

## Business current: a perspective from academic research

### Actualidad empresarial: una mirada desde la investigación académica

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In the changing and challenging field of business sciences, where economic, social, cultural, and technological demands converge with the need to constantly reinvent management models, the *Revista Científica Innovación Empresarial* reaffirms itself as a reference academic space. With each semiannual publication, this dissemination medium has firmly assumed the commitment to disseminate original research from academia, with very significant contributions to the development of disciplines such as business sciences, accounting, and finance; exposing issues with an emphasis on the national sphere, but also at the global level, and promoting the exchange of knowledge among researchers at the national and international levels.

The current edition corroborates the firm purpose of the journal to continue promoting academic excellence and scientific production with regional impact. The articles that make up this issue address highly relevant topics from a Latin American perspective, recognizing the richness of contexts, approaches, and methodologies that strengthen critical thinking and professional practice in the field of research.

As guest editor of this edition, I am deeply honored to participate in this editorial effort. From my role as executive director of the International Academic Network REOALCEI, I reaffirm my commitment to the promotion of scientific research and the dissemination of academic products that contribute to strengthening the intellectual community in Latin America, with collaborative research being an institutional premise that allows us to achieve the goals established for this purpose; as well as to expand the boundaries of research action, promoting the participation of research professors and students from different higher education institutions that produce and disseminate knowledge for the solution of existing problems in their environment and in the region.

In this context, collaborative research in higher education institutions and academic networks plays a very important role. As mentioned above, this action makes it possible to solve a diversity of problems from a multidisciplinary perspective, which enhances the strengths of the research process (Rodríguez-Torres et al., 2023). And, understood as a synergy among knowledge, institutions, and territories, it promotes the visibility of the work of such researchers, who in turn must be committed to sustainable development, innovation, and social transformation. Thus, speaking of collaborative research is not only related to the commitment between researchers and research groups with the research work they carry out; it is precise and convenient that this commitment entails the proper management of the procedures and actions necessary to enhance the quality of the knowledge generated (Cano Flores and García López, 2010), as demonstrated by the different research products disseminated through their publication in the *Revista Científica Innovación Empresarial*.

In this sense, the scientific journal serves as a platform for the academic exchange of ideas and knowledge and promotes the formation of networks that project and share good research practices. Each research article presented is the result of a rigorous research process and an open invitation to interdisciplinary dialogue and deep reflection on

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contemporary business, social, and economic challenges, which contribute to the collective construction of innovative solutions.

The present edition, corresponding to volume 5, number 2 (July–December 2025), reaffirms the journal's commitment to the generation of relevant knowledge, contextualized in Latin America, resulting from the open call, which has encouraged the active participation of researchers, professors, and professionals, who have addressed different issues with diverse approaches. Consequently, the articles that make up this issue reflect the dynamism inherent to the contemporary business, economic, and social sphere. With each contribution, the authors have made a research effort with the purpose of guiding, understanding, and transforming business reality from a critical, contextual, and propositional perspective.

Below are the articles included in this edition, together with a brief description of each one:

#### **1. Monopoly in the purchase of television rights and competitive balance of Peruvian football: the case of Alianza Universidad de Huánuco**

This study analyzes the impact of monopoly on the distribution of income from television rights in Peru's Liga 1. Through statistical methods such as the Herfindahl-Hirschman Index, the analysis indicates the lack of competitive balance among clubs, highlighting the inequality between Alianza Lima and Alianza Universidad de Huánuco.

#### **2. Post-pandemic changes of COVID-19 in micro, small, and medium-sized enterprises (MSMEs) in Encarnación, Paraguay**

This research describes how MSMEs in Encarnación, Paraguay, adapted their management strategies after the COVID-19 pandemic. Improvements in planning, control, and the use of social networks for sales are evidenced, as well as an increase in income thanks to new forms of distribution such as delivery and telephone orders.

#### **3. Financial inclusion and poverty levels in the department of Huánuco, Peru, 2025**

In this article, the relationship between levels of financial inclusion and poverty in the department of Huánuco was determined. Based on the data obtained, it is concluded that access to credit, banking, and microfinancial intermediation significantly contribute to reducing monetary poverty and unmet basic needs of the population.

#### **4. The impact of relationship marketing at the National Institute of Neoplastic Diseases**

This study evaluated how service quality and communication from radiotherapy equipment

suppliers influence medical care at the National Institute of Neoplastic Diseases (INEN). The study revealed a significant correlation between relationship marketing and institutional satisfaction, although areas for improvement in punctuality were identified.

#### **5. Preventive tax audit as an instrument for reducing tax contingencies**

This research was carried out through a case study in Lima, Peru, which demonstrated that the "preventive tax audit" makes it possible to detect tax errors, optimize regulatory compliance, and reduce risks prior to a review by the tax administration, thereby strengthening business management.

#### **6. Analysis of the relationship between investment in sustainability and business profitability: a systematic literature review**

For this article, forty documents from recent studies on the relationship between corporate social responsibility and profitability were reviewed. This literature review highlights the importance of adapting business sustainability strategies to the specific context of each sector and environment, in order to enhance their benefits. In addition, it proposes expanding research toward the impact that these practices have on employees and on strengthening the brand as an employer.

#### **7. Holistic marketing: three key approaches for better results in Brazilian women's footwear importing companies**

In this research, three pillars of holistic marketing were identified: common objective, integration of activities, and customer focus, as key elements to improve performance in companies in this sector, highlighting their effectiveness in the competitive women's footwear market.

After presenting the research articles, it is essential to highlight and acknowledge that, at present, research work is a stronghold that enriches knowledge and dignifies the role of researcher-teachers and the institutions they represent, despite facing difficulties such as, for example, the lack of adequate infrastructure, limited investment in R&D, little access to resources, brain drain, among other inequalities and obstacles, which are aspects that require attention (Ricardo-Jiménez et al., 2025). Institutional interaction, respect for different approaches, and the articulation of collective efforts are the pillars that build scientific work, making it more human, inclusive, and relevant.

We express our recognition to the authors, reviewers, and the editorial team for their valuable contribution to this edition. We invite readers to approach each article with academic rigor and reflective openness. May this publication constitute a significant contribution to knowledge and business practice.

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### Conflict of interest statement

The author declares having no conflicts of interest

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