

This second number of the Revista Innovar for 2014 is divided into six sections: 1) Strategy and Organizations, 2) Research in Colombia, 3) Education and Employment, 4) Management Research, 5) Marketing, 6) Accounting. Finally we present four book reviews: two on corporate finance, one on management training and, ultimately, one on audio-visual culture in Latin America.

In the first section Solarte and Sánchez write on the CP3M Program and Project Management Maturity Model, initiated in 2003. This is a method for evaluating the project management processes followed by organizations. The model has evolved over time, the current version focusing on the strategic level, in order to gauge levels of organizational maturity. In his article López analyses the influence of time-bound approaches on 70 export consortiums made up of Spanish joint ventures on the development of cooperation relations, taking into account partners' commitment levels and company governance structures. López finds that time-bound approaches condition the commitment of partners when long-term investment decisions are made. Similarly, the structure of governance and, specifically, of relational structures, improve the performance of the joint ventures studied.

In the first article in the section on Research in Colombia Said-Hun presents the results of his study on levels of citizen participation and the appropriation of citizenship values among vulnerable youth in Barranquilla, Colombia. He finds that as a result of the social, cultural and technological context of the study population ICT skills are scarce and that, in consequence, the appropriation of cell phone technology in processes of citizen participation is low. Next, Castaño and colleagues survey the profiles of Colombia-based researchers in the field of business studies, identifying two kinds of profile and determining productivity levels amongst researchers aged over 40. The article draws conclusions that question current plans for generational renewal in Colombian universities.

In the section on Education and Employment, Rodríguez and colleagues explore knowledge management techniques, analyzing whether they have a significant effect on the quality of post-graduate teaching. The results suggest that they do indeed have a positive and statistically significant impact. For their part, Tovar, López and Ramírez analyze the educational applications of Open Educational Resources in Mexico, identifying the advantages associated with their use and the areas of opportunity they open up in teaching. The results suggest that the integration of communication strategies facilitates user interaction and understanding, and that audio-visual methods aid the assimilation of information.

In the fourth section Martínez and colleagues examine companies that carry out fundamental research, determining their characteristics and comparing them to those that do not. The authors find that, despite a significant reduction in the number of companies conducting fundamental research, the strategy produces better results in terms of innovation.

The section on Marketing has an article by Casas and colleagues, which analyses the utility of *netnography* as an internet research tool for a study of the bus service in Madrid, Spain. In the section on Accounting, Archel and Gómez identify two kinds of causal explanation of the difficulties in measuring the value produced by immaterial labor in the era of cognitive capitalism. The issue closes with reviews of the books *Finanzas internacionales para la empresa* [International Finance for Companies], *Finanzas corporativas* [Corporate Finance], *Formar en administración* [Management Training] and *Cronotopias* [Chronotypes].

GLORIA I. RODRÍGUEZ L. Ph.D.

Director and General Editor – INNOVAR

*Full-time Associate Professor,
School of Business and Public Accounting
Faculty of Economic Sciences
Colombian National University, Bogotá campus*