

PUBLISHING REGULATIONS FOR AUTHORS OF ECONOMÍA Y NEGOCIOS UTE

1. GENERAL INFORMATION

Economía y Negocios [Economy and Business] is a journal of the UTE University, which publishes results of scientific research in the area of economic and business sciences since June 2009 without interruption with a fixed semiannual periodicity, June and December. Scientific research in management is based on theories developed from various social sciences. **Economía y Negocios** is open to publish articles that, from sociology, psychology, economic and business sciences and industrial organization, contribute to the scientific development of the administration in the national and international context.

The journal follows APA 7.0 ([American Psychological Association](#)) disclosure standards. Compliance with these requirements facilitates their indexing in the main national and international databases, guaranteeing greater dissemination of published articles and, therefore, of their authors and work centers.

Economía y Negocios UTE is indexed in Latindex Catalog 2.0, Doaj, Redalyc, Dialnet, Clase, among others, with a projection to be found in the main international databases, it is published in an electronic version (ISSN-e: 2602-8050), and each work is identified with a DOI (Digital Object Identifier System).

2. POLICIES

2.1 Focus and Scope

The journal **Economía y Negocios** [Economy and Business] UTE disseminates scientific articles, of a theoretical or empirical nature, that contribute to contrast, extend or build theories that allow progress in the understanding of the phenomena related to economic and business sciences, from the perspectives of economics, management strategy, human talent, marketing and advertising, organizational behavior, quality, logistics and supply chain, accounting, finance, auditing, business economics and international business.

The articles can adopt exploratory or confirmatory methodological perspectives, or consist of theoretical essays that contribute significantly to the construction or extension of new theories. **Economía y Negocios** selects its articles based on a double-blind peer review system, according to the practices agreed upon by the scientific community itself. **Economía y Negocios** publishes two regular issues a year according to an open access policy. Online publication makes it possible to significantly speed up the review and editing process, and open access publication contributes to a greater dissemination and advancement of scientific knowledge. To further contribute to the dissemination and advancement of knowledge, it publishes articles in English and Spanish.

Main topics of interest, but not limited to:

- Studies of the national and global economy
- Econometrics and economic history
- Banking and financial markets management
- Human talent management
- Marketing and advertising
- Strategic management
- Public administration
- Leadership
- Motivation, climate and organizational culture
- Organizational change and development
- Work organization
- Quality management
- Logistics
- Supply chain
- Production management
- Accounting-financial management
- Business economics
- Innovation and development
- Social responsibility.

The journal *Economía y Negocios* is aimed at national and international academics and researchers, professionals, students and the scientific community in general, interested in the different fields of knowledge related in the approach and scope.

2.2 Contributions

Economía y Negocios preferably publishes research on economic and business management issues, as well as on social and educational issues associated with the guiding issues, receiving writings in Spanish and English. The editorial policies of the journal contemplate the publication of the aforementioned topics in various types of specific articles or sections:

Original Articles. Within this section the following categories are included:

- **Research paper.** This type of article presents in detail the original results of research projects in the various areas of knowledge included in the scope of the journal. They should be structured in four important parts: introduction, methodology, results and conclusions; and in addition, the literature review, discussion, limitations, managerial applications, among others, are usually included. These original investigations will have a minimum length of 4,000 words and not exceed 10,000 words, including title, abstracts, keywords, tables, figures and references.
- **Review articles.** These provide a comprehensive summary of research on a certain topic, and an analysis of the state and future prospects of the scientific field. It presents research results from an analytical, interpretive or critical point of view of the author, on a specific

topic, using original sources. You must present a careful bibliographic review of at least 50 references.

- **Case study reports.** These articles report on specific cases of interesting phenomena. This type of study is used in the area of economic and business sciences to inform the application of theoretically proven methodologies in organizations of economic sectors and regions very different from those of the original research, where contributions are made regarding new techniques, tools and approaches to address the new contextual situations addressed. The articles for reflection or review and report of case studies will have a minimum length of 3,500 words and not exceed 6,000 words, including title, abstracts, keywords, tables, figures and references.
- **Research notes.** This type of article consists of a summary of the research articles and will have a length between 1,500 and 3,000 words.

Reviews. This type of article must be the result of a research where the results of published or unpublished research on a field in science and technology are analyzed, systematized and integrated, in order to account for progress and development trends. These reviews, which are informative texts, should not exceed 3,000 words, accompanied by an image of the cover of the book or publication being reviewed (.jpg, at least 300 dpi).

Editorial. This is an introductory article to the number of the journal where it is published and where the editors explain the structure with which the issue is organized and the topics covered, whether it is a special or regular edition. It does not consist of an abstract and must be less than 1000 words. On special occasions, editors may publish summaries of their own research in the form of “research notes” that will be published in this section and that will serve as a guide for authors.

News and Opinion Notes. This is an opinion piece on current affairs in the subject areas that fit the journal's focus. It consists of an abstract of up to 100 words and the manuscript in general must be less than 3,000 words. In this type of article, it will not be necessary to follow the traditional structure of the rest of the articles, it should only include a summary, the sections that the author decides as part of the development, conclusions and the necessary references.

Academic Reports: This section is a space to disseminate the most relevant learning results of undergraduate and graduate students and that are generated from research projects, community outreach projects and degree work. They will have an extension between 1,500 and 3,000 words and it will be necessary to include an endorsement from the tutor or tutors.

As part of the submission process, authors are required to check that their submission meets all the elements shown below. Submissions that do not meet these guidelines will be returned to the authors.

- Manuscripts must be original, not have been previously published or be submitted for consideration by another journal. The submission file must be in Microsoft Word format (.doc or .docx).

- Wherever possible, URLs are provided for references. The text adheres to the stylistic and bibliographic requirements outlined in the [Author's Guidelines](#), which appear in About the journal.
- Original research will have an extension of 4,000 to 10,000 words.
- Review articles and case study reports will have an extension of 3,000 to 6,000 words, including title, abstracts, keywords, tables and references.
- Reviews, research notes and academic reports will have a length of 1,500 to 3,000 words, including tables and references.

Economía y Negocios publishes twice a year, an average of 10 articles for each issue. Authors may submit manuscripts for evaluation without a predetermined date, since the call for papers to the journal is open.

3. EDITORIAL PROCESS

Economía y Negocios acknowledges receipt of the papers sent by the authors and informs the platform of the estimation or rejection and acceptance or rejection process, as well as, in case of acceptance, the editing process. The official website (Regulations section) offers the complete publication rules, the check prior to submission, the structure format of the manuscripts, the fillable cover, the guide for OJS submission of the manuscript (manager), as well as the evaluation protocol for external reviewers.

Within a maximum period of 30 days, from the receipt of each work, they will receive notification of receipt, indicating if the work is rejected or if the work is preliminarily estimated for evaluation by the scientific advisors. In the event that the manuscript presents formal deficiencies or is not included in the thematic focus of the publication, the Editorial Board will formally or thematically reject the work without the option of returning. No further correspondence will be maintained with authors of rejected articles. On the contrary, if it presents superficial formal deficiencies, it will be returned to the author for correction before the beginning of the evaluation process. The entry date of the work will not count until the correct reception of the manuscript. It is strongly recommended that the manuscript be checked with the self-test prior to submission.

Manuscripts will be scientifically evaluated, anonymously, by an average of two experts on the subject. In view of the external reports (see annex to the evaluation protocol for scientific reviewers), the acceptance or rejection of the articles for publication will be decided, as well as the introduction, if appropriate, of the appropriate modifications in terms of length, structure or style, respecting the content of the original. The protocol used by the journal's reviewers is public. To neutralize discrepant judgments between reviewers, Economía y Negocios employs multi-reviewer review. The deadline for scientific evaluation of works, once the previous estimation procedures have been passed by the Editorial Board, is a maximum of 120 days. The average time for scientific review is 60 days and 60 days for final acceptance.

The works that are positively evaluated and that require modifications (both minor and major), will be returned within a maximum period of 15 days. All authors will receive the scientific evaluation

reports anonymously, so that they can make (where appropriate) the appropriate improvements or replicas.

The authors of accepted articles, before the final edition, will receive the style tests for their correction by email in PDF format, for their ortho-typographic correction in a maximum of three days. Only minor corrections can be made on the content of the original manuscript already evaluated.

Prior to the publication of the issue of the journal, the articles will be available with their corresponding DOI in the section on the official website of the journal. In general, once the external scientific reviews have been distinguished, the criteria that justify the decision on the acceptance or rejection of the works by the Editorial Board are the following:

- a) Current and innovations.
- b) Relevance and significance: advancement of scientific knowledge.
- c) Originality.
- d) Reliability and scientific validity: proven methodological quality.
- e) Organization (logical coherence and formal presentation).
- f) External support and public / private financing.
- g) Co-authorship and degree of internationalization of the proposal and the team.
- h) Presentation: good writing.

Authors will be able to access the publication online. The authors agree to be members of the International Council of Scientific Reviewers, once their manuscript is published, for the next three years after its publication.

4. PRESENTATION AND STRUCTURE OF ORIGINALS

Manuscripts must be submitted exclusively through OJS 3: (<https://bit.ly/2XTQK5W>). All authors must register with their credentials on this platform, although only one will be responsible for correspondence. No author may send or have two manuscripts under review simultaneously, estimating a lack of consecutive numbers.

The works will be presented in Arial 10 font, single spacing, justified and without tabs, with a single space between paragraphs. Only the large blocks or sections (author, title, abstracts, keywords, credits and headings) are separated with two simple spaces. The page should be 2.54 cm. on all margins. Papers are presented in Word for PC. The file must be anonymized in File Properties so that the identification of the authors does not appear. The publication standards are based on [APA Seventh Edition regulations](#).

4.1 Structure

As part of the submission process, the authors are obliged to verify that all the elements shown below are fulfilled. Submissions that do not meet these guidelines will be returned to the authors.

In addition, two files must be submitted independently in the same submission: the presentation and cover and the manuscript according to detailed rules. The journal has templates available for each type of file: [COVER PAGE TEMPLATE](#) and another [MANUSCRIPT TEMPLATE](#).

a) Presentation and Cover

This file, signed by the authors with all their complete data, requesting the evaluation of the manuscript, together with a declaration of originality and authorship:

- Be an original contribution, the submission has not been previously published nor has it been submitted for consideration by any other journal, therefore, be one (or an explanation has been provided in the Comments to the editor).
- Wherever possible, URLs are provided for references.
- Confirmation of the signing authorship.
- Acceptance, if applicable, of formal changes to the manuscript in accordance with the standards.
- The text adheres to the stylistic and bibliographic requirements outlined in the [Author's Guidelines](#), which appear in About the journal.

This file will also contain:

- Title of the article (concise but informative), in English first line and then in Spanish, consisting of as many significant terms as possible. A maximum of two lines are accepted (maximum 100 characters with spaces). The titles are not only the responsibility of the authors, but also of the editors. Therefore, if they do not correctly capture the meaning of the work, they may be modified.
- Full name and surname of each of the authors in order of priority (the number must be justified by the topic, its complexity and its length, with the average of the area being three authors). In the case of more than three authors, it is prescriptive to substantively justify the original contribution of the team, since it will be very present in the estimation of the manuscript. Along with the names, you must follow the professional affiliation, institution, email of each author, url of their ORCID id, and url of the Google Scholar profile. The academic signature (name) must be standardized in accordance with international conventions to facilitate identification in the main databases. It is mandatory to register in the International Registry of Researchers (ORCID) (<http://orcid.org>), and in Google Scholar (<https://scholar.google.com/>).
- Abstract in English of up to 200 words, where the reason and objective of the research, the methodology used for the study, the most outstanding results and main conclusions will be concisely described. It must be written in an impersonal way: «This work is analyzed ...».
- Abstract in Spanish of up to 200 words. For its preparation, as for the title and keywords, the quality of the linguistic level and style will have to be guaranteed, which will be reviewed by our reviewers as part of the evaluation of the work.

- Four to six keywords (in English and Spanish). The use of these descriptors and the UNESCO [Thesaurus](#) is recommended. Only in exceptional cases are new terms accepted. The terms must be in Spanish and standardized scientific English.

The details of the presentation format can be reviewed in the [Cover Page Template](#).

b) Manuscript Development

The manuscripts will strictly respect the structure that is presented below. In some types of articles, such as review articles, case studies, notes and reviews, it is possible to be more flexible also in their sections 2, 3 and 4. The inclusion of References in all papers is mandatory. These headings are not numbered as detailed below.

1. **Introduction:** It must include the fundamentals and purpose of the study, emphasizing the relevance of the theoretical and practical object, using bibliographic citations. The structure of the article can be considered if it is considered pertinent.
2. **Literature review:** A more significant review of the theoretical and methodological framework of the subject should be carried out at the national and international level. In some types of articles, such as case studies, this content could be linked to the introduction.
3. **Materials and methods:** It will be presented with the precision that is convenient for the reader to understand and confirm the development of the research. Where appropriate, the sample and the sampling strategies will be described, as well as the type of statistical analysis used. If it is an original methodology, it is necessary to state the reasons that have led to its use and describe its possible limitations.
4. **Analysis and results:** An attempt will be made to highlight the most important observations, describing, without making value judgments, the material and methods used, as well as the most relevant results of the investigation. The results will be presented in figures or / and tables according to the rules of the journal (see other annotations). They will appear in a logical sequence in the text, tables or essential figures, avoiding data redundancy.
5. **Discussion and conclusions:** It will summarize the findings, relating its own observations with other studies of interest, pointing out contributions and limitations, without reiterating data already commented on in other sections. The inferences of the findings and their limitations should be mentioned, including deductions for future research, as well as linking the conclusions with the objectives of the study, avoiding gratuitous statements and conclusions not fully supported by the data of the work.
6. **Acknowledgments:** All contributors who do not meet the authorship criteria should be included in an Acknowledgments section. Examples of people who might be recognized include a person who provided purely technical help, or a department head who only provided general support. Please provide any personal acknowledgments separate from the main text to facilitate anonymous peer review.

In addition, individuals who provided writing assistance, part of a communications firm, do not qualify as authors and should therefore be listed in the Acknowledgments section.

Authors must disclose any writing assistance, including the name of the person, company, and level of contribution, and identify the entity that paid for this assistance. It is not necessary to disclose the use of language polishing services.

7. **Funding:** Economics and Business requires all authors to consistently acknowledge their funding under a separate heading. The funding agency should be written in full, followed by the grant number in square brackets, see the example below: "This work was supported by the Economic Research Council [grant number xxx]."

Multiple grant numbers must be separated by commas and spaces. When the research was supported by more than one agency, the different agencies should be separated by semicolons, with 'and' preceding the final funder. Thus: "This work was supported by the Trust [grant numbers xxxx, yyyy]; Natural Environment Research Council [grant number zzzz]; and the Council for Economic and Social Research [grant number yyyy]."

In some cases, research is funded not by a specific project grant, but by the block grant and other resources available to a university, college, or other research institution. Where no specific research funding has been provided, we ask corresponding authors to use the following sentence: "This research did not receive a specific grant from any funding agency in the public, commercial, or non-profit sectors."

8. **Declaration of conflict of interest:** Economía y Negocios encourages authors to include a declaration of any conflict of interest at the end of their manuscript, after acknowledgments and before references. We recommend reviewing our best practice guidelines. If there is no conflict, indicate that "The author(s) declare(s) that they have no potential conflicts of interest with respect to the research, authorship and/or publication of this article."
9. **Declaration of ethical approval or informed consent:** The authors must write a declaration on the ethical approval of the use of the data used in the research. An example might be: "All information extracted from the study will be encrypted to protect the name of each subject. No names or other identifying information will be used when discussing or reporting data. All subjects gave their informed consent for inclusion before participating in the study. The investigators will securely keep all collected files and data in a locked cabinet in the principal investigators' office."
10. **Authorship and Author Contribution:** All parties who have made a substantial contribution to the article must be listed as authors. Principal authorship, order of authorship, and other publication credits should be based on the relative scientific or professional contributions of the individuals involved, regardless of their status. A student is generally listed as lead author on any multi-author publication that is substantially derived from the student's dissertation or thesis.

The authorship roles will be identified in the following order, including each author in the role that corresponds to him and omitting the roles that are not applicable in each case: Conceptualization, Data curation, Formal analysis, Acquisition of funds, Research, Methodology, Administration project, Resources, Software, Supervision, Validation, Visualization, Writing – original draft, and Writing – review and editing.

11. **References:** Bibliographic citations must be reviewed in the form of references to the text. Uncited bibliography should not be included in the text. The number of citations will be between 20 and 60, it must be sufficient and necessary to contextualize the theoretical

framework, the methodology used and the research results in an international research space. They will be presented alphabetically by the author's first surname (adding the second only in case the first is very commonly used, and joined with a hyphen). The citations must be extracted from the original documents - preferably journals and, to a lesser extent, books - always indicating the initial and final page of the work from which they come, with the exception of complete works.

Given the importance for the citation indexes and the calculations of the impact factors, the correct citation will be assessed in accordance with the [APA 7.0 Standard](#), valuing the fact that there are not only national references, but also prestigious international journals.

Details of the manuscript development format can be reviewed in the [Manuscript Template](#).

4.2 Standards for References

References are cited according to [APA Standards seventh edition](#). Next, several examples by type of bibliographic references are included for the elaboration of the list of references:

Magazine Articles:

Schaefer, N.K., & Shapiro, B. (2019, September 6). New middle chapter in the story of human evolution. *Science*, 365(6457), 981–982. <https://doi.org/10.1126/science.aay3550>

Schulman, M. (2019, September 9). Superfans: A love story. *The New Yorker*. <https://www.newyorker.com/magazine/2019/09/16/superfans-a-love-story>

Quotes in parentheses: (Schaefer & Shapiro, 2019; Schulman, 2019)

Narrative quotes: Schaefer y Shapiro (2019) y Schulman (2019)

Articles in Scientific Journals:

Ruiz-de la Peña, J., Pérez-Campdesuñer, R., & Andrade-Molina, P.G. (2022). Production Management from Intelligent Models for Industry 4.0: Challenges and Opportunities. *Economía y Negocios*, 13(2), 1–15. <https://doi.org/10.29019/eyn.v13i2.1084>

Basantes-Garcés, P., Romero-Larco, G., Chávez-Puga, O., & Cadena-Villegas, E. (2019). The Authorized Economic Operator in the Andean Community Countries, as a Security Standard in the Logistics Chain of Goods. *Economía y Negocios*, 10(2), 106–123. <https://doi.org/10.29019/eyn.v10i2.623>

Aguaded, I. (2014). Research as a training strategy for communicators: Master's and Doctorate. *Comunicar*, 43, 7-8. <https://doi.org/10.3916/C43-2014-a1>

Quotes in parentheses: (Ruiz-de la Peña et al., 2022; Basantes-Garcés et al., 2019; Aguaded, 2014)

Narrative quotes: Ruiz-de la Peña et al. (2022), Basantes-Garcés et al. (2019) y Aguaded (2014)

Newspaper Article:

Carreño, L. (2020, February 9). La disputa gremial por los aranceles a las prendas de vestir. *El Espectador*. <https://bit.ly/3JhNylg>

Carey, B. (2019, March 22). Can we get better at forgetting? *The New York Times*. <https://www.nytimes.com/2019/03/22/health/memory-forgetting-psychology.html>

Books:

Herrera Cáceres, C., & Rosillo Peña, M. (2019). *Confort y eficiencia energética en el diseño de edificaciones*. Universidad del Valle.

Asquer, A., Becchis, F., & Russolillo, D. (2016). *The political economy of local regulation: theoretical frameworks and international case studies* (1ra ed.). Palgrave Macmillan.

Chapter of the Book:

Krugman, P., Obstfeld, M., & Melitz, M. (2019). Política comercial internacional. In A. Cañizal (Ed.), *Economía internacional* (9th ed., pp. 195-279). Pearson.

Note: In case the books have DOI, it must be included after the publisher.

Theses or Dissertations:

Martínez Ribón, J.G.T. (2011). *Propuesta de metodología para la implementación de la filosofía Lean (construcción esbelta) en proyectos de construcción* [Master's Thesis, Universidad Nacional de Colombia]. <https://bit.ly/43MzLld>

Varga Pérez, J.A. (2018). *Detección y prevención de virus respiratorios aplicado a plásticos burbujas* [Unpublished doctoral thesis]. Universidad Católica.

Websites:

United Nations Educational, Scientific and Cultural Organization. (2023, April 12). *Promoting Cultural Heritage Integration in Ocean Conservation Initiatives and Marine Protected Areas: Caribbean and Central Americas States Call to Action*. UNESCO. <https://bit.ly/3D74GwZ>

Department of Economic and Social Affairs Economic Analysis. (2020, October 5). *World Economic Situation and Prospects 2020: Executive Summary*. United Nations. <https://bit.ly/2WSEjp3>

Seminars, Congresses, Symposiums or Conferences:

Sánchez, C., Ayala, D., & Bocarosa, E. (2018, November 17-29). *Biodiversity and human survival on earth* [Main speech]. V United Nations Conference, Sharm, El-Sheikh, Egipto.

Masiero, S. (2015, July 7–10). *Teoría de la evaluación de la conexión neurosocial* [Conference presentation summary]. Segunda convención de la Asociación Argentina de Alternativas en Psicología, Buenos Aires, Argentina. <https://url.org/resumen.pdf>

It is prescriptive that all citations that have DOI (Digital Object Identifier System) are reflected in the References (they can be obtained at <https://search.crossref.org/>). All journals and books that do not have DOI must appear with their link (in their online version, if they have it, shortened). All the web addresses that are presented have to be shortened in the manuscript through <https://bitly.com/>, with the exception of the DOI that must be in the indicated format.

Economics and Business has a bibliographic collection of published articles. A review of this literature is recommended, prioritizing scientific works with great international diffusion. However, the saturation of citations of the authors and of this journal (self-citations) should be limited and carefully controlled. National and international journals indexed in the Journal Citation Reports (JCR), Scopus, WOS, REDIB, Dialnet Metrics, ERIH and FECYT are recommended. In relation to the number of citations, it will depend on the nature of the work (theme, focus...).

4.3 Other Annotations

The headings in the body of the article will not be numbered. They will go without a full box of capital letters, nor underlining. A maximum of three levels will be used and at the end of each epigraph or section two lines breaks will be established, for example:

Introduction (Arial 14, bold, each word starting with a capital letter)

Sample Determination (Arial 11, bold, each word starting with a capital letter)

Workers (Arial 11, bold, italics, each word starting with a capital letter)

No text should be underlined. Neither, with the exception of acronyms, is the full box of capital letters used. Foreign words will be italicized and English style quotation marks (") will be used for titles of books and articles. To facilitate this operation, it is recommended to use the search or replace options of the word processor.

The citations of references will be made with correction, not admitting those that do not fit. As a general rule, according to APA regulations, the author cited in the text is included in the speech, and the year and the number of pages are indicated in parentheses, preceded by a colon, separated by a hyphen. If the author does not go in the speech, it goes inside the parentheses, preceding the year, followed by a comma and space. It is recommended to see examples in published articles. The use of reference managers such as RefWorks, Mendeley or EndNote is recommended, reviewing their results.

The bibliographic citation, both in the discursive thread and in the references, is essential that it responds to uniform and constant criteria. This aspect is key in a scientific journal. Inconsistencies or alterations of the established regulations are not accepted. Please respect the punctuation system: commas, periods, and semicolons.

You have to check the text with the word processor dictionary, since, although many erroneous terms are not detected, it solves some problems automatically. To avoid the general error of marking with two spaces between words, the Word search engine (replace) can be used, pointing to looking for double spaces to substitute for one.

Tables must be presented incorporated in the text in Word according to the order of appearance, numbered in Arabic. A Table must be referenced in the text at least once and before the Table appears. For example, Table 1 that is included in this document. A summary of the contents of the table and an explanation of its organization and interpretation must be provided. As far as possible, the table layout should use only horizontal parting lines.

The table must not include a title in it. The title of the table should be placed below the table and on the same page, never on the next page. The title of the table must use the following style:

Font: Arial 10, normal.
Alignment: left.
Front spacing 0 points and rear 6 points.
Line spacing: single.

Table 1

Table example.

Column header	Column header	Column header
Text	45	753
Text	45	753
Text	45	753
Text	78	258
Text	159	75

Note: Include table notes only as necessary.

Figures can be photographs, illustrations, images, etc. It is recommended to work with images with the highest possible resolution in PNG format and with separate files in editable (modifiable) format. Figures must be mentioned and referenced in the text at least once and before they appear.

The number of figures and tables will not exceed ten between the two, although it will be assessed as required and the contribution of the information to the quality of the manuscript. They will be presented incorporated in the text, according to their order of appearance, numbered in Arabic and titled with an abbreviated description of their content.

Figure 1

Example of a figure title.



Note: Include figure notes only as necessary.

The figure must not include a title in it and must be referenced in the text; example, as shown in Figure 1. The title of a figure should be placed above the figure and on the same page. The width of a shape should never encroach on the margins of the page and should not be between two pages. A table or text box should not be treated as a figure.

The title of a figure should use the following style:

Font: Arial 10, normal.

Alignment: left.

Front spacing 0 points and rear 6 points.

Line spacing: single.

The equations must be created using an equation editor. You should avoid inserting equations as images. Equations must be mentioned and referenced in the text at least once and before the equation appears. The equations must be written centered and identified with the title "Equation n", as seen in Equation 1.

Equation 1

$$PE = \frac{Cf}{Py - Cv}$$

The title of an equation should be located above the table and on the same page. The symbols in an equation must be defined before or immediately after they appear in the equation.

Abbreviations Only universally accepted ones should be used. (See: Units Symbols and Abbreviations). When trying to shorten a term frequently used in the text, the corresponding abbreviation, in parentheses, must be accompanied the first time it appears. Roman numerals will not be used in the text, using the point to the right of zero for decimals and not the comma (for the Spanish version).

Complementary material. When it is required to supplement the manuscript with complementary documents and materials (visual, audiovisual, statistical annexes, extensive tables, complex graphics, etc.) that cannot be inserted in the articles due to format and size, these documents may be published in a digital repository that offer a complementary DOI.

5. PUBLICATION FEES

Economía y Negocios is an Open Access scientific journal that offers all its production in an open online way for the entire scientific community. Likewise, it does not establish any economic fees during the entire editorial process for the publication of the articles, including the scientific review and their layout.

6. ETHICAL RESPONSIBILITIES

Each author will present a responsible declaration of authorship and originality, as well as the ethical responsibilities contracted and, if necessary, a declaration of conflict of interest. Optionally, the justification for the choice of the journal will be presented.

- Unpublished. Previously published material is not accepted. Authors are responsible for obtaining the appropriate permissions to partially reproduce material (text, tables or figures) from other publications and for citing their origin correctly. Opinions expressed in published articles are the responsibility of the authors. Economía y Negocios will analyze the manuscripts with the Urkund tool or iThenticate, which will make it possible to determine the similarity with works by other authors, as well as by the same author.
- Authorship. Only those people who have contributed intellectually to the development of the work should appear on the list of signing authors. Economía y Negocios declines any responsibility for possible conflicts derived from the authorship of the published works.
- Informed consent. The authors must mention, in the case of research with people, especially minors, that they have been carried out with informed consent.

7. PROMOTION AND DISSEMINATION OF THE ARTICLE

The authors undertake to participate in the maximum dissemination of their manuscript once published, as well as of the entire journal. They also commit to actively participate in the magazine's social networks in the preprint phase, as well as in the one after the final edition. Articles should be promoted using the link on the official website (<https://revistas.ute.edu.ec/index.php/economia-y-negocios/>) with their DOI, to increase reading, citation and impact.

Before final publication, authors are recommended to archive their preprint version on their personal and institutional websites, on scientific social networks, in repositories, in bibliographic managers, among others. The preprint must necessarily include the following mention: "This is the electronic version of an article accepted for editing in Economics and Business [number / year], already available online on the official website through its DOI". Once published, the authors must specify: "This is the electronic version of an article published in Economía y Negocios [number / year]. The final version is available on the official website, on the date indicated in the preprint, through its DOI". Economía y Negocios encourages the authors and the scientific community to promote and disseminate the works in their final version through:

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