

## Editorial

### Presentation Editorial

---

Currently, research has a key role for universities because it contributes to the development of the country and society, as it has a positive impact on improving living standards, it also generates knowledge and enabling learning. One of the fundamental functions of the university is to promote the creation of new knowledge through scientific, technological, humanistic and social research. This function has become the center of university evaluation in many countries around the world. For this reason, at the Universidad Autónoma del estado de Hidalgo, the publication of its indexed magazines is fundamental to show the work of its researchers in the various areas of knowledge. Innovation and knowledge generation in the product sectors is a commitment by the Institute of Administrative Economic Sciences, so the articles presented here seek to present new and new alternatives.

In this journal focusing on the administrative economic sciences, it shows proposals and trends that provide a guide to future research and application projects for the benefit of society. This issue includes new developments such as LEAN production, which is a management model that aims to minimize losses and maximize value added to the customer, and also provides for a work organization system based on production improvement.

Other article named the work named E-commerce in the financial sector: transition to industry 4.0, presented in this edition activities implemented by the financial sector in Mexico, using quantitative methods, in order to perform a cluster analysis. Through a compilation of data from the Census on information and communication technologies (2019), sales in millions of pesos and sales methods through ecommerce (Company website, third-party website) are established as study variables., social media, email). The results indicate that the financial sector that operates in Mexico City reflects the highest amount of sales revenue through e-commerce in: the company's website, third-party website and email, while the sector predominates in social networks financial institution of Nuevo León. Challenges are observed in the integration of technologies industry 4.0 that allow generating greater competitiveness in digital marketing.

Another aspect that remains in force is the impact of pandemic caused by COVID-19 on the various productive sectors and mainly in the Mexican economy, therefore, analyses on the subject help to appropriate decision-making so the article The Effects of the Pandemic on the Mexican Economy, consists of an account of the economic damages caused by the recent COVID-19 pandemic. It shows the behavior of the Mexican economy throughout this period where the strategies of our government to maintain and protect life itself have generated collateral effects whose most important effects were witnessed in some sectors of the economy and in the level of employment and joblessness. The country is going through moments of economic slowdown and recovery at various moments of the analysis, linked to this, various sectors of the population were seriously affected due to their vulnerability.

Finally, Educational Tourism identifies the potentiality of this typology of tourism and the potential of the development of activity. The benefits of this type of tourism are diverse, in addition to the transmission of local culture, the generation and distribution of wealth, diversification of the supply, attraction of visitors among others. In addition, this type of tourism is a high fidelity of the visitor, since they usually return on the same motivations or just visit the friendships that were generated in academic stays, one of the main features is that this tourist likes quality in services.

Hoping that the content of this journal will generate the interest of readers and researchers invite them to publish their work in the areas of administrative economic sciences.

---