

Throughout its history, INNOVAR journal has been gaining academic and institutional recognition in the fields of organizational management, administration, marketing, strategy, accounting, finance and the Social Sciences that bear a connection with its main study subjects. All the ground covered is the result of a steady effort by the School of Management and Public Accounting, its faculty members, the journal's working teams and Editorial Committees, our national and international partners, reviewers and authors. The accompaniment and support on the institutional infrastructure of the Faculty of Economic Sciences and the National University of Colombia have been decisive in this mission.

Our first issue was released in 1991 with the guide of Professor Francisco Rodríguez, the first Director of INNOVAR, who pointed out the following in the very first editorial:

"INNOVAR Journal (...) constitutes one of the multiple academic expressions of the National University (...). It aspires to establish a bridge between society and the University upon the knowledge in the field of Management and Finances. Colombian society experiences a time of big changes (...). Overcoming the set of enormous social, economic and political inequalities is then a necessary condition for the construction of a new society. The country cannot rely on the illusion of consolidating a long-lasting peace with just 20% of its population having consumption and welfare capacities, while the remaining 80% is within the marginality of the market" (Rodríguez, 1991, p. 3).

In 26 years, 27 volumes and 66 issues, INNOVAR has promoted reflections and debates. This journal has also disseminated academic and research advances belonging to the community of administration and organizational management studies, not only from the National University of Colombia, but also from the entire country, Ibero-America and the world. By doing that, INNOVAR has lived up to its times, leading the field of academic publishing on several occasions, for which it has gained the recognition of many national and international actors. However, there is a great deal of work to be done, not only for maintaining and increasing its visibility and academic impact, but also for enhancing and materializing the relevance of Management

Sciences research as part of a continuous quest for impact generation in the socioeconomic context.

Despite the changes in the national and international context, the contemporary situation still complex and challenging, just as Rodríguez noted in 1991. At that time, the demobilization of another guerrilla group was one of the ingredients that led to the convening of a National Constituent Assembly, resulting in a new constitutional charter. Currently, the agreements reached for the demobilization of the guerrilla group known as the Revolutionary Armed Forces of Colombia (FARC, in Spanish), aimed at finishing a conflict of more than five decades, have not been implemented yet. For various reasons, some political and social players have delayed the real possibilities of victims' participation in the legislative bodies of national order. In terms of land restitution and the reintegration into the civilian life of the demobilized combatants and the victims, achievements are not encouraging. The fiscal crisis faced by the country due to the perverse levels of corruption and the high dependency on the extractionist model of non-renewable natural resources, particularly oil, during the last decade, have generated an absence of the necessary means for promoting the structural changes required for a real peace. This shows us that problems back then, at the national level, were similar to the current issues affecting the country, although with sensible changes in the figures that describe our situation.

In the international arena, recent years have testified the proliferation of structural inequality, a situation that spawns social glitches similar to those experienced in Colombia and Latin America in previous decades. The process of deepening socioeconomic injustice and inequity has implied a setback in the European welfare states and in the American new deal. Inequity and ecological unsustainability are two of the main problems in today's world (Itermón-Oxfam, 2016). All of these situations have a direct link with organizations, be they private, public, social, and even family businesses. Management has a role and a wide field of action in achieving greater impact on the transformation of these trends. INNOVAR has been participating in the academic process of the region to address these problems, and will continue providing insights, with the support of its

collaborators, on possible ways to understand and intervene, seeking to overcome such difficulties.

In the last thirteen issues I have had the immense honor of being the Editor and General Director of the journal. Our work has been commendable and possible due to the support and work of the editorial team and an extensive network of collaborators, reviewers and authors. I manifest my gratitude, not only as a Director, but as an academician who is aware of the importance and the enormous work that a high quality publication embodies, to all the people who have participated in this process. I am convinced that INNOVAR will continue a path of relevant academic contributions. I hope –as Rodríguez did in 1991– that our social impact will be more significant and profound in the future, so we can achieve a better world.

The current issue of INNOVAR is made up of four of our traditional sections. The first of them, Marketing section, gathers three research papers.

From the Rovira i Virgili University, in Spain, Professors María del Mar Pàmies, Gerard Ryan and Mieia Valverde present the research paper "Whose Fault is it? An Exploratory Study of the Causes of Waiting Times for Services". This work studies consumers' perceptions about the causes of waiting times, in order to identify the origin of the delays and promote their adequate management. By means of a qualitative methodology and based on the grounded theory, authors used semi-structured interviews and personal logs for studying the perceptions of a group of 19 consumers in different countries. Data for the study was collected in the period 2011-2012. Complementing previous research findings, this work concludes that consumers perceive that companies are not the only cause of waiting times in services. Additionally, when waiting times are perceived as the company's responsibility, the main problems identified are due to the management and performance of the staff. Moreover, the study states that sometimes consumers themselves are the cause of the delays, either because they all arrive at the same time to the place of purchase, or because they are not ready for making a specific purchase.

In an international collaboration, Professor Mauricio Guerrero Valenzuela, from the Metropolitan Technological University, Chile, and Professors Bernabé Hernandis and Begoña Agudo, both from the Polytechnic University of Valencia, in Spain, add the paper "An Approach to the Representation of a Product's Form and Appearance: Study on Design Attributes". This research was aimed at grouping the attributes in the formal definition of a product, meeting the demands of the market and the participants during its design phase. The research is exploratory in nature and consisted of the application of a questionnaire to 400 students in the last courses of Industrial Design and Product Engineering in Chile, Spain and Mexico. Data collection instrument sought to identify and classify those attributes of products that are retaken in the design phase. Results are analyzed using factor analysis. It is identified that the main groups of attributes are utilitarian, appearance and perceptual. It is also concluded there is a high degree of complexity when assigning attributes to the product, either because of the interpretation of different users or because of the way the attribute is expressed in the product.

Professors Yen Lam González, Carmelo León González and Javier de León Ledesma, affiliated to the University of Las Palmas de Gran Canaria, in Spain, sign the paper titled "The Weather and its Relation to the Activities, Loyalty and Satisfaction of the Nautical Tourist who visits *La Ruta Del Sol* (Ecuador)". The purpose of this study is to propose a model to determine the impact of the weather on the number of nautical activities, the number of visits to a destination and the overall satisfaction of tourists, comparing such impact with other destination attributes. Following a qualitative approach and using a survey to 201 nautical tourists visiting *La Ruta del Sol* (Ecuador), data on satisfaction attributes was collected and then analyzed by logistic regression. The results of this research show the importance of considering the weather, based on accurate climatic and meteorological information, for the design of products and services. Results also demonstrate that, although the use of this type of information is currently popular, it is still necessary to develop tourism experiences in the design of the destinations and services offered.

The section Strategy and Organizations in our current issue is made up by two research works by Ibero-American authors.

From Portugal, Cláudia Pires Ribau and António Carrizo Moreira, Professors at the University of Aveiro, and Mário Raposo, Professor at the University of Beira Interior, bring the paper "SMEs' Internationalization in the American Continent: A Literature Review". The study is a review of empirical literature on the internationalization of small and medium enterprises in the American continent. For the development of this review the main academic databases were considered (Ebsco, Emerald, Web of Knowledge and Science Direct), which allowed identifying 329 articles in the field of SMEs internationalization published between 1999 and 2014. Results determined that the largest volume of publications follows a quantitative approach that is United States-and-Canada centered, and focuses on four main themes: internationalization theories, strategy, performance and international perspectives of companies.

Marisela Vargas Pérez, Professor at the Pontifical Xavierian University, in Bogota-Colombia, introduces her research work "Is the Absorptive Capacity Dynamic?", whose main objective is to answer the question formulated in its title from the identification of the major conceptual advances on the study of dynamic capabilities. This work involved a systematic review of the literature for the period 2000-2015, focusing on the academic production that considers absorptive capacity as a dynamic capability. In order to answer the question of the title, after characterizing the reviewed literature and confronting different conceptions about the absorptive capacity, the author proposes a return to the original notion, incorporating the advances presented in its discussion and recognizing its dual character: dynamic and operational, which implies it is part of the organizational capabilities

The section Management and Organization also comprises two research studies by Ibero-American authors.

Professors Diego René Gonzales-Miranda, Carmen Alejandra Ocampo-Salazar and Mariano Gentilin, from EAFIT University, Colombia, participate in this issue with the paper "Organizational Studies in Latin America. A Literature Re-

view (2000-2014)". The objective of this research was to evaluate the current status of organizational studies from the review of the ten major Latin American journals in this field of knowledge for the period 2000-2014. The methodology used in this work involved the categorization of the main journals indexed in the Web of Knowledge and Scopus databases and, subsequently, the search and critical assessment of papers, which were classified into four theoretical or thematic sources: Administrative theory, organization theory, organizational studies and research and education in administration and organizations. This study is an important bibliometric and analytical review for future research in the organizational field in the Latin American context.

Researcher Carla Cubillos Vega, affiliated to the Complutense University of Madrid, Spain, authored the paper "Applied Organizational Ethics. Case Study of a Social Services Organization in Spain". The paper presents a case study in which organizational ethics and its implications on the structure and behavior of a social services organization are analyzed. This research work followed a qualitative approach under the case study methodology, using participant observation, analysis of documentary sources and in-depth interviews for data collection. The work concludes that the values of professional individuals are confronted with the values of the organization in decision-making. The relationships and interaction with these values shape to a great extent an organization's ethical culture. In the case under scrutiny, robust ethical principles in the management of a social services organization are identified and characterized, which contrasts with the absence of explicit ethical management referents in the field.

The section Research and Teaching Contributions for this issue includes three research papers.

As a result of an international cooperation, Edwin Tarapuez and María Dolly García, Professors at the Quindío University, Colombia, and Nélida Castellano, Professor at the National University of Cordoba, Argentina, contribute to our current issue with the paper titled "Socioeconomic Aspects and Entrepreneurial Intention of University Students in Quindío (Colombia)". This research sought to iden-

tify the relationship between socioeconomic variables and the entrepreneurial intention of university students in the Department of Quindío who are enrolled in the last term of their degree. Data for the study was collected by means of a questionnaire applied to 297 students, and then evaluated following a logistic regression model and multiple correspondences analysis. It was identified that students' gender does not have a relation, nor a significant influence, with their entrepreneurial intention. In contrast, the type of university –private or public– and having an entrepreneur friend are socioeconomic variables that do influence their entrepreneurial intention. This work also identifies important associations between some qualitative variables.

From the Universidade da Coruña, in Spain, Professors Beatriz García-Carro and María Carmen Sánchez-Sellero present the paper titled "Has the Bologna Plan Changed Academic Results in Statistics Subjects", whose main goal is to prove if the methodologies implemented in the educational system promoted by the Bologna Plan are really generating changes in students' academic results. The academic results of 2.857 students taking the subject of Statistics in the Business and Economic School at the University of A Coruña were studied. The analysis considered student's results before and after the implementation of the European Higher Education Area and the establishment of new methodologies for education; therefore, 2006-2007 and 2011-2012 academic terms were included in the analysis. The results of this study show that methodologies implemented with the entry in force of the Bologna Plan have encouraged students, generating a greater involvement in learning systems that is supported by increases in the percentage of students who take part in evaluation tests and the percentage of students who pass the tests, in relation to those who enrolled. Both of these outcomes on account of the changes in the specified system.

Closing our current issue, Enrique Fernández Darraz, Professor at the University of Tapapacá, Chile, is the author of the work "Public Policy, Market and Institutional Diversity: the Complexity of Classifying Higher Education Institutions.

The Chilean Case". This work is an academic reflection that includes the characterization of a case, whose objective is to address some of the difficulties of public policy in facing the diversity of higher education systems. As a result of the literature review for this study the author characterizes the concept of institutional diversity and the complex dimension it entails. In the same way, Professor Fernández examines the structure of the higher education system as a market, emphasizing its reputation. Additionally, he discusses the core aspects of classifications and presents the Chilean experience in the implementation of a classification for universities led by the Ministry of Education in 2012. The paper proposes that public policies and the dynamics of the education market are currently promoting incentives and systems that do not value institutional diversity properly, which is noticeable in the case of Chile.

As usual, we trust this new issue will be interesting for our readers. We also reassert our invitation to Professors and researchers, in the country and abroad, to submit their works in the official languages of INNOVAR: Spanish, Portuguese, English and French, so they can be published and disseminated.

References

- Intermon-Oxfam (2016). *Una economía al servicio del 1%. Acabar con los privilegios y la concentración del poder para frenar la desigualdad extrema*. Retrieved on December 11th 2017 from: https://www.oxfam.org/sites/www.oxfam.org/files/file_attachments/bp210-economy-one-percent-tax-havens-180116-es_0.pdf
- Rodríguez, F. (1991). Es tiempo de innovar. *Innovar*, 1(1), 3-4.

MAURICIO GÓMEZ VILLEGAS, Ph. D.
General Director and Editor - INNOVAR
Full-time and Associate Professor
School of Management and Public Accounting
Faculty of Economic Sciences
National University of Colombia, Bogotá