

PRESENTACIÓN DE LA EDICIÓN



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The Universidad Metropolitana de Educación, Ciencia y Tecnología (UMECIT), is pleased to present our 16th edition, volume 1 of the ORADORES Journal, corresponding to the period June - November 2022.

The strengthening of institutional scientific journals continues to be one of the priorities at UMECIT. As of this issue, we have become a fully bilingual edition. This will allow us to increase our visibility and reach other academic markets.

In this edition, we are pleased to present a total of seven (7) research articles and two (2) scientific essays. Authors from Colombia, Ecuador and Panama contribute their intellectual efforts to disseminate knowledge.

We begin with the research article presented by Magdalena Rosario Huilcapi Masacon, Nora Ursula Huilcapi Masacon and Andy Guilbert Bayas Huilcapi, from the Republic of Ecuador entitled **QUALITY MANAGEMENT: A REFLECTION ON CUSTOMER LOYALTY IN SMEs AND LOCAL ENTREPRENEURSHIP**, where they state that large, medium and small companies aspire to develop in the incessant technological progress, innovations have reached important dimensions that demonstrate the degree of quality management to build customer loyalty, a process that demands responsibility, perseverance and perseverance for quality. The objective of this paper is to reflect on quality management as a fundamental pillar for customer loyalty.

The article **THE INVESTIGATIVE COMPETENCES IN TEACHERS OF THE PRIVATE UNIVERSITIES OF PANAMA** presented by Sorayda Rincon and Norbis Mujica, focused on analyzing the research competencies of teachers at Private Universities in Panama. For this purpose, a theoretical study was conducted on the concept of research competencies, which served as a guiding framework for the collection of information. In the transfer knowledge

competencies, a mastery of oral and written communication results is observed. The results of the competences of knowing how to be indicate that the teachers value the ethical principles of scientific research and assume the commitment to carry out and publish original unpublished research and intellectual products in a timely manner. The competencies of knowing how to live together have not been developed by teachers, specifically in Researcher Training. They do not participate as referees in scientific journals, they do not advise on graduate work, and the percentage of those who participate as jury members is low. Nor have they developed competencies related to teamwork. As conclusions, teachers in private universities in Panama should develop competencies related to knowing how to live together.

Luis Isaías Bastidas Zambrano, Cesar Javier Mazacón Cervantes, Evelyn Concepción Ruiz Parrales and Ronny Fernando Onofre Zapata, from the Republic of Ecuador present the article **DIGITAL TRANSFORMATION AND ENTREPRENEURSHIP**. This research comprises the review of the existing literature that relates to the study variables which are: Digital Transformation and Entrepreneurship, with the objective of granting a contribution to the knowledge of these fields and their relationship, as well as the opportunities for participation of one in the improvements of the other. It was possible to observe how entrepreneurship can be developed, either within the company, to meet this need for transformation; outside the company, to offer solutions that bring this transformation closer and frame them in the new digital thinking and even, to transform and accelerate the entrepreneurship itself in the face of this new technological stage.

THE APPLICATION OF INTERNAL CONTROL STANDARDS 407 AND THE IMPACT ON THE ADMINISTRATIVE MANAGEMENT OF HUMAN TALENT IN THE MUNICIPAL COMPANY OF DRINKING WATER AND SEWAGE SYSTEM OF DURAN EMAPAD - EP 2019 - 2020 is the research presented by Domenica Steffi Taiano Alvarado, Luis Antonio Tapia Miranda, Huber Gregorio Echeverría Vásquez and Edwin Roberto Sánchez León, researchers from the Republic of Ecuador, whose objective was focused on analyzing the application of norm Nro. 407, which controls the efficient management of human talent through the Internal Control Standards issued by the Comptroller General of the State in Ecuador, and the field of study is the Public Administration.

Harold Ibargüen Mena, Colombia and Paúl Córdoba Mendoza, Panama share through the journal their research article entitled **NEW EDUCATIONAL HORIZONS: PARADIGM, ESSENCE AND METHODS** which focused on identifying the emergence of a new paradigm in education evidenced from the analysis of specialized literature on education. As part of the findings, it was determined that in education, from the macro level, two paradigms have prevailed

at different times: first, the search for the essence or what we educate for, including here the role of the student, the teacher and the social order; second, the educational paradigm of modernity or the question of the method and its adaptation in pedagogical practice through homogeneous rules to measure knowledge. At present, Latin American scientific production reveals a crisis in education and the emergence of a new search for essence, where elements of the educational, cultural, geographical and knowledge context, hitherto marginalized, are taken into account as a basis for the construction of new educational horizons.

SALES MANAGEMENT OF COMPLEX MARKETING PRODUCTS is the research paper presented by Julio Ernesto Mora Arístega, Silvia Elizabeth Morales Morejón, Miguel Andrés Franco Bayas and Reyes Johan Calderón Angulo, from the sister Republic of Ecuador. In it, the authors seek to establish the relationship between the sales systems applied by companies and profitability levels. The authors concluded that the management and sales system of the companies has a negative impact on the profitability of the organization, because they do not have the appropriate strategies to attract more customers, which does not allow them to achieve sales goals, and because they do not place the product, the rate of collections and cash is diminished, In addition, the market in which the marketing activities of memorial products in Babahoyo are developed is limited because potential customers have an aversion to the products offered, the prices are considered high, and one of the factors that most limits the market is the lack of prevention culture.

To close the research articles, we have the **NUTRITIONAL EVALUATION OF A BEVERAGE BASED ON PILSEN MALT ENRICHED WITH TAXO (PASSIFLORA TRIPARTITE)**, presented by Alex Iván Castro García, Luis Antonio Caicedo Hinojosa, Pablo Juan Núñez Rodríguez and Belén Damaris Paguay Ordinola, Ecuador. The article provides data on the evaluation of the nutritional and organoleptic characteristics of a malt-based beverage enriched with Taxo. Among the findings, according to the experimental conditions, it is concluded that treatment 3 (85% malt-15% Taxo) had greater acceptance in the sensory analysis. The physicochemical analyses pH, °Brix, and acidity of this treatment showed that they are within the parameters of the INEN ISO 750, 1842, 2173 standards. Likewise, the microbiological results at 0, 15 and 30 days showed that there was no microbial growth, thus making it suitable for human consumption during the 30 days.

Two essays close this edition. First, the one entitled **TEACHERS' CONCEPTIONS OF TEACHING AND EVALUATIVE PRACTICES IN MATHEMATICS** by Richard Norman Gómez, which analyzes the positions of different authors regarding teachers' conceptions of

teaching, evaluation and evaluative practices in mathematics, in order to understand the internal and external factors of the formative process. It is concluded that teachers' conceptions of teaching and evaluative practices are the fundamental basis for directing pedagogical processes in educational contexts, based on the experiences of the actors involved.

Finally, Gino Osellame Rosillo of Panama presents the essay entitled **THE POLITICAL CONSTITUTION OF PANAMA AS GUARANTEE OF THE MARKET ECONOMY** in which he analyzes among several elements the Code of Commerce, which was presented to the nation as a regulation of the acts of commerce and traders and as a means in which the parties involved in trade, find solutions to potential legal conflicts. Therefore, the rules on commercial matters are intended to be adjuvant, leaving the initiative of lucrative business to individuals, and this is guaranteed by our Magna Carta.

This issue undoubtedly offers valuable information that we hope will be useful and pleasing to the entire academic and scientific community, both nationally and internationally.