Editorial

Presentation Editorial

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Research is one of the most important tools within society, knowing what happens and analyzing it to understand. It offers the possibility of obtaining improvements in the companies' processes.

In this number, we can have information about the Perceived value and satisfaction as antecedents of loyalty to a chain restaurant in Mexico, by a quantitative, exploratory, cross-sectional research study, to validate the relationship between satisfaction and perceived value with customer loyalty in three branches of a restaurant chain in Mexico. Smart PLS 3 software was used to process the information obtained from a sample of 208 valid questionnaires, the structural model presented an acceptable level of adjustment, thus proving that there is a positive and statistically significant relationship between satisfaction and perceived value and, the loyalty of restaurant customers, which supported the two hypotheses proposed.

On the other hand, entrepreneurs have difficulties with people with disabilities in the Mexican industry. So, the article called "Analysis of social networks in people with disabilities in the Mexican industry" where analyses the social networks forged between individuals who work in middle and upper management in Mexican companies and their relationship with people with disabilities through the application of a Social Network Analysis (SNA) which deduces that the nucleus of individuals and organizations on whom the economic development of people with disabilities depends on is very centralized.

Another important topic to review changes after the COVID 19 pandemic, jobs and occupations had to return to normal, however many people lost their main source of resources, so the incorporation of women in different ventures has been a flag to get ahead with work for their families, therefore, identifying opinions about entrepreneurs, through sentimental analysis helps to understand how positive the issue is for economic recovery.

In such a way, it is prudent to analyze the behavior of tax collection during the last four years, by studying the dynamics of federal revenue to economic dynamics reflected in the Global Index of Economic Activity (IGAE) and Private Consumption, which although it was bad before the pandemic, worsened even more during the period, while for tax collection this was not the case, it even reached its historical maximum points in 2021; which implied a very contractionary fiscal policy and for this reason, the recovery of our country has been so short.

Finally, we invite you to focus on these topics of great interest in the economic and administrative sciences.