

It is an honour to present volume 13, number 14 (July-December 2024) of AD-Gnosis, a publication committed to scientific rigour and the advancement of knowledge in the economic, administrative and accounting fields. This edition shows methodological soundness in the studies published, which address current problems from theoretical and empirical approaches, contribute to the development of critical thinking and the generation of new lines of research. The contributions presented strengthen the academic body of knowledge and offer results applicable to strategic business management, with the aim of ensuring sustainability and competitiveness in highly dynamic business environments.

The content of this edition is the result of the joint efforts of authors, reviewers and the editorial team, whose dedication and commitment to guaranteeing the quality of this publication is acknowledged. On this occasion, the participation of authors from Mexico, Puerto Rico, Colombia, Peru and Spain is highlighted, which reinforces the international character of the journal and the objectivity of the decisions. Thanks to this collaborative work, AD-GNOSIS maintains its presence in globally recognised databases, positioning itself as a reliable platform for the dissemination of knowledge. In addition, an important point to mention is the visual approach of the articles, which gives colour to the science and enriches the reading experience.

The research presented in this edition shows the dynamism of today's business environment. In the field of commercial management, omnichannel strategies are studied as a preponderant model for customer satisfaction and loyalty, showing how the integration of physical and digital channels optimises the consumer experience and sustains business competitiveness. In addition, approaches to customer service in the telecommunications sector are analysed, showing the importance of personalisation and efficiency in customer service as determinants in the user's perception. In terms of organisational management, soft skills are studied as a critical factor for the productivity and adaptation of professionals to dynamic environments. It concludes by stressing the need to strengthen them in educational and business contexts. Finally, in the field of economics and international trade, it examines the growing presence of foreign investment and its impact on local markets. The case of the increase of Chinese shops in Mexico and its effects on fiscal regulations and competitive strategies is described. This research, both theoretical and empirical, provides an understanding of different situations that organisations face in a globalised, dynamic and highly competitive context.

Looking to the future, AD-GNOSIS continues to strengthen its editorial policies, building strategic alliances and expanding its impact in the international arena. This is essential to continue promoting research that contributes to the development of knowledge and responds to the needs of societies. Readers are invited to explore the contents of this edition with the confidence that they will find in its pages ideas that inspire new research and encourage new works that contribute to the advancement of economic and administrative sciences.

Yours sincerely,

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