



Decanato de Negocios

**MEMORIAS DE
INVESTIGACIÓN**

ENERO – AGOSTO 2022

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Artículos

| | |
|-----------------------------|---|
| TÍTULO DEL ARTÍCULO | Responsabilidad social corporativa, vocación de cualquier empresa |
| ABSTRACT | El objetivo de esta investigación documental, no experimental y descriptiva es conocer y destacar los beneficios de ampliar la visión de empresa de ser solo un ente generador de utilidades económicas a ser un centro de bienestar para todas las personas que intervienen y colaboran en ella, así como para su entorno. Se analizan los reportes de sustentabilidad anuales de tres empresas socialmente responsables que cotizan en la Bolsa Mexicana de Valores, del sector de productos de consumo frecuente, que pertenecen al subsector de alimentos, bebidas y tabaco, del ramo de alimentos; para conocer en qué grupo de interés centran sus esfuerzos y esto sirva de motivación e imitación para otros empresarios. |
| NOMBRE DE LA REVISTA | Revista De Investigación En Ciencias Contables Y Administrativas |
| EDITORIAL | |
| AÑO DE PUBLICACIÓN | 2022 |
| AUTORES | De la Vega Meneses, José Gerardo & Limón Vargas, A. |
| ISNN IMPRESO | 2448-606X |
| ISNN ELECTRÓNICO | 2448-606X |
| CITAS | De la Vega Meneses, J., & Limón Vargas, A. (2022). Responsabilidad social corporativa, vocación de cualquier empresa. Revista De Investigación En Ciencias Contables Y Administrativas, 7(2). Recuperado de https://ricca.umich.mx/index.php/ricca/article/view/133 |

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| TÍTULO DEL ARTÍCULO | Finanzas Digitales: El Futuro del Sector Financiero |
| ABSTRACT | El objetivo de la presente investigación cualitativa, documental y no experimental, es analizar la importancia que la tecnología desempeña en el sector financiero, siendo ésta un papel relevante de manera global. Se explican y describen los beneficios de las finanzas en plataformas digitales, así como su uso y el cómo se pueden aprovechar de mejor manera por las personas y compañías. De forma semejante, también se menciona el cómo la pandemia causada por el COVID-19 mejoró el papel de las personas respecto a las finanzas digitales y los cambios que se hicieron presentes con ésta innovación. |
| NOMBRE DE LA REVISTA | Revista De Investigación En Ciencias Contables Y Administrativas |
| EDITORIAL | |
| AÑO DE PUBLICACIÓN | 2022 |
| AUTORES | Marín Neri, Karime, De la Vega Meneses, José Gerardo, & Malcón Cervera, Claudia |
| ISNN IMPRESO | 2448-606X |
| ISNN ELECTRÓNICO | 2448-606X |
| CITAS | Marín Neri, K., De la Vega Meneses, J., & Malcón Cervera, C. (2022). Finanzas Digitales: El Futuro del Sector Financiero. Revista De Investigación En Ciencias Contables Y Administrativas, 7(2). Recuperado de https://ricca.umich.mx/index.php/ricca/article/view/135 |

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| TÍTULO DEL ARTÍCULO | Pobreza en los Estados de México 2008-2020. Un análisis bajo el enfoque de Capabilities |
| ABSTRACT | El presente artículo analiza los efectos del crecimiento económico, la escolaridad media y la ocupación informal sobre la pobreza, pobreza moderada y pobreza extrema a nivel estatal en México en el periodo 2008-2020. Se utiliza el enfoque teórico de capacidades y se estiman modelos econométricos de regresión cuantífica. |
| NOMBRE DE LA REVISTA | Revista Paradigma Económico |
| EDITORIAL | |
| AÑO DE PUBLICACIÓN | 2022 |
| AUTORES | Herrera Rendón Nebel María Teresa y Diaz Carreño Miguel |
| ISNN IMPRESO | 2007-3062 |
| ISNN ELECTRÓNICO | 2007-3062 |
| CITAS | |

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| TÍTULO DEL ARTÍCULO | Posicionamiento de los atributos de marca en los museos universitarios de la ciudad de Puebla, México en función de su atractivo cultural |
| ABSTRACT | Actualmente entre los problemas que aquejan a los museos en México se encuentran: la necesidad de incrementar visitantes, crear nuevos públicos, aumentar los ingresos públicos y privados, optimizar sus modelos de gestión, establecer nuevos lenguajes frente a la competencia y adecuarse a las nuevas tecnologías. Debido a esto, el presente estudio analiza la valoración dada por los visitantes de cuatro museos pertenecientes a universidades en la ciudad de Puebla, en México, en términos de su atracción. Para ello, se realizó una investigación cuantitativa descriptiva, a partir de 1400 encuestas válidas, siendo recolectadas 385 por cada recinto, a través de un muestreo individual por cuotas. Como resultado se destaca potenciar los atributos por los que estas instituciones son preferidas, en función del conocimiento de marca: "organizado", "placentero", "agradable" y "jovial". Asimismo, se sugiere la cooperación entre dichos museos para generar acciones estratégicas que permitan incrementar la afluencia en estos espacios. |
| NOMBRE DE LA REVISTA | Pasos Revista de Turismo y Patrimonio Cultural |
| EDITORIAL | |
| AÑO DE PUBLICACIÓN | 2022 |
| AUTORES | Alva Juárez, T. I., Pérez Villarreal, H. H., Cavazos Arroyo, J., Flores Gómez, P. A. |
| ISNN IMPRESO | |
| ISNN ELECTRÓNICO | 1695-7121 |
| CITAS | Alva Juárez, T. I., Pérez Villarreal, H. H., Cavazos Arroyo, J., Flores Gómez, P. A. (2022). Posicionamiento de los atributos de marca en los museos universitarios de la ciudad de Puebla, México en función de su atractivo cultural. Pasos Revista de Turismo y Patrimonio Cultural, 20(2), 313-327, https://doi.org/10.25145/j.pasos.2022.20.023 |

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| TÍTULO DEL ARTÍCULO | Studying the impact of food values, subjective norm and brand love on behavioral loyalty |
| ABSTRACT | This research aims at contributing to the integration of other constructs that have not been traditionally used in the Theory of Planned Behavior |

(TPB). The paper's goal is to render the TPB more relevant and effective in predicting consumer decisions in diverse service environments such as fast food restaurants. For this purpose, the paper proposes a conceptual model that analyzes both the direct and indirect impact of food values, subjective norm, and brand love on behavioral loyalty toward fast food restaurants. In order to test the proposed model, we designed a questionnaire and distributed it to fast food consumers in the city of Puebla (Mexico). Data from the sample of 3565 respondents were collected and analyzed by using descriptive statistics and PLS regressions. The research makes several key contributions: First, it predicts behavioral loyalty rather than relies on more usual behaviors in the TPB, such as intention to purchase. Second, it analyzes the direct influence of food values on the constructs of subjective norm and brand love – in contrast to most previous research that has focused on measuring the relative importance of food values in food preference. Third, the study establishes the importance of including emotional variables in the TPB like the construct of brand love.

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| NOMBRE DE LA REVISTA | Journal of Retailing and Consumer Services |
| EDITORIAL | |
| AÑO DE PUBLICACIÓN | 2022 |
| AUTORES | Izquierdo-Yusta, A., Martínez-Ruiz, M.P., Pérez-Villarreal, H.H. |
| ISNN IMPRESO | |
| ISNN ELECTRÓNICO | 0969-6989 |
| CITAS | Izquierdo-Yusta, A., Martínez-Ruiz, M.P., Pérez-Villarreal, H.H. (2022). Studying the impact of food values, subjective norm and brand love on behavioral loyalty. <i>Journal of Retailing and Consumer Services</i> , 65, 102885, https://doi.org/10.1016/j.jretconser.2021.102885 |
| TÍTULO DEL ARTÍCULO | Intención de vacunarse contra COVID-19 en la población de 40 años en adelante en México |
| ABSTRACT | Se desarrolló una investigación cuantitativa, transversal y explicativa. Se aplicó una encuesta electrónica a 703 personas de 40 años en adelante que residen en México. El análisis de resultados se realizó a través de la técnica de ecuaciones estructurales por medio del método de mínimos cuadrados parciales. |
| NOMBRE DE LA REVISTA | Revista de salud pública |
| EDITORIAL | |
| AÑO DE PUBLICACIÓN | 2022 |
| AUTORES | Cavazos-Arroyo, J., y Pérez de Celis, M.C. |
| ISNN IMPRESO | 0124-0064 |
| ISNN ELECTRÓNICO | 2539-3596 |
| CITAS | Cavazos, J., De Celis, M.C. (2022). Intención de vacunarse contra COVID-19 en la población de 40 años en adelante en México. <i>Revista de Salud Pública</i> , 24(2). |
| TÍTULO DEL ARTÍCULO | Reviewing the effects of vacuum frying on frying medium and fried foods properties |
| ABSTRACT | Vacuum frying (VF) is a process developed at a pressure lower than atmospheric pressure, in which lower temperatures are employed to remove moisture from the food and reduce the oil content in the final product. Diverse studies have been published for VF or assisted with microwave and ultrasound, facing the challenges of accomplishing the physical and sensory properties appreciated in fried products. The |

studied matrices under VF include mainly vegetable origin foods (apple, banana, carrot, donuts, kiwi, mushroom, pea, pear, potato and sweet potato) and some animal origin products (chicken nuggets, fish fillets and surimi products). This review aimed to show recent and relevant findings of the application of VF, analyzing both the effects on the frying medium and the impact on the fried foods. The inclusion of microwave and ultrasound technologies aids in the obtention of high-quality products in terms of sensory and textural attributes, oil content as well as reduced oil degradation. This technique may provide safer and stable fried foods with lower oil content aiding in improving the diet of consumers and reducing production costs.

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| NOMBRE DE LA REVISTA | International Journal of Food Science and Technology |
| EDITORIAL | |
| AÑO DE PUBLICACIÓN | 2022 |
| AUTORES | María Elena Sosa-Morales, Ana Paola Solares-Alvarado, Sandra Paola Aguilera-Bocanegra, José Fernando Muñoz-Roa, Gabriel Abraham Cardoso-Ugarte |
| ISNN IMPRESO | |
| ISNN ELECTRÓNICO | 1365-2621 |
| CITAS | Sosa-Morales, M. E., Solares-Alvarado, A. P., Aguilera-Bocanegra, S. P., Muñoz-Roa, J. F., & Cardoso-Ugarte, G. A. (2022). Reviewing the effects of vacuum frying on frying medium and fried foods properties. International Journal of Food Science & Technology. |

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| TÍTULO DEL ARTÍCULO | Composition of Corporate Governance Mechanism and Performance in Emerging Economies: The Mexican Case |
| ABSTRACT | |
| NOMBRE DE LA REVISTA | Sinapsis, Revista de Investigaciones de la Institución Universitaria EAM |
| EDITORIAL | |
| AÑO DE PUBLICACIÓN | 2022 |
| AUTORES | Jorge A. Durán Encalada y Juan M. San Martín Reyna |
| ISNN IMPRESO | 2145-969X |
| ISNN ELECTRÓNICO | 2215-7794 |
| CITAS | |

Capítulos de libro

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|--------------------------|---|
| CAPÍTULO DE LIBRO | Methodology oriented to the sustainable development goals in the United Nations Agenda 2030 |
| ABSTRACT | The objective of this document is to analyze all the factors involved in the aspects of sustainable development. As it is a very extensive and relevant topic at present, it seeks to explain in detail from its conception to the central aspect on which it is based on the Sustainable Development Goals (SDGs) of the United Nations. Similarly, the approach on which the document is based is to mention some of the most developed tools and indexes for measuring sustainability, which are based on the SDGs, and especially to employ the social, economic, and environmental benefits obtained by sustainable development globally United Nations. Similarly, the approach on which the document is based is to mention some of the most developed tools and indexes for measuring sustainability, which are based on the SDGs, and especially to emphasize the social, economic, and environmental benefits obtained by sustainable development globally. |
| TÍTULO | Handbook of Research on Organizational Sustainability in Turbulent Economies |
| EDITORIAL | IGI Global |
| AÑO DE EDICIÓN | 2022 |
| AUTORES | Garcia-Flores, E.I, Kurezyn-Díaz, C., Gibaja-Romero, D.E., Mayett-Moreno, Y. |
| ISBN | 9781799893011 |
| CITAS | Garcia-Flores, E.I, Kurezyn-Díaz, C., Gibaja-Romero, D.E., Mayett-Moreno, Y. (2022). Methodology oriented to the sustainable development goals in the United Nations Agenda 2030. Handbook of Research on Organizational Sustainability in Turbulent Economies, 22 (72-93), Doi:10.4018/978-1-7998-9301-1.ch005 |

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| CAPÍTULO DE LIBRO | Evaluación del contenido prebiótico en alimentos endémicos mexicanos: aloe vera (<i>Aloe barbadensis</i>), chayote (<i>Sechium edule</i>), chía (<i>Salvia hispanica</i>) y nopal (<i>Opuntia ficus-indica</i>) |
| ABSTRACT | El contenido prebiótico en los alimentos juega un papel decisivo en la modulación de la microbiota intestinal. Diferentes estudios han demostrado sus beneficios para el tratamiento de enfermedades intestinales y extraintestinales, ayudando a mantener un estado de equilibrio (eubiosis), en la microbiota intestinal de quien los consume. Además, un bajo consumo de alimentos con prebióticos puede incrementar el riesgo de padecer enfermedades gastrointestinales. Los propósitos de esta investigación fueron evaluar la actividad prebiótica de alimentos endémicos mexicanos (<i>Aloe barbadensis</i> Miller, <i>Sechium edule</i> , <i>Salvia hispanica</i> y <i>Opuntia ficus-indica</i>), y cuantificar su actividad antioxidante, para determinar si pueden usarse como ingredientes funcionales en la formulación de alimentos. El efecto prebiótico de los alimentos se determinó a través de la evaluación de la viabilidad de tres bacterias probióticas (<i>Lactobacillus brevis</i> , <i>Lactobacillus paracasei</i> y <i>Lactobacillus plantarum</i>), empleando cinética de crecimiento en cultivo líquido. Posteriormente, se obtuvieron los extractos etanólicos de sábila, chayote, chía y nopal para las pruebas subsecuentes; dichos extractos se caracterizaron químicamente por medio de FTIR para asociar estructuras |

con efecto prebiótico. Por último, se determinó el porcentaje de actividad antioxidante de los extractos con el método de reducción del radical DPPH. Las cinéticas de crecimiento de los probióticos probados presentaron crecimientos de 80-141, 90-180, 133-167 y 83-111 de UFC/mL en sábila, chía, nopal y chayote después de 48 horas de incubación a 36°C. Por su parte, mediante la caracterización química de los extractos etanólicos obtenidos, se obtuvo que las moléculas prebióticas presentes fueron fructooligosacáridos y fructanos. Por último, los IC₅₀ obtenidos, fueron 314.61, 273.61, 21192, 19077 y 2619 de mL/L para nopal, sábila, chayote y chía, respectivamente. Los resultados obtenidos indican que los alimentos estudiados poseen funcionalidades que pueden ser aprovechados en la formulación de nuevos alimentos.

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| TÍTULO | Economía circular: Aprovechamiento integral de recursos agroalimentarios. |
| EDITORIAL | CONCYTEP |
| AÑO DE EDICIÓN | 2022 |
| AUTORES | Aguilar-Soria, Zaira Ixchel, Pérez-Armendáriz, Beatríz, Nelly-Juárez, Zaida, Cardoso-Ugarte, Gabriel Abraham |
| ISBN | 978-607-99058-7-3 |
| CITAS | |

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| CAPÍTULO DE LIBRO | DESIGN AND VALIDATION OF A SCALE TO EVALUATE COMMON GOOD LEADERSHIP |
| ABSTRACT | This article shows the design and validation of a scale to measure common good leadership. The scale was developed by identifying and incorporating traits and skills or different leadership styles associated with the common good. The Common Good Leadership Scale (CGLS) is developed using gap analysis to reduce the possibility of overconfidence bias. The process of scale design and development is described. Items analyze the ideals regarding common good leadership and specific actions that are performed in an attempt to achieve the common good. The gap is obtained by subtracting the actions minus the ideals, providing valuable information about the leadership traits and skills that need to be developed. Different tests were performed to ensure the validity of the scale including factor analysis. |
| AUTORES | Claudia Malcón-Cervera, Cynthia M. Montaudon-Tomas, Ingrid N. Pinto-López & Manuel Alejandro Gutiérrez-González. |
| TÍTULO | Ethics, Economics and Common Goods Journal |
| EDITORIAL | EEBC |
| AÑO DE PUBLICACIÓN | 2022 |
| PAÍS | México |
| ISBN | |

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| CAPÍTULO DE LIBRO | IDENTIFYING THE THEORETICAL FOUNDATIONS FOR COMMON GOOD LEADERSHIP |
| ABSTRACT | Scarcity in writings regarding common good leadership calls for a review of existing documents to help establish a connection between the common good and leadership literature. The method for this |

article included a literature review and content analysis. In order to identify the theoretical foundations for common good leadership, interactions between the fields of common good and leadership were established. Leadership styles associated with the common good were mapped, along with their most relevant characteristics, specifically traits, and skills of potential common good leaders. The article provides an integrative definition of common good leadership that intertwines basic assumptions of the notions of common good and main leadership characteristics. This is the first time that a definition for common good leadership has been provided.

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| AUTORES | Cynthia M. Montaudon-Tomas, Manuel Alejandro Gutiérrez-González, Ingrid N. Pinto-López & Claudia Malcón-Cervera. |
| TÍTULO | Ethics, Economics and Common Goods Journal |
| EDITORIAL | EEBC |
| AÑO DE PUBLICACIÓN | 2022 |
| PAÍS | México |
| ISBN | |

CAPÍTULO DE LIBRO

LEADERSHIP FOR THE COMMON GOOD ON ECONOMIC AND ADMINISTRATIVE STUDENTS

ABSTRACT

The Technological University of Querétaro (UTEQ) is one of the most important schools in the state of Querétaro in technological innovation training, educating the future leaders who will lead the development of the state. In this sense, it is crucial to note the necessity to improve the social development that guides leaders towards common good actions. This research started by studying leadership characteristics for the common good, resulting in 132 items clustered into an ideal state that indicates what the person considers themselves to be and then the real state, in which a criterion associated with concrete actions is established. Leadership for the common good is based on eleven dimensions: Solidarity, Logic of the Gift, Self-Control, Collaboration, Sustainability, Responsibility, Flourishing, Congruence, Resilience, Management, and Justice. A sample of 465 students was obtained from UTEQ. The results showed that there is a positive self-assessment in different dimensions of leadership for the common good; however, in a more detailed analysis, it is shown that there is a gap between the ideal and the real item scores, suggesting that positive self-assessment is not corresponding with concrete actions, so leadership lacks practicality. Accordingly, it is essential to do longitudinal research and establish a model to drive leadership for the common good at UTEQ.

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| AUTORES | Manuel Alejandro Gutiérrez-González, Jana Mejía-Toiber, Cynthia M. Montaudon-Tomas, Claudia Malcón-Cervera& Ingrid N. Pinto-López. |
| TÍTULO | Ethics, Economics and Common Goods Journal |
| EDITORIAL | EEBC |
| AÑO DE PUBLICACIÓN | 2022 |
| PAÍS | México |
| ISBN | |

Memorias en congresos

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|---------------------------------|---|
| TÍTULO DE LA PUBLICACIÓN | PROCEEDINGS OF THE EMERGING MARKETS CONFERENCE BOARD (EMCB) 2022 |
| ABSTRACT | Global technological developments have seen more consumers interact on social media more than traditional media (TV, radio, print, etc.). Social media advertising is among the fast growing sectors in South Africa. Using the TPB, the influence social media advertising on consumer behavioural intention was examined in this study. A sample size of 408 people aged 18-65 years who reside in Gauteng Province, active on any social media platforms and have seen advertisements on social media, were surveyed. This study took a quantitative approach. A regression analysis showed that consumer attitude and perceptions have positive and significant influence on behavioural intention towards products and services advertised on social media platforms. Social norms showed negative and insignificant influence. Overall, the outcomes of the study showed that social media advertising positively influences behavioural intention. |
| AUTORES | Naresh K. Malhotra & Mauro García Domínguez |
| TÍTULO DE LAS MEMORIAS | Proceedings of the Emerging Markets Conference Board (EMCB) 2021 |
| AÑO DE PUBLICACIÓN | 2021 |
| PAÍS | México |
| ISBN | 978-607-8631-61-2 |

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| TÍTULO DE LA PUBLICACIÓN | INTENTION TO BE VACCINATED AGAINST COVID-19 IN THE POPULATION OF 40 YEARS AND OLDER IN MEXICO |
| ABSTRACT | Objective To evaluate the effect of information sources on COVID-19, the benefits and perceived barriers of vaccination, and the attitude towards vaccination on the intention to get vaccinated against COVID-19 in the population aged 40 and over in Mexico. Methods A quantitative, cross-sectional and explanatory investigation was developed. An electronic survey was applied to 703 people aged 40 and over who reside in Mexico. The analysis of results was carried out through the technique of structural equations by means of the method of partial least squares. Results The sources of information on COVID-19 positively influence the perceived benefits of the vaccine and reduce the perceived barriers. Furthermore, the perceived benefits positively influence the attitude towards COVID-19 vaccination; however, barriers do not affect attitude. Additionally, the latter influences the intention to be vaccinated against COVID-19 and indirectly the sources of information and the perceived benefits influence the intention to be vaccinated mediated by the attitude. |
| AUTORES | Judith Cavazos-Arroyo y Concepción Pérez de Celis-Herrero |
| TÍTULO DE LAS MEMORIAS | Intention to be vaccinated against COVID-19 in the population of 40 years and older in Mexico |
| AÑO DE PUBLICACIÓN | 2022 |
| PAÍS | México |
| ISBN | |

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| TÍTULO DE LA PUBLICACIÓN | Challenge-Based Learning for Social Innovation in a Private University in Puebla, Mexico |
| ABSTRACT | |
| AUTORES | Cynthia M. Montaudon-Tomas, Anna Amsler and Ingrid N. Pinto-Lopez |
| TÍTULO DE LAS MEMORIAS | Challenge-Based Learning for Social Innovation in a Private University in Puebla, Mexico |
| AÑO DE PUBLICACIÓN | 2022 |
| PAÍS | México |
| ISBN | |

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| TÍTULO DE LA PUBLICACIÓN | OCCUPATIONAL HEALTH AND WELL-BEING IN HIGHER EDUCATION INSTITUTIONS IN MEXICO: SELF-CARE DURING PANDEMIC- INDUCED REMOTE WORK |
| ABSTRACT | This chapter presents an overview of occupational health in remote work from the self-care perspective. A literature review regarding remote working conditions and their effects on health and well-being is included, along with an analysis of the most relevant self-care and practices that have been developed for working at the distance. The study focuses on faculty, specifically at a private university in Puebla, Mexico, and the effects of the pandemic-induced remote work schemes on their well-being, along with the most common ailments that emerged from remote working conditions and self-care practices that can be adopted to prevent or reduce them. A survey was conducted among faculty members to understand the health implications of remote work and what people have been doing to deal with them. The concept of health circles is introduced to help explain specific actions taken to promote self-care and group care. |
| AUTORES | Cynthia M. Montaudon Tomas, Ingrid Nineth Pinto López, Anna Amsler |
| TÍTULO DE LAS MEMORIAS | IGI GLOBAL |
| AÑO DE PUBLICACIÓN | 2022 |
| PAÍS | México |
| ISBN | |

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| TÍTULO DE LA PUBLICACIÓN | IDENTIFYING BURNOUT SYNDROME IN A PRIVATE UNIVERSITY IN THE STATE OF PUEBLA, MEXICO: FACING THE CHALLENGES OF THE COVID-19 PANDEMIC |
| ABSTRACT | This chapter presents a study performed in a private university in the state of Puebla, Mexico to analyze the effects of remote work on the health and well-being of faculty during the third trimester of 2020 that could lead to burnout. The study includes working conditions, psychosomatic factors, and emotional exhaustion. Results have been analyzed based on gender differences. The university authorities decided to take on the challenge of identifying and tackling increasing well-being issues, especially considering two official regulations in the country that deal with psychosocial risks and remote work. Different activities and webinars were developed |

to help faculty and staff make self-care part of their daily routine during social distancing, thus reducing added stress and burnout.

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| AUTORES | Cynthia M. Montaudon-Tomas, Ingrid N. Pinto-López, Anna Amsler |
| TÍTULO DE LAS MEMORIAS | Identifying Burnout Syndrome in a Private University in the State of Puebla, Mexico: Facing the Challenges of the COVID-19 Pandemic |
| AÑO DE PUBLICACIÓN | 2022 |
| PAÍS | México |
| ISBN | |

TÍTULO DE LA PUBLICACIÓN **PERFORMANCE ASSESSMENT IN INNOVATION DISTRICTS: FUZZY DELPHI VALIDATION OF A MULTIDIMENSIONAL FRAMEWORK**

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| ABSTRACT | Global challenges demand more competitiveness from cities, asking them to quickly adapt to the changes brought about by the current knowledge economy. Innovation Districts (ID) stand out as the most favourable ecosystems to create economic, urban, social, and governmental solutions proactively and at the speed commanded by this rapid renewal of knowledge. Effective assessment is significant to evaluate the behaviour of these areas and ensure that their efforts are directed towards achieving their objectives and provide the value of projects and initiatives and the benefits delivered to city authorities and all city stakeholders. After the validation by a panel of 17 experts through an international Fuzzy Delphi survey, this study builds a conceptual framework in four dimensions (Urban, Economic, Social and Governmental) and a set of 37 indicators identified as relevant to assess performance in ID for each dimension. The resulting multidimensional innovation assessment framework is first of its kind. It is useful in determining the key impact indicators of existing innovation districts, helps in understanding what to analyse, and helps decision makers decide where to focus to guarantee the achievement of their goals. |
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| AUTORES | Jorge Alberto Durán Encalada |
| TÍTULO DE LAS MEMORIAS | Proceedings of the 20th Triple Helix Conference, Governing new and traditional partnerships for innovation and development in the post-pandemic world |
| AÑO DE PUBLICACIÓN | 2022 |
| PAÍS | |
| ISBN | |

Casos de estudio

| | |
|-------------------|-----------------------------------|
| TÍTULO | AGUA DE MESA JUNGHANNS TEL |
| AUTORES | Lopez Romero Luis Gerardo |
| FECHA | 2022 |
| DISTINCIÓN | Sintonía |

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|-------------------|---------------------------|
| TÍTULO | CALIDAD LLR |
| AUTORES | Lopez Romero Luis Gerardo |
| FECHA | 2022 |
| DISTINCIÓN | EXAMEN PROFESIONAL UPAEP |

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| TÍTULO | PLANEACIÓN DE PRODUCCIÓN WV |
| AUTORES | Lopez Romero Luis Gerardo |
| FECHA | 2022 |
| DISTINCIÓN | Sintonía |

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| TÍTULO | BEBIDAS EMBOTELLADAS |
| AUTORES | Lopez Romero Luis Gerardo |
| FECHA | 2022 |
| DISTINCIÓN | Sintonía |

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| TÍTULO | JUNGHANNS FRANQUICIAS REBELDES |
| AUTORES | Lopez Romero Luis Gerardo |
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| TÍTULO | AGUA DE MESA JUNGHANNS SP |
| AUTORES | Lopez Romero Luis Gerardo |
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Tesis doctorales

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| TÍTULO | La promoción del Amor al Prójimo como estrategia en la organización y el desarrollo de un instrumento que mida el impacto de promover acciones para desarrollarla. |
| AUTORES | Lopez Romero Luis Gerardo |
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Proyectos de investigación

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| TÍTULO | Situación de la Gestión de Datos y su vinculación con la Estrategia de Datos en América Latina |
| AUTORES | Dra. Claudia Malcón Cervera, Mtra. María Guadalupe López Flores, LCI. José Ramón Hernández Callejas, Mtro. Christian Vázquez Sánchez |
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