



Mercados y Negocios
ISSN: 1665-7039
ISSN: 2594-0163
revistamercadosynegocios@cucea.udg.mx
Universidad de Guadalajara
México

Editor's Letter

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Mercados y Negocios, núm. 46, 2022

Universidad de Guadalajara, México

Disponible en: <https://www.redalyc.org/articulo.oa?id=571871583001>

DOI: <https://doi.org/10.32870/myn.vi46.7676>



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Editor's Letter

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DOI: <https://doi.org/10.32870/myn.vi46.7676>

Redalyc: <https://www.redalyc.org/articulo.oa?id=571871583001>

ABSTRACT:

This issue contains four research articles, subjected to the peer-review process.

THIS ISSUE CONTAINS FOUR RESEARCH ARTICLES, SUBJECTED TO THE PEER-REVIEW PROCESS.

The Right to Disconnect: Influence on Competitiveness, Productivity and Creativity, is the first article, written by Werner Horacio Varela-Castro, María de los Angeles Briceño-Santacruz, and María Olivia Castro-Solano. It determines which variables and factors are obtained as benefits or advantages of the observance of the right to disconnect law and whether it will influence labor and educational competitiveness.

Connectivity is undoubtedly an essential element for business and education in today's globalized and digital world. The commercial aspect plays an essential role, and as a company's ability to serve customers, satisfies their needs and requirements, and likewise gives them follow-up, advice, and post-sale support, and regardless of the size of the sale, both suppliers and customers can communicate in real-time, without complications.

Today more than half of the world's population is connected to the internet. Undoubtedly, the health emergency, situated as a pandemic due to COVID-19, has driven the apparent need for efficient digital connectivity. Its effectiveness has been proven since it has been precisely this that has allowed many companies. Institutions do not stop their activities and continue the productive, educational, social, entertainment, cultural, information processes, adapting, adjusting, or modifying the previous versions. The purpose is to continue despite the pandemic, mainly to avoid the total collapse of the economy in all areas.

Initially, existing literature was reviewed, and an own elaboration instrument was applied to 73 sample subjects. The found result was the need for recognition and awareness of organizations to respect the obligation of the right to disconnect to generate work and academic independence of workers, teachers, and students to take advantage of the free time of these people to improve their social relationships and strengthen their knowledge to perfect their work and increase their job and educational competitiveness.

The second article was written by María Isabel Rodríguez Salazar. Its title is *Omnichannel Marketing Model Applied at the Shopping Centers in Medellín City*. The objective was to form an omnichannel marketing model applied at the shopping centers in Medellín city.

The shopping center industry has based its business focus during the last decades on constructing physical experiences. However, due to the digital transformation and, specifically, the crisis caused by the pandemic (covid-19), most shopping centers in Colombia and the world had to close their doors for several months. At this point, the question began to be asked: "how to reach our customers?". An industry that was always ready to receive them in person should now reach their homes digitally.

For this, a qualitative methodology was applied. Two (2) focus groups with shopping center customers, two (2) in-depth interviews with experts in Omnichannel, Sandiego Shopping Center case study, and a theoretical review were carried out to obtain the fundamental components of the omnichannel marketing model applied to this category. The model is proposed in a circular structure, made up of orbits that

revolve around the Omni-client. The model is made up of the consumer's journey, from 5A; the levels of transparency, coherence, and fluidity based on: (+) Greater consistency = (+) Greater loyalty; and the levels of online and offline interaction, which are transversal in the entire proposal of the model.

Is Organizational Resilience a Competitive Advantage? is the next article. Its authors are Irene Juana Guillén Mondragón, Araceli Rendón Trejo, and Andrés Morales Alquicira. The objective of the research is to investigate and expose what organizational resilience is and to determine whether it is a source of competitive advantage that drives the efforts of leaders and other stakeholders towards competitiveness.

Today, the current and unexpected COVID-19 pandemic has affected the whole world, transforming social dynamics and how organizations operate; this represents an uncertain future and increased risk.

A documentary review was carried out for this work. In addition, qualitative research methodological strategies and case study data collection tools were applied. The main findings of this work are that organizations that cultivate organizational resilience have a more significant learning opportunity to navigate through crises, overcome them and transform.

Tania Marcela Hernández Rodríguez and Irma Janett Sepúlveda Ríos wrote *Empowerment through Femvertising: Reality or Myth?* which is the fourth article. The article's objective is to study female empowerment and stereotypes through femvertising. Empowerment and stereotypes were characterized by the roles generated by the sexual division of labor, developing a qualitative analysis through the perception of young Mexican women.

In recent years, feminist movements worldwide have caught the attention of diverse spaces that have transcended academic and political discussions and accompanied several actresses who have openly defended the cause. As a result, feminism has been incorporated into their public speeches, which have simultaneously echoed among young women, who have become visible, and organized through support networks and collectives.

The challenges of this advertising strategy were identified as the role of messages and content. The results suggested the construction of new stereotypes without modifying the patriarchal structure..

Like always, we thank our authors for their papers. We thank the readers for recommending and citing *Mercados y Negocios*, and our editorial team for not giving up in times of hard work.

ENLACE ALTERNATIVO

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