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Editor's Letter

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Welcome to the latest edition of our journal, where we present a diverse array of research articles that delve into contemporary issues across various fields. This issue combines empirical studies and theoretical explorations illuminating different aspects of business, tourism, food preferences, and organizational culture. We aim to provide insightful analyses and foster a deeper understanding of these multifaceted topics.

The first article, *Impact of the Supply Chain on Sustainable and Business Performance During the COVID-19 Pandemic*, was written by Sandra Yesenia Pinzón Castro and Gonzalo Maldonado Guzman. In this empirical study, the authors assess how the supply chain influenced both sustainable and business performance during the COVID-19 pandemic. Through a meticulous analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM), the study reveals a complex interplay in which the pandemic led to notable improvements in sustainable performance but also a decline in overall firm performance. This research underscores the need for more nuanced theoretical and empirical insights into how global disruptions impact supply chains and performance metrics.

The second article is *Unveiling the Disruptive Force: Analyzing the Impact of Digital Shopping*. Arumugam Deepa and Arthanari Elangovan wrote it. This article investigates the repercussions of digital shopping on traditional retail in Tamil Nadu. Utilizing quantitative methods and various statistical techniques, the authors find that digital shopping significantly affects the growth and profitability of offline retail. The study also explores socio-economic and psychological factors influencing consumer behavior, offering actionable recommendations for traditional retailers to adapt and thrive in the evolving market landscape.

Diego Salazar Duque & María Alejandra Osorio Espín wrote the third article: *The Influence of Personality and Desires on Motivation for Selecting Tourist Destinations*. Focusing on the tourism sector, this research examines how personality traits and desires shape the selection of travel destinations. A survey conducted in Quito revealed that while various factors, including personality traits, play a role in destination choice, they do not significantly mediate between tourism needs and offerings. This study provides valuable insights into the psychological and motivational dynamics influencing travel decisions.

The fourth paper is *Determinants of Receptivity Towards Entomophagy Among Young Adults*. Its authors are Carlos Francisco Ortiz Paniagua, Miguel Ángel Bautista Hernández

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and Paulina Lerch López. This research explores the acceptance of entomophagy (insect eating) among young adults in Morelia, Michoacán, and highlights the factors driving dietary preferences in this demographic. The findings indicate that while traditional deterrents like price are insignificant, easy access to information about insect-based foods can positively influence acceptance. This study contributes to the broader discourse on alternative food sources and their potential in contemporary diets.

The fifth article is Knowledge Management and Human Resource Management to Innovate: An Empirical Analysis in the Textile Industry. Jaime Apolinar Martínez-Arroyo, María Francisca Peñaloza Talavera, Marco Alberto Valenzo Jiménez, and Flor Madrigal Moreno present this qualitative and descriptive study, which investigates how knowledge management and human resource management impact innovation within the textile industry in central-western Mexico. By applying Structural Equation Modeling (SEM), the authors validate significant relationships between these variables and innovation, bridging gaps in existing literature and providing practical insights for enhancing industry practices.

The final article, Massive Transformative Purpose (MTP) as Moderator in the Relationship Between Culture of Experimentation and Autonomy, explores the moderating effect of an organization's Massive Transformative Purpose (MTP) on the relationship between a culture of experimentation and autonomy in IT companies in Jalisco. Despite confirming a significant positive relationship between experimentation and autonomy, the study finds that the MTP does not significantly moderate this relationship, challenging initial hypotheses and contributing to the ongoing discussion about organizational culture and purpose. It was written by Antonio de Jesús Vizcaíno and Alfredo Aguilar Ruiz

We hope these articles spark meaningful discussions and provide valuable perspectives in their respective fields. We extend our gratitude to the authors for their rigorous research and contributions. We welcome feedback and encourage readers to engage with these studies to advance knowledge and practice.

Sincerely,
Dr. José Sánchez Gutiérrez
Editor