Letter from the Editor

Dear community,

The ideal of Universidad Anáhuac México is to form a humanistic and scientific community dedicated to the pursuit and sharing of truth and the advancement of knowledge through teaching, study, research, dialogue, and innovation. On our university's 60th anniversary, *The Anáhuac Journal* aims to contribute to this noble task by publishing cutting-edge research results that represent the ultimate knowledge aligned with the rigor and highest national and international academic standards.

This issue addresses the interaction between finance and technology, essential tools for building a prosperous and free society, as well as professional fields that should promote genuine human development through work. Artificial intelligence techniques, machine learning, and advanced algorithms that identify sentiments in financial markets enable the discovery of complex patterns and make predictions for a deeper analysis of the complex non-linear interrelationships between variables. In doing so, they help to mitigate risks and maximize the ever-present opportunities in financial markets.

The Anáhuac Journal presents its first issue entirely in English, in this new era, thus increasing its visibility to advance in the internationalization metrics, consistent with the requirements of prestigious indexing services.

We are grateful to Dr. José Antonio Núñez Mora, Guest Editor of this issue. His extensive experience in financial research and his dedication to training several generations of researchers in Mexico contributed to the consolidation of this edition.

In this mid-year volume, we are pleased to present ten interesting articles that contribute to local and global scientific community discussion and reaffirm our commitment to the advancement of the universal body of scientific knowledge.

Dr. Jaime Humberto Beltrán Godoy
Editor
The Anáhuac Journal