

PRESENTATION

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The 53rd issue of *Semestre Económico* tackles different matters regarding the economy within the journal's scope such as regional development, the behavior of the macro-economical aggregates, financial economy, environmental economy, and sustainability, as well as consumer behavior. On this last topic, we accepted the best works presented to the 4th On /Off *International Conference in Marketing Decision Making*, held at the University of Barcelona the days 4th and 5th of December 2019. Thus, the journal makes evident its openness towards the reception of articles that contributes to the solution of problems from an interdisciplinary approach that makes necessary an articulation with other disciplines of the field such as marketing and administration.

In the first article, Edwin Arbey Hernández García from Universidad Nacional de Colombia and Leonardo Raffo López from Universidad del Valle present an article titled "Intra-Industrial trade and employment variables in the colombian industry, 1991-2015". They use the Brülhart A Index, which allows the measuring of the marginal intra-industry commerce and index discriminating the vertical and horizontal axis of the intra-industrial commerce; they estimate static and dynamic panel models for which they prove the soft adjustment hypothesis (HAS in Spanish) in Colombia.

The results indicate that the estimates are consistent with the HAS, which implies that as the intra-industrial commercial exchange increases the adjustment costs decreases.

The second article, written by María Inés Barbosa Camargo, Alejandra Salazar Sarmiento and Kelly Jhohana Peñaloza Gómez from Universidad La Salle, Bogota, presents an article titled "Value at risk through GARCH models and Montecarlo simulations: evidence of the colombian stock market". Its purpose is assessing the behavior of some volatility models in one-day estimations of the risk value (VAR in Spanish) of 24 stock return series in Colombia with different distributions. The results show that choosing a single model for the risk value is difficult but the use of parametric levels with normal distribution and Montecarlo simulations in emerging financial markets is validated.

In the third article, by María Camila Bermeo-Giraldo, Alejandro Valencia-Arias and Bianeth Duque García from Institución Universitaria Escolme and Teresa Luna-Ramírez from Fundación Universitaria Católica del Norte present an article titled "Factor of the use mobile payment means in millennials and centennials" with aims

towards identifying the factors influencing the adoption of mobile bank in young millennials and centennials in Medellin. In order to achieve this, they employed an exploratory factorial analysis with a quantitative approach and with an exploratory-descriptive scope. The result indicates that the most relevant variables for deciding to use mobile payments are the user experience and the perceived conscience.

The fourth article by Luz Alexandra Montoya-Restrepo and Iván Alonso Montoya-Restrepo from Universidad Nacional de Colombia and Javier Sánchez-Torres from Universidad de Medellín present the article "*Symbiotic marketing*. Concept approximation from a theoretical review". Its purpose is undergoing a theoretical review of the symbiotic marketing concept from its origins to our time (1969-2019). For that, a tendency analysis is made based on Scopus. The results indicate that while the concept was already developed, it has gone through different uses that lead to an unclear definition and makes evident the need for a consolidation of its contributions to recognize and strengthen its future empirical studies.

The fifth article by Yanina Roxana Pacheco Canales from Universidad Nacional Mayor de San Marcos, Lima, Peru, assesses the public policy on bio-ethanol as fuel in Peru during the 2003-2019 period. The authors present the conceptual models and the public policy tools about bio-ethanol and analyze its impacts and recipients. Among the main results of this analysis, we can highlight the need for including an object-oriented towards the diminishing of global warming and the creation of a multi-sector entity that articulates the biofuels market, as well as a series of adjustments that lead to public policy with better benefits for society.

In the sixth article Valencia-Arias, Johan Yepes Chamorro, Omar Salgado Rodríguez and Johan López from Corporación Universitaria Americana, Medellin headquarters, and Juan Pablo Mejía Ordóñez from Institución Universitaria Escolme, Medellin, present the article "Factors for the adoption of e-shopping among the colombian juvenile population: a case study". Its methodology is supported by an empirical analysis based on the technology acceptance model (TAM). The results display a perception of difficulty for the use of online shopping sites, alongside the fact that the quality of the information displayed in such sites is considered low. Nonetheless, it makes evident that the perception of the quality represents a fundamental factor for encouraging the use of e-shopping based on the pertinence of information perspective, its utility, and clarity.

In the seventh article, Jackeline Valencia and Ana María Umba López from Institución Educativa Escolme, Medellin, Ana María Moná from Universidad Nacional de Colombia, Jhoany Alejandro Valencia Arias from Corporación Universitaria Americana, Medellin headquarters, and Camilo Patiño Vanegas from Instituto Tecnológico

Metropolitano , Medellin, make a biometrical analysis of 374 documents obtained from Scopus that allows them to examine the evolution and research tendencies of marketing oriented towards creative and cultural industries. The results show that the most researched topics are: marketing strategies, product design, cultural factor influence, industry management, and internationalization actions oriented towards the expansion of the said industries. They conclude that a greater focus on emerging economies is necessary, given that its social, cultural, and economic context is particular.

Last, the eighth article is written by Ernesto Fabián Giuliano from Universidad de Formosa, Argentina, and titled "State mutations and the Formosa hydrocarbon complex" in which he studies the changes in the functional and spatial areas of the State within the frame of its intra-national and supra-national peripheral insertion between 1991-2012 of Formosa's hydrocarbon complex in Argentina. The methodology used combines documental sources with quantitative data. The results show that the provincial state has mutated to new economical functions who's threading results similar to that known as a state of competence in the academic literature, because of how it facilitates the penetration of big capitals, control, and management of assets such as oil, which allows its exploitation in an extraction-exporter fashion in rural environments that gradually degrade in its social and environmental aspects.

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