

## "TRIPLE BOTTOM MODELS AS A RESPONSE TO ECONOMIC REACTIVATION"

*Camilo Barragán Morales - Researcher  
Editor in Chief AD-GNOSIS Journal  
Corporación Universitaria Americana*

The year 2021 has meant new market scenarios and challenging conditions for industries and the economy in general, in this sense, it is necessary the implementation of models where higher education institutions from their formative work, governmental bodies representing the state and organizations join their efforts to direct the economy towards its dynamism prior to the pandemic. Therefore, the creation of this edition is proposed with the intention of establishing guidelines from the theoretical, practical and methodological, which will make social contributions to the management and subsequent solution of organizational problems.

The journal AD-GNOSIS attached to the Faculty of Economics, Administrative and Accounting Sciences of the Corporación Universitaria Americana, consolidates its strategy and commitment to the promotion and strengthening of science, technology and innovation, focusing mainly on the mechanism of social appropriation of knowledge and new knowledge where the intellectual production has a substantial contribution in this new edition where the publications have as a result, The publications are the result of the joint work between researchers, teachers and students, as well as of the analysis and critical argumentation of the main debates in the academic field of the different research disciplines that are linked to the faculty and its different programs.

The future contexts of society will require, among other things, the associativity and cooperation of the actors immersed in society, the latter being, according to Chesbrough, the greatest beneficiary after a process of open innovation where society is in permanent construction based on knowledge, its management, transfer and dissemination, In this sense, the journal AD-GNOSIS, the Faculty of Administrative, Economic and Accounting Sciences of the American University Corporation and its Vice-Rector of Research will continue to promote research agendas and research work, so that the triple helix models are the standard bearers of the resurgence of organizations.