disincentives for taking retirement (apart from the ordinary one) from a financial-actuarial approach. This section closes with an application of the Black-Scholes' method for evaluating options for calculating high-cost illness reinsurance premiums in the Colombian health system.

Finally, the *Contributions to research and teaching* section deals with reflection on multinational firms and whether they contribute towards attaining Millennium Development Goals.

This issue thus deals with social and academic topics and technical models which will, without doubt, satisfy many of our readers.

EDISON JAIR DUQUE OLIVA

**Editor in Chief**

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