

## Editorial

### Presentación Editorial

---

This edition of the *Journal of Administrative Science* presents a diverse collection of articles that span multiple fields of knowledge, reflecting the richness and interdisciplinarity of contemporary research. From organisational strategy to sustainable tourism and urban mobility, the studies gathered in this issue highlight innovative perspectives and practical solutions to pressing challenges in today's society.

The opening article, *The Balanced Scorecard as a Tool for Strategic Control in Organisations: A Case Study*, revisits one of the most influential models in strategic management. Through a case study, it emphasises both the opportunities and challenges of implementing the Balanced Scorecard, offering valuable lessons for organisations seeking to enhance decision-making and competitiveness.

With a focus on sustainability and equity, *Circular Economy in Tourism: Pathways to Equity and Innovation* critically examines how circularity, combined with technological innovation, can reshape the tourism sector. The article introduces the Circular Tourism Innovation Audit, a diagnostic framework designed to assess destinations across environmental, technological, social, and territorial dimensions, providing a practical tool to guide regenerative transitions.

*Inconsistencies Between Stated and Revealed Preferences: An Analysis of Mobility Patterns in the Metropolitan Area of Pachuca* explores the gap between declared and actual transportation choices among university students. The findings shed light on mobility dynamics in metropolitan Mexico, with significant implications for the design of more effective and equitable public policies.

The article *Organizational design as a strategic factor in student housing operations* examines the necessity of organisational restructuring within a company dedicated to student housing services. Using a qualitative case study approach based on interviews and direct observation, it identifies the key drivers behind the redesign, highlighting those areas most likely to deliver a positive impact.

Finally, *Cryptocurrencies in the international context: an interdisciplinary approach* offers a multidisciplinary exploration of cryptocurrencies through the analysis of diverse academic sources. Rather than privileging a single standpoint, the study provides a broad overview of digital assets, addressing their concept, origin, and functioning. Grounded in monetary theory and the economic theory of law, it considers economic, legal, and social dimensions, identifying shared trends among authors while also underscoring disciplinary divergences.

Taken together, these contributions reaffirm the journal's commitment to advancing research that inspires practical change, fosters interdisciplinary dialogue, and strengthens the role of knowledge in shaping resilient communities. We invite our readers to engage with this issue and to reflect on how these studies illuminate pathways towards innovation, sustainability, and equity.