



# OBJETIVOS DE DESARROLLO SOSTENIBLE

17

ALIANZAS PARA  
LOGRAR LOS  
OBJETIVOS



# Intranet educativa con aula virtual en colegios rurales



Alumnos y docentes de la carrera de Ingeniería Electrónica y de Ingeniería de Redes y Comunicaciones (EPE) de la UPC realizaron el proyecto “Intranet educativa con aula virtual”, iniciativa que nació en la época de la pandemia. Este proyecto fue concebido, en un principio, para ser plasmado en el colegio del AAHH Brisas de California, ubicado en Chosica, y luego en el CEI José María Escrivá, ubicado en el anexo Rural San Juan de Roldan, Cañete, debido a las pésimas condiciones en las que los escolares recibían sus clases virtuales. Se reciclaron y configuraron equipos WiFi para transmitir el Internet de manera óptima hasta las casas de los alumnos.

El objetivo de la iniciativa fue instalar una Intranet con un aula virtual en un colegio sin conexión a Internet para contribuir a mejorar las condiciones del proceso de enseñanza y aprendizaje de los niños. Para ello, en el año 2022, se logró la alianza con la empresa IPT (Internet Para Todos) y en el 2023 se realizó el diseño técnico para el colegio de Cañete. Se visitó el lugar en noviembre, y la Oficina de Responsabilidad Social de la UPC dio un fondo para adquirir el equipo de radioenlace, necesario para la conexión con IPT. Se planificó la instalación y los detalles del Aula Virtual con la dirección del colegio.



# Proyecto 100k Strong con South Dakota School of Mines & Technology y la UPC



La Universidad Peruana de Ciencias Aplicadas ganó la importante subvención del Fondo de Innovación 100K Strong in the Americas, iniciativa que apoya a las asociaciones de educación superior y aumenta la capacitación de los estudiantes. Fue importante la participación de la Oficina Internacional y la Facultad de Ingeniería de la UPC, que realizaron un trabajo clave durante todo el proceso de postulación.

Gracias a este estímulo económico, las carreras de Ingeniería Civil e Ingeniería Ambiental de la UPC y la Facultad de Ingeniería de South Dakota School of Mines and Technology (SDSMT) trabajarán en la ejecución de un proyecto de saneamiento con la implementación de nuevas tecnologías y un innovador sistema de captación de agua de niebla. El objetivo es mejorar la calidad de vida de las familias que carecen del servicio de agua en el distrito de Villa María del Triunfo.



# Campaña informativa y de sensibilización sobre violencia, igualdad de género y prevención para alumnos de colegio ubicado en el distrito de Chorrillos



Entre junio y julio de 2023, alumnos de la carrera de Medicina de la UPC realizaron una campaña informativa y de sensibilización sobre violencia, igualdad de género y prevención. Fue dirigida a la población de escolares adolescentes de la Institución educativa Mariano Santos, ubicada en el distrito de Chorrillos.

El objetivo de la campaña fue informar a los escolares acerca de la manera de estar alerta frente a cualquier situación de violencia sexual que pudieran enfrentar en el entorno familiar, escolar y social en general.





# Taller sobre sexualidad saludable



Entre mayo y junio de 2023, alumnos de la carrera de Medicina de la UPC realizaron el taller participativo sobre sexualidad saludable en el Centro Educativo Ollantay, ubicado en el distrito de San Juan de Miraflores.

El objetivo del taller fue contribuir con la disminución de la violencia sexual en niñas de 10 a 13 años, mejorar la convivencia escolar y conductas inadecuadas dentro y fuera de la institución educativa. Gracias a los talleres que se desarrollaron con la participación de psicólogos y asistentes sociales del Centro Materno Infantil (CMI) Ollantay, los escolares identificaron un problema prioritario de salud que les puede afectar y fueron informados acerca de cómo prevenirlo.



# Código de ética para emprendimiento social



Durante los dos semestres académicos 2023, los alumnos de la carrera de Administración y Recursos Humanos de la UPC contactaron con más de 50 iniciativas que postularon para los Protagonistas del Cambio, programa de responsabilidad social de la UPC, con el objetivo de desarrollar el código de ética para un emprendimiento con impacto social y ambiental.

Los alumnos abordaron a la organización previamente inscrita a nivel nacional para brindarles consejería y apoyo en la realización del código. Esta labor permitió a los emprendedores sociales contar con un código de ética que les ayude a causar el menor impacto medioambiental posible y conocer las medidas de reforestación que garanticen la sostenibilidad de las estrategias empresariales.



# Informe de aplicabilidad de Empresas B a Pymes y Mypes



Durante los dos semestres académicos 2023, los alumnos de la carrera de Administración y Recursos Humanos de la UPC realizaron un informe de aplicabilidad de empresas B (estas son empresas que cumplen con estándares de desempeño social y ambiental) a Pymes y Mypes. El alumno asumió el rol de consultor de empresas.

En el proceso de la actividad, las empresas recibieron las recomendaciones sobre las propuestas de mejora para reducir los impactos, aplicando la herramienta de evaluación de impacto brindada por sistema B, y se familiarizaron con la terminología de sostenibilidad. Un total de 160 Pymes y Mypes fueron beneficiadas con esta actividad.



# Semana del Turismo “Inversiones Verdes”



La Facultad de Administración en Hotelería y Turismo de la UPC organizó la Semana del Turismo “Inversiones Verdes”, desde el 20 hasta el 27 de setiembre de 2023, en modalidad virtual. Se realizaron tres ponencias con expertos internacionales vinculados al sector turismo, alojamiento y restauración. Estos expertos presentaron casos internacionales vinculados a las inversiones verdes en cada uno de los sectores. Además, se llevó a cabo una mesa de discusión con representantes del sector empresarial y tres mesas de discusión con representantes de cada una de las tres carreras de la facultad y estudiantes del Centro Universitario de Turismo, Hotelería y Gastronomía, CETT de la Universidad de Barcelona, de la Universidad del Valle de México (UVM) y de la Universidad Anáhuac.

El objetivo de la actividad fue incentivar en los estudiantes la reflexión en torno a las inversiones verdes en el sector del turismo, de las empresas de alojamiento y de restauración. Asimismo, tuvieron la oportunidad de conocer las buenas prácticas ambientales y sostenibles en sus campos profesionales, para lo cual tomaron como ejemplo casos de éxito. Además, analizaron de la mano de los expertos el impacto negativo a consecuencia de las malas prácticas.



**EXPOSITORES**

**PONENCIA:**  
Estrategias de **INVERSIONES VERDES** para el desarrollo sostenible en la **IND. HOTELERA**

**PONENTE:**  
Willy Legrand



Profesor de la Universidad Internacional de Ciencias Aplicadas de IU en Alemania con especialización en desarrollo y gestión hotelera sostenible.

**EXPOSITORES**

**PONENCIA:**  
Estrategias de **INVERSIONES VERDES** para el desarrollo sostenible del Turismo

**PONENTE:**  
Nicolas Derval



CEO de Spirit of Koko Tourism Concept  
Consultoría especializada en Turismo Sostenible y la aplicación de la ODS en Turismo

**EXPOSITORES**

**PONENCIA:**  
Estrategias de **INVERSIONES VERDES** para el desarrollo sostenible en el Sector de Restaurantes

**PONENTE:**  
Sergio Gil

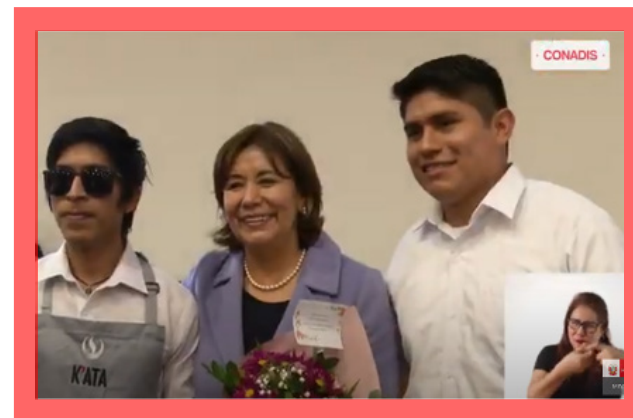


Presidente de la Fundación de Restaurantes Sostenibles





# Programa de Capacitación y Entrenamiento “Camarero Junior”



En noviembre de 2023, la Facultad de Administración en Hotelería y Turismo de la UPC celebró con éxito la clausura de la tercera edición del programa de voluntariado “Capacitación y Entrenamiento Camarero Junior”. Este programa, que inició en 2021, tuvo como objetivo principal capacitar a jóvenes y adultos en situación vulnerable para acceder a oportunidades laborales en el sector de restaurantes. En esta edición especial, la UPC trabajó en estrecha colaboración con el Consejo Nacional para

la Integración de la Persona con Discapacidad (Conadis), reafirmando su compromiso con la inclusión y la formación integral de la comunidad. Los alumnos desempeñaron el valioso rol de mentores durante las 10 semanas del programa, brindando orientación y apoyo a los participantes.

Este evento no solo representó un logro individual para los participantes, sino también el éxito de una iniciativa que promovió la inclusión y la participación de la

comunidad estudiantil en proyectos de responsabilidad social. El evento contó también con la distinguida presencia de la ministra de la Mujer.

A través de esta iniciativa, la UPC reafirmó su compromiso de formar profesionales con una perspectiva socialmente consciente, promoviendo la participación de los alumnos en iniciativas que enriquecen su formación y que contribuyen positivamente a la sociedad.

# Concurso de Proyectos de Desarrollo Turístico de la Ciudad al Campo- (3 Edición)



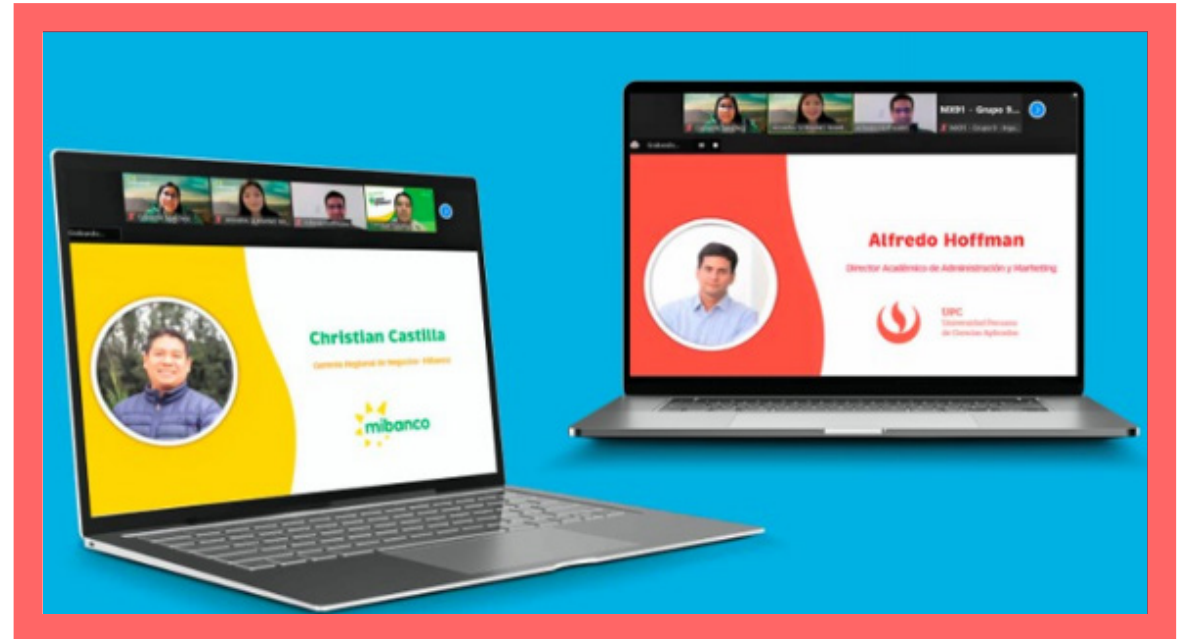
La Facultad de Administración en Hotelería y Turismo de la UPC y StartUPC, en alianza con el Instituto Iberoamericano de Turismo Rural (IBEROATUR), convocaron a estudiantes de las carreras de turismo, hotelería, gastronomía o afines de universidades públicas y privadas a la 3ra Edición del Concurso de Proyectos de Desarrollo Turístico de la Ciudad al Campo, que se realizó en modalidad virtual el 22 y el 23 de noviembre.

Se seleccionaron proyectos que tuvieron como característica principal el proponer nuevas alternativas de empleo e ingresos que permitan diversificar las actividades agrícolas y agroindustriales de los pobladores rurales, demostrando a través de los proyectos beneficios para los propietarios de los emprendimientos y para los pobladores rurales dedicados al agro.



El objetivo de esta competencia fue fomentar proyectos que impulsen el flujo turístico hacia áreas con un gran potencial y en desarrollo, con un enfoque especial en el turismo rural como: el agroturismo, enoturismo, gastro turismo y otras categorías relacionadas.

# Mi consultor UPC



La carrera de Administración y Marketing de la UPC, en alianza con Mi Banco, dio inicio al programa “Mi consultor UPC”, con el objetivo conjunto de beneficiar a los emprendedores de la micro, pequeña y mediana empresa de todo el país, y a los alumnos, quienes aplica-

ron sus conocimientos de marketing y brindaron asesorías gratuitas y personalizadas en una empresa real, durante el ciclo académico.

Esta iniciativa buscó que las empresas que participaron en el programa se be-

neficien con los conocimientos de los alumnos. A cada empresario se le asignó un grupo de alumnos del curso Diseño del Plan de Marketing. Al finalizar el curso, se entregó un Plan de Marketing al empresario por parte del grupo de alumnos, el cual fue trabajado con ellos.





# Taller Formativo “Protagonistas por los ODS”



El 21 de junio de 2023, la Dirección de la Unidad de Iniciativa Empresarial realizó el taller formativo online de Protagonistas del Cambio por los Objetivos de Desarrollo Sostenible en una alianza de colaboración desarrollada con las Naciones Unidas. En este taller de dos días de duración se buscó acercar a los emprendedores sociales y ambientales a los Objetivos de Desarrollo Sostenible y la Agenda 2030.

El objetivo fue invitar a la comunidad de emprendedores sociales y ambientales, alumnos y a la comunidad en general a alinear sus impactos con los ODS. La UPC fue firmante de la Agenda 2030 para el desarrollo sostenible. Esta actividad estuvo alineada a ello y de suma importancia.





# Coaching a emprendedores sociales



Con el objetivo de brindar acompañamiento a seis emprendedores sociales que participaron del Programa Protagonistas del Cambio, docentes de la carrera de Administración y Recursos Humanos de la UPC participaron en el programa “Coaching a emprendedores sociales”, donde brindaron acompañamiento a los emprendedores sociales que participaron del PDC 2023.

Esta actividad fortaleció la empatía y solidaridad entre los seis docentes voluntarios con los emprendedores sociales, y a la vez reforzó el vínculo con la carrera.



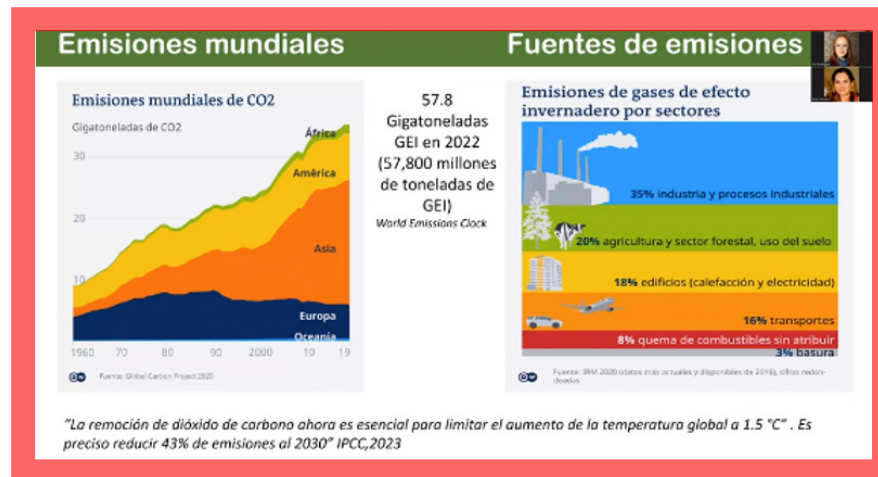
# Acción por el Clima en el Perú: avances y retos del ODS 13



La carrera de Relaciones Internacionales, a través de la conferencia “Acción por el Clima en el Perú: avances y retos del ODS 13”, desarrolló un análisis reflexivo sobre las diversas acciones realizadas en el Perú en relación con los temas de medio ambiente y la Agenda 2030.

El objetivo de la actividad fue contribuir con la formación académica de los alumnos de la carrera de Relaciones Internacionales y de otros estudiantes, a través de conferencias temáticas sobre temas de actividad y relevancia de la agenda mundial, dictados por especialistas calificados con prestigio y reconocimiento internacional.

De esta manera, se contribuye a despertar la conciencia y preocupación por temas ambientales, de responsabilidad social y sostenibilidad.



# Naciones Unidas en Perú y UPC promueven el diálogo sobre los retos de los ODS y el rol de las universidades en la Agenda 2030



La Universidad Peruana de Ciencias Aplicadas (UPC), en alianza con las Naciones Unidas en Perú, impulsó un programa de charlas dirigidas a la comunidad universitaria, a fin de brindar información y motivar el diálogo sobre los Objetivos de Desarrollo Sostenible (ODS), objetivos establecidos por la Asamblea General de las Naciones Unidas en septiembre de 2015 como parte de la Agenda 2030.

Se realizaron tres sesiones de conversatorio durante los meses de octubre y noviembre. Fue dirigida por María Fernanda Awapara, representante de las Naciones Unidas, quien expuso a los docentes y alumnos de diversas carreras los temas de “Antecedentes y origen de los ODS y la visión global de la Agenda 2030” y “Retos y avances de los ODS en Perú y el papel de las universidades”.





# UPC firma alianza con la Fundación Ayuda en Acción para potenciar las competencias de docentes rurales



La Universidad Peruana de Ciencias Aplicadas (UPC) ha establecido una valiosa alianza con la reconocida Fundación Ayuda en Acción, con el objetivo de fortalecer las competencias de los docentes rurales de nuestro país. En este evento se llevó a cabo la firma del convenio y la presentación de la guía metodológica educativa desarrollada en conjunto.

El miércoles 9 de agosto del 2023, en el auditorio del Campus San Isidro de la UPC, se congregaron autoridades del sector educativo, miembros de la comunidad académica y representantes de Ayuda en Acción para iniciar esta importante colaboración. Durante el evento, se presentó la guía de competencias priorizadas, la cual fue meticulosamente trabajada y revisada por miembros de la Facultad de Educación de la UPC y de UPN.





# Dynamic capabilities in the “new normal”: a study of organizational flexibility, integration and agility in the Peruvian coffee supply chain



**Authors:** Ramos, E.; Patrucco, A.S.; Chavez, M.

**Abstract:** Purpose –Considering the unprecedented supply chain disruptions due to the COVID-19 pandemic, especially in the agri-food sector, the possession of dynamic capabilities (DCs) –particularly, the need for higher agility –seems to be the key to survival in highly uncertain environments. This study aims to use the dynamic capability view (DCV) theory to analyze how three key supply chain capabilities –organizational flexibility, integration and agility –should be combined to obtain the desired supply chain performance. Design/methodology/approach –The authors designed a conceptual model in which the relationships between these three key capabilities and supply chain performance were hypothesized. The model was first tested through partial least square regression using survey data collected from 98 members of the Peruvian coffee supply chain. A fuzzy-set qualitative comparative analysis (fsQCA) was conducted to uncover how DCs could be combined in successful supply chain configurations. Findings –The authors show that organizational flexibility is a driver of higher agility in agri-food supply chains, together with external and internal supply chain integration, that have a direct impact on agility, which positively affects supply chain performance. Higher levels of supply chain agility are necessary but insufficient to guarantee high performance, as sufficiency is reached when both integration (internal and/



# Dynamic capabilities in the “new normal”: a study of organizational flexibility, integration and agility in the Peruvian coffee supply chain



or external) and agility are present. Originality/value – This study represents a pioneering attempt to apply the DCV theory to agri-food supply chains – characterized by many sources of uncertainty. All the DCs are included within the same model and the joint use of PLS regression and fsQCA provides evidence about the relationships between DCs and how they can empower agri-food supply to obtain the desired performance.

**Keywords:** Dynamic capabilities, Supply chain integration, Supply chain agility, Organizational flexibility, Agri-food supply chain, South America

Supply Chain Management, Volume 28, Pages 55-73

<https://doi.org/10.1108/SCM-12-2020-0620>



# **Socio-Environmental Risks Linked with Mine Tailings Chemical Composition: Promoting Responsible and Safe Mine Tailings Management Considering Copper and Gold Mining Experiences from Chile and Peru**



**Authors:** Cacciuttolo, C.; Cano, D.; Custodio, M.

**Abstract:** There is a need to define mine tailings in a clear, precise, multidisciplinary, transdisciplinary, and holistic manner, considering not only geotechnical and hydraulic concepts but also integrating environmental and geochemical aspects with implications for the sustainability of mining. This article corresponds to an independent study that answers questions concerning the definition of mine tailings and the socio-environmental risks linked with mine tailings chemical composition by examining the practical experience of industrial-scale copper and gold mining projects in Chile and Peru. Definitions of concepts and analysis of key aspects in the responsible management of mine tailings, such as characterization of metallic-metalloid components, non-metallic components, metallurgical reagents, and risk identification, among others, are presented. Implications of potential environmental impacts from the generation of acid rock drainage (ARD) in mine tailings are discussed. Finally, the article concludes that mine tailings are potentially toxic to both commu-



# Socio-Environmental Risks Linked with Mine Tailings Chemical Composition: Promoting Responsible and Safe Mine Tailings Management Considering Copper and Gold Mining Experiences from Chile and Peru



nities and the environment, and cannot be considered as inert and innocuous materials; thus, mine tailings require safe, controlled, and responsible management with the application of the most high management standards, use of the best available technologies (BATs), use of best applicable practices (BAPs), and implementation of the best environmental practices (BEPs) to avoid risk and potential socio-environmental impact due to accidents or failure of tailings storage facilities (TSFs).

**Keywords:** acid rock drainage; copper mine tailings; gold mine tailings; metal leaching potential; metallurgical reagents; metal–metalloid components; non-metal components; responsible tailings management; risks; toxicity.

Toxics, Volume 11

<https://doi.org/10.3390/toxics11050462>





# Cross-cultural measurement invariance of the purpose in life test - Short form (PIL-SF) in seven Latin American countries



**Authors:** Caycho-Rodríguez, T.; Vilca, L.W.; Cervigni, M.; Gallegos, M.; Martino, P.; Calandra, M.; Anacona, C.A.R.; López-Calle, C.; Moreta-Herrera, R.; Chacón-Andrade, E.R.; Lobos-Rivera, M.E.; del Carpio, P.; Quintero, Y.; Robles, E.; Lombardo, M.P.; Recalde, O.G.; Figares, A.B.; White, M.; Videla, C.B.; Carbajal-León, C.

**Abstract:** The aim was to test the cross-cultural measurement invariance of the PIL-SF in a sample of people from seven Latin American countries. Additionally, the characteristics of the PIL-SF items were evaluated and to assess the relationship between purpose in life, as measured by the PIL-SF, and fear of COVID-19. A total of 4306 people from seven Latin American countries participated in the study. The results indicated that the PIL-SF is invariant in the seven participating countries and, therefore, there is evidence that the items reflect the purpose of life in the same way in all countries. This allows comparisons of purpose in life between countries that are free of bias, reflecting the true differences in how countries respond to items. From IRT, the discrimination parameters are adequate and indicate that the items cover a wide range of the purpose in life construct. The difficulty parameters are adequate and increase monotonically. This indicates that people would need a higher level of purpose in life to respond to the higher response categories. Thus, the PIL-SF items would be useful in determining people with a relatively high degree of purpose in life. Identifying people with



# Cross-cultural measurement invariance of the purpose in life test - Short form (PIL-SF) in seven Latin American countries



different levels of purpose in life would allow them to be part of intervention programs, either to support those with low levels or to maintain and reinforce their purpose in life. The evidence of cross-country measurement invariance of the PIL-SF provides a measure to be used in cross-cultural studies about the meaning of life.

**Keywords:** Measurement invariance, Latin America, Purpose in life, cross-cultural research/comparison, Item response, theory

Current Psychology, Volume 42, Pages 23772-23787

<https://10.1007/s12144-022-03465-5>



# Visual Programming for Teaching Geometry in Architectural Education



**Authors:** Herrera, P.C.; Hurtado, M.; Arteaga-Juárez, P.

**Abstract:** Mathematicians and computational designers from a School of Architecture, explore visual programming in the environment of a design software with exercises of a basic mathematics course to overcome the limitations of hand drawing and computerized representation of geometry. We link the learning of geometry, which was associated with abstract aspects of mathematics, with the possibilities of solving design problems in the same environment that students use to design with technologies. Visual programming allowed to create and reuse formulas that modeled variations of different exercises, preparing the model for visualization and digital fabrication with 3D printing and laser cutting. This research promotes a learning experience using algorithms and personalized computer graphics throughout design learning and to value the use of mathematics to explore geometric possibilities in design problems.

**Keywords:** Latin America, Visual programming, Teaching geometry, Computational design

Lecture Notes on Data Engineering and Communications Technologies, Volume 146, Pages 958-969

[https://10.1007/978-3-031-13588-0\\_84](https://10.1007/978-3-031-13588-0_84)



# Hospitalizations and mortality of patients with heart failure in the COVID-19 era in Peru



**Authors:** Hernández-Vásquez, A.; Visconti-Lopez, F.J.; Alburqueque-Cruz, R.; Rojas-Roque, C.

**Abstract:** Objectives: The worldwide heart failure (HF) prevalence is 8.52 per 1000 inhabitants, with a global economic burden of 346.17 billion dollars. With the COVID-19 pandemic, the focus of medical care has changed to treating the morbidity and mortality of patients with COVID-19 and reducing medical procedures or visits to patients with HF, with the impact being greater in low- and middle-income countries.

**Methods:** We performed an interrupted time series analysis of HF to determine the changes in the trend of hospitalizations and in-hospital mortality of HF patients before and after the mandatory lockdown in Peru.

**Results:** A total of 18,514 adults were included in the analysis. Monthly hospital admissions immediately decreased by 599 (95% confidence interval [CI]: 113 to 1085) and the difference in slope before and after the lockdown was 6.4 hospital admissions (95% CI: -4 to 18). In-hospital mortality increased by 18% (95% CI: -8%-43%) and the difference in slope before and after the lockdown was -0.3% (95% CI: -0.9%-0.25%).

**Conclusions:** There was a reduction in hospitalizations and an increase in the in-hospital mortality of patients with HF before and after the mandatory lockdown due to the COVID-19 pandemic in Peru.

**Keywords:** COVID-19; Heart failure; Hospital mortality; Hospitalization; Peru; Trends.

Journal of Taibah University Medical Sciences, Volume 18, Pages 186-189

<https://10.1016/j.jtumed.2022.07.009>







# Digital Activism on YouTube. The Representation of Power and Counter-Power Relations in a Video Activism Piece During the Second Round of the 2021 Presidential Elections in Peru

**Authors:** Rantes-García, G.M.; Vite-León, V.O.

**Abstract:** Digital media have become a fundamental part of today's communication, and video activism is no stranger to this. This research analyzes the video "Elecciones generales 2da vuelta", by the digital animator POLOVERDE ART, from a sociological perspective. This piece of digital activism, uploaded to YouTube, satirically narrates the political-electoral situation in Peru during 2021. This article seeks to delve into the relations of power and counter-power embodied in this video, investigating the video's comments on the platform. The methodology is based on social constructivism and thematic analysis, through which rejection of the electoral candidates was identified, as well as the congress, while the then president was supported by YouTube users. This concludes that, in this piece of digital activism, the traditional roles of power and counter-power are inverted, showing a president as a symbol of counter-power, while the opposition comes to represent power, within a technological environment of free opinion.

**Keywords:** YouTube, Poder, Contrapoder, Activismo digital, Videoactivismo, Power, Counter-power, Digital activism, Videoactivism

Smart Innovation, Systems and Technologies, Volume 318, Pages 191-200

[https://10.1007/978-981-19-6347-6\\_17](https://10.1007/978-981-19-6347-6_17)



# Populism on the Web: Presidential Elections in Bolivia, Ecuador, Peru, and Colombia (2020–2022)



**Authors:** Quevedo-Stuva, M.-I.; Tovar-Gil, G.; Mila-Maldonado, A.

**Abstract:** Populism has become one of the main features of political action worldwide. This research aims to characterize the populist discourse in the tweets of presidential candidates in the Andean Community in recent elections (2020–2022). Accordingly, we analyze the characteristics of their social network profiles, as well as the content and latent discourse of their tweets. We demonstrate that the differences and similarities of their discourse go beyond their right and left association. The differences result from how they construct their identity and establish their relationship with their electorate. Our analysis reveals that this type of discourse is ideological as well as performative. It is ideological because, in the candidates' discourse, they recontextualize the actual meanings of “us” and “them”. It is performative because it is carried out by a charismatic leader who acts in a specific way to define himself or herself as the embodiment of “the people” and “the good”.

**Keywords:** Populism; democracy; polarization; politics; elections; social networks; Latin America; Andean Community; performance; ideology; Twitter

Societies, Volume 13

<https://doi.org/10.3390/soc13030058>



# A Quality Model Based on Lean Service Quality Philosophy and the PMBOK to Reduce Non-compliant Products from a Retail Store in Peru



**Authors:** Ruiz-Ocampo, D.; Ñañez-Rebatta, A.; Quiroz-Flores, J.

**Abstract:** Today, the importance of maintaining quality standards in any business is fundamental to the success of the business, so having engineering tools helps a lot to integrate optimal quality into products and services. For its part, the retail store model provides great support to the commercial sector, but it presents many problems when it comes to maintaining ideal quality standards due to the versatility of its processes and products. This article seeks to establish a model that allows retailers to adapt to the use of Lean tools that improve the quality of service, reduce waste and increase the effectiveness of work. For this purpose, quality tools are integrated and the PMBOK guideline is used as a guide in a convenience store, also counting on the support of the organization for the validation of the proposal.

**Keywords:** Lean Service Quality, Retail Store, Quality standards, Reduce waste

AIP Conference Proceedings, Volume 2613

<https://doi.org/10.1063/5.0119319>



# Hybrid Social Performances. The case of urban bullfighting in contemporary Peru



**Authors:** Gauna, P.A.F.; del Valle, C.M.A.G.; Espinoza, H.D.; Chachi, Q.N.G.

**Abstract:** The performative theory of social action has not sufficiently considered the possibility of hybridity, nor therefore the consequences of such consideration. Based on 14 semi-structured interviews with bullfighters, fans of bullfighting, and anti-bullfighting persons, in this article we analyze a case of a hybrid human / non-human social performance: bullfighting in today's urban Peru. Said performance is read in a contrasting way by pro-bullfighting fans and anti-bullfighting individuals in conflicting interpretations about the very meaning of culture: aesthetics-tradition diversity versus banality-foreign customs-death / suffering. We propose that both visions can coincide in the pragmatic structuring of their meanings: as hybrid performances. By interpreting bullfighting in this way, a vision of the bullfight emerges as a performance of the power of the human species over other species, artistically sublimated.

**Keywords:** Social performances; Hybridity; Animal rights; Peru; Cultural sociology

Athenea Digital, Volume 23

<https://doi.org/10.5565/REV/ATHENEA.3007>



# Blood pressure and 10-year all-cause mortality: Findings from the PERU MIGRANT Study



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## **Abstract:** Background

The long-term impact of elevated blood pressure on mortality outcomes has been recently revisited due to proposed changes in cut-offs for hypertension. This study aimed at assessing the association between high blood pressure levels and 10-year mortality using the Seventh Report of the Joint National Committee on Prevention, Detection, Evaluation, and Treatment of High Blood Pressure (JNC-7) and the American College of Cardiology and the American Heart Association (ACC/AHA) 2017 blood pressure guidelines.

## Methods

Data of the PERU MIGRANT Study, a prospective ongoing cohort, was used. The outcome of interest was 10-year all-cause mortality, and exposures were blood pressure categories according to the JNC-7 and ACC/AHA 2017 guidelines. Log-rank test, Kaplan-Meier and Cox regression models were used to assess the associations of interest controlling for confounders. Hazard ratios (HR) and 95% confidence intervals (95% CI) were estimated.

## Results

A total of 976 records, mean age of 60.4 (SD: 11.4), 513 (52.6%) women, were analyzed. Hypertension prevalence at base-





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line almost doubled from 16.0% (95% CI 13.7%–18.4%) to 31.3% (95% CI 28.4%–34.3%), using the JNC-7 and ACC/AHA 2017 definitions, respectively. Sixty-three (6.4%) participants died during the 10-year follow-up, equating to a mortality rate of 3.6 (95% CI 2.4–4.7) per 1000 person-years. Using JNC-7, and compared to those with normal blood pressure, those with pre-hypertension and hypertension had 2-fold and 3.5-fold increased risk of death, respectively. Similar mortality effect sizes were estimated using ACC/AHA 2017 for stage 1 and stage 2 hypertension.

## Conclusions

Blood pressure levels under two different definitions increased the risk of 10-year all-cause mortality. Hypertension prevalence doubled using ACC/AHA 2017 compared to JNC-7. The choice of blood pressure cut-offs to classify hypertension categories need to be balanced against the patients benefit and the capacities of the health system to adequately handle a large proportion of new patients.

**Keywords:** Hypertension, pre-hypertension, blood pressure, mortality

F1000Research, Volume 10

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# Association between the consumption of ultra-processed foods and attention deficit in students aged 6 to 12 years old from private educational institutions in Metropolitan Lima and Arequipa, 2022

**Authors:** Isa, A.M.; Schultz, C.E.O.; Seyfarth, D.Q.; Alva, V.M.R.; Mamani-Urrutia, V.; Espinoza-Rojas, R.

**Abstract:** Background: It is important to highlight the easy access that schoolchildren have today to ultra-processed products, and the prevalence of attention deficit has also been increasing in this age group. The objective of this study was to determine the association between the consumption of ultra-processed foods and attention deficit in schoolchildren from 6 to 12 years of age in private educational institutions in the cities of Lima and Arequipa in Peru in 2022. Methods: Cross-sectional analytical study. A non-probabilistic sampling was carried out, for convenience, the sample collected was 217 schoolchildren in 4 private educational institutions in the cities of Lima and Arequipa in Peru in 2022. Results: Of the total number of participants, 57.1% were women, 52.1% had ADHD, and 87.1% had a higher consumption of ultra-processed foods. No association was found between the main characteristics of ADHD and the consumption of



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ultra-processed foods in the evaluated schoolchildren ( $p>0.05$ ), but there is an association between the consumption of snacks and ADHD ( $p$ [removed]).

**Keywords:** Attention Deficit Disorder with Hyperactivity, Industrialized Foods, School Feeding, Ultra-processed foods, Attention deficit, Schoolchildren, 6 to 12 years of age, Private educational institutions, Lima and Arequipa, Cross-sectional analytical study, ADHD, Consumption of snacks

Revista Española de Nutrición Comunitaria, Volume 29

<https://www.scopus.com/record/display.url?eid=2-s2.0-85165174941&origin=resultslist>



# Variability of Sugars Concentrations in Infant Follow-on Formulas with Higher Consumption in Peru: A Preliminary Study



**Authors:** Munives-Marcos, A.K.; Arauzo-Sinchez, C.J.; Cupé-Araujo, A.C.; Ladera-Castañeda, M.I.; Cervantes-Ganoza, L.A.; Cayo-Rojas, C.F.

**Abstract:** Aim: The aim of the present preliminary study was to determine sugar concentration in infant follow-on formulas most widely consumed in Peru. Materials and methods: In this descriptive and observational study, the sample was represented by five brands of infant follow-on formulas most consumed in Peru (A, Similac 2; B, Enfamil 2<sup>®</sup>; C, NAN 2<sup>®</sup>; D, Baby Lac Pro 2<sup>®</sup>; and E, Lacti Kids Premium 2<sup>®</sup>); with two samples of each, collected at two different locations in the Peruvian capital. Subsequently, the concentration of total and individual sugars (lactose, sucrose, glucose, fructose, and maltose) was determined using the high-performance liquid chromatography (HPLC) method in a specialized laboratory. For the comparison of means, Welch's robust analysis of variance (ANOVA) test for equality of means and Tukey's post hoc test were used. The significance level was  $p < 0.05$ . Results: The total sugars concentration per 100 gm of the five infant follow-on formulas showed a mean of  $38.9 \pm 11.03$  gm, being Similac 2, the infant follow-on formula, with the highest concentration of  $50.33 \pm 0.11$  gm and Enfamil 2, the lowest with  $22.75 \pm 0.06$  gm. The average sugars recorded in the laboratory were compared with those on the product label for Similac 2 (50.3 and 53.1 gr), NAN 2 (46.5 and 51.5 gr),

# Variability of Sugars Concentrations in Infant Follow-on Formulas with Higher Consumption in Peru: A Preliminary Study



Baby Lac Pro 2 (41.5 and 57.0 gr), Lacti Kids Premium 2 (33.3 and 57.0 gr) and Enfamil 2 (22.8 and 56.0 gr). Furthermore, when comparing the infant follow-on formulas, significant differences were observed between all sugar concentrations ( $p < 0.001$ ), with the follow-on formula with the significantly higher sugar concentration being Similac 2 ( $p < 0.001$ ) and the one with the significantly lower concentration being Enfamil 2 ( $p < 0.001$ ). Regarding individual sugars, per 100 gm analyzed, fructose and maltose registered values.

**Keywords:** Carbohydrates, Dental caries, Diet, Infant formula, Infants, Preliminary study, Sucrose, Sugars, Sugar concentration, Infant follow-on formulas, High-performance liquid chromatography (HPLC), Welch's robust analysis of variance (ANOVA), Tukey's post hoc test, Significance level, Total sugars, Individual sugars (lactose, sucrose, glucose, fructose, maltose), Specialized laboratory

World Journal of Dentistry, Volume 14, Pages 201-206

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# Cybersecurity framework for SMEs in Peru based on ISO/IEC 27001 and CSF NIST controls



**Authors:** Angelo Edu, M.L.; Alexis, G.P.; Lenis, W.P.

**Abstract:** Due to the global pandemic that was experienced in 2020, the Small and Medium Enterprises (SMEs) sector in Peru chose to store all their information in cloud services. However, a 2021 Kaspersky study indicates that SMBs have few resources to implement security solutions to protect their information. For this reason, this article proposes a cybersecurity framework composed of controls from ISO/IEC 27001 and the Cybersecurity Framework (CSF) of the National Institute of Standards and Technology (NIST) to mitigate cyber-threats against SMEs in Peru. The framework consists of 7 steps having as reference the Deming cycle (PDCA). For the implementation of the composite framework, we worked with 12 domains and 40 controls for a Peruvian SME in the technology sector. The results showed an increase in cybersecurity of 40%, after applying the 40 controls, improving its level of maturity from the “insufficient” state to a “mature” state, according to the assessment given.

**Keywords:** Pandemics, ISO Standards, NIST, IEC Standards, Computer crime, Information systems

Iberian Conference on Information Systems and Technologies, CISTI, Volume 2023

<https://doi.org/10.23919/CISTI58278.2023.10211874>



# Leadership Styles By Millennials And Their Influence On The Performance Of Small Companies In The Textile Manufacturing Sector



**Authors:** Jauregui-Arroyo, R.R.; Avila, N.M.G.; Rondon-Jara, E.

**Abstract:** Leadership styles impact the performance and competitive-ness of organizations. However, little has been studied about the leadership style of millennials. Therefore, the objective of this research was to analyze the influence of leadership styles exerted by millennials on the performance of small companies in the textile manufacturing sector of Metropolitan Lima. The research is quantitative, non-experimental, cross-sectional, and causal, with a sample consisting of 400 millennial administrators, businesspeople, and managers. The data obtained were analyzed by partial least squares (PLS) estimation. To measure the reliability of the implemented instrument, Cronbach's alpha was used: leadership styles (0.718) and performance (0.806). Our results suggest that leadership styles have an influence on the performance of small companies and that the styles with the best results are those of the transformational and passive type, while transactional leadership has a negative performance. Companies looking for better organizational results could make use of this research to identify the most suitable leadership style that decision makers should embrace.

**Keywords:** Performance, leadership styles, millennials, small business, textile manufacturing

Innovar, Volume 33

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# Peruvian scientific production on antimicrobial-resistant bacteria prioritized by WHO



**Authors:** Sandoval, K.D.; Deza-Santos, F.; Pinedo-Castillo, L.; Mateo-Pacora, J.; Rondan, P.L.; Alcedo, S.; Taype-Rondan, Á.

**Abstract:** Introduction: Antimicrobial resistance (AMR) is a worldwide public health crisis. The World Health Organization (WHO) established a priority list of resistant bacteria to guide research and alternatives for improvement. Objective: To describe the scientific production of Peru on AMR of bacteria prioritized by the World Health Organization, between 2012 and 2021. Methods: Observational descriptive study of bibliometric type in journals indexed in Scopus during the period 2012-2021. The selection of studies and data extraction were performed manually in duplicate. Resistant bacteria studied were classified based on priority (critical, high, and medium). Results: A total of 118 articles were included. During the period 2014-2021, the number of publications increased. The articles published in English accounted for 61.9%, 98.3% had their affiliation in Peru, and 77.1% were conducted in Lima. Most publications focused on bacteria of critical priority than high and medium priority. A total of 79.7% sought to determine prevalence or characterize and 26.1% referred to funding from Peruvian institutions. Conclusions: Peruvian scientific production on AMR has increased in recent years and there are more publications on critical priority bacteria. However, these studies are centered in Lima and only a quarter of them have been financed by a Peruvian entity.

**Keywords:** Bacterial resistance; antibiotics; antimicrobians; bibliometrics; Peru.

Revista Cubana de Medicina Tropical, Volume 75

<https://www.scopus.com/record/display.url?eid=2-s2.0-85172186139&origin=resultlist>



# Model for the Prediction of Dropout in Higher Education in Peru applying Machine Learning Algorithms: Random Forest, Decision Tree, Neural Network and Support Vector Machine



**Authors:** Jiménez, O.; Jesús, A.; Wong, L.

**Abstract:** University dropout is a problem that not only affects students, but also families, universities, society, and others. This problem has a global character, so it is common to identify it in different parts of the world. However, there are few solutions that efficiently take advantage of available technology and information. Therefore, this study implements a predictive analysis model to identify students at risk of dropout in Peruvian universities and the variables that influence it. For this purpose, the Cross Industry Standard Process for Data Mining (CRISP - DM) methodology is used to develop the model and four Machine Learning algorithms. The methodology consists of five phases: business understanding, data understanding, data preparation, modeling, and evaluation. The experiment was carried out by conducting a survey to 385 students from different public and private universities in Peru, where cognitive, affective, family environment, pre-university, career and university variables were considered. The results showed that the most influential variables in the prediction of university dropout were “age”, “term” and the student’s “financing method”. We also found that the Random Forest algorithm obtained the best performance, with an AUC of 0.9623 in the prediction of college dropout.

**Keywords:** Surveys, Support vector machines, Technological innovation, Machine learning algorithms, Predictive models, Prediction algorithms, Data models.

Conference of Open Innovation Association, FRUCT, Volume 2023, Pages 116-124

<https://doi.org/10.23919/FRUCT58615.2023.10143068>



# Uses of digital technologies in Peruvian postgraduate students



**Authors:** Gallardo-Echenique, E.; Chávez-Chuquimango, M.

**Abstract:** This study analyzes the perceptions of postgraduate students from a private university located in Tacna (Peru) about the use of digital technologies during the COVID-19 pandemic. The challenge of higher education for the continuity of teaching-learning has required students and universities to adapt to this technological evolution. This study is positioned in an interpretive paradigm. Forty-nine semi-structured interviews were conducted to collect the perceptions of postgraduate students. Students are aware of the use of digital technology and its link to communication and access to information as a means of family and friendship communication. Likewise, they recognize the benefits of digital technologies for social and academic purposes. In the social sphere, they distrust Facebook and WhatsApp for sending information to friends, family and colleagues.

**Keywords:** Digital technology; graduate students; perceptions; university

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<https://www.scopus.com/record/display.url?eid=2-s2.0-85162920060&origin=resultslist>





# Research on HTLV-1 and HTLV-2 in Latin America and the Caribbean over the last ten years



**Authors:** Solorzano-Salazar, D.M.; Hernández-Vásquez, A.; Visconti-Lopez, F.J.; Azañedo, D.

**Abstract:** Worldwide, Human T-lymphotropic virus-1 and 2 (HTLV-1 and 2) infects approximately more than 10 million people, mostly occurring in hyperendemic areas such as the region of Latin America and the Caribbean (LAC). A comprehensive bibliographic exploration of original articles published on the Web of Science Core Collection database over the last 10 years was done. A bibliometric analysis was performed using the bibliometrix package in RStudio and VOSviewer. A total of 519 articles published in 194 journals were identified along the 10 years studied. In 2012 the peak number of publications was identified and the average number of citations per document was 1.33. Galvao-Castro B was the author with the greatest number of publications. Aids Research and Human Retroviruses was the most productive journal, and the study by Bangham CRM was the most cited. Brazil was the country with most corresponding authors that had the most publications and the most significant number of total citations. Infections and HTLV-1 were the most used keywords. In conclusion, according to the current quantitative analysis, there is a need for more significant promotion of research on HTLV-1 and 2 among the scientific community of LAC.

**Keywords:** Bibliometrics; Caribbean region; HTLV; Human t-lymphotropic virus; Latin America; Trends.

Heliyon, Volume 9

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# A Process Discovery and Conformance Checking Integration System for the Optimization of Resources in the Application of Process Mining



**Authors:** Marin, E.M.S.; Rivera, V.M.Y.; Armas-Aguirre, J.; Aguirre, S.

**Abstract:** In this paper, we present a novel system that combines process discovery and conformance checking to optimize resource usage in the operations area of banking companies. Our proposed system improves upon previous solutions by integrating real-time process mining techniques to reduce resource consumption in banking operations. The use of real-time process mining techniques in the proposed system enables faster error identification in processes, emphasizing the importance of such techniques for banking companies. The system is comprised of two integrated process mining techniques, as reported in existing literature. Process discovery involves two key components: dataset generation and process visualization. Additionally, compliance checking involves process monitoring, alerts, and reports. To validate the effectiveness of our system, we conducted a stress test, which was evaluated by experienced process mining users with extensive experience in the banking sector in Lima, Peru. Preliminary results of the stress test demonstrated a significant improvement in system performance, with a 37.42% increase in the capacity of web requests per minute and a total



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of 82.86% of requests successfully answered. These results enabled corrective and preventive actions to be taken, indicating the practical value of our proposed system in optimizing resource usage in banking operations. In conclusion, our system provides a robust solution to optimize resource usage in the operations area of banking companies and emphasizes the importance of real-time process mining techniques in achieving this goal. The system has been validated through a stress test and evaluation by experienced users in the banking sector, further indicating its practical applicability.

**Keywords:** Process monitoring, Visualization, System performance, Banking, Companies, Real-time systems, Resource management

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<https://doi.org/10.23919/CISTI58278.2023.10211579>



# Myth and Identity: A Compilation of Oral Traditions in a University Context from Peru



**Authors:** Marino-Jiménez, M.; Flores-Núñez, A.M.; Rivas-Sucari, H.C.; Vásquez-Espinoza, P.

**Abstract:** Peru is a multicultural country, with a wide wealth of languages and traditions. However, most of the contributions from the Andean and Amazon areas have suffered segregation by members of the majority culture, represented by the Spanish language and centralised in the coastal cities. For this reason, migration to these territories has included the concealment of the mother tongue, cultural mimicry and the loss of identity values. For this reason, this study seeks to achieve the opposite effect: to revalue the Quechua language through the presentation and compilation of oral myths from different Andean localities, thanks to the conception, performance and style of a group of students of the Beca 18 program at a private university from Lima. This means revaluing the cultural elements that are part of the identity of these students, specifying the activity as a form of cultural strengthening, and recovering the myth as a manifestation of oral literature in the Peruvian environment, as well as in the official spaces of culture majority.

**Keywords:** Myth acceptance, identity development, story building, linguistic behaviour, literature

Journal of Intercultural Studies

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# Seroprevalence of human toxocariasis in Latin America and the Caribbean: a systematic review and meta-analysis



**Authors:** Ulloque-Badaracco, J.R.; Hernandez-Bustamante, E.A.; Alarcón-Braga, E.A.; Huayta-Cortez, M.; Carballo-Tello, X.L.; Seminario-Amez, R.A.; Rodríguez-Torres, A.; Casas-Patiño, D.; Herrera-Añazco, P.; Benites-Zapata, V.A.

**Abstract:** Introduction: The current study aimed to quantitatively synthesize available evidence regarding the seroprevalence of human toxocariasis in Latin America and the Caribbean.

**Methods:** A systematic research involving six electronic databases was conducted using a research strategy that combined MeSH terms with free terms. Article selection and information extraction were performed using a double and independent approach. The Newcastle-Ottawa tool was used to assess the risk of bias in the included articles. The meta-analysis used the random-effects approach, with subgroup analysis and sensitivity analysis for risk of bias also being performed.

**Results:** We included 101 articles with a total of 31,123 participants. The studies were conducted between 1990 and 2022, with Brazil accounting for the largest number of studies (n = 37). The overall seroprevalence of human toxocariasis was 31.0% (95% CI: 27.0-35.0%, I<sup>2</sup> = 99%). The prevalence of the main characteristics observed in seropositive patients were as follows: ocular toxocariasis (30.0%), asymptomatic (26.0%), and presence of dogs at home (68.0%). In addition, the seroprevalence was lower in studies including only adults than in those including children or both. In contrast, no differences in seroprevalences were found between studies conducted in the community and hospital.





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**Conclusion:** The overall seroprevalence of human toxocariasis in Latin America and the Caribbean was high. Notably, our findings showed that the seroprevalence was increased among populations who kept a dog at home but was decreased in populations comprising only adults. Our findings can be used to establish epidemiological surveillance strategies for the prevention and early identification of toxocariasis.

**Keywords:** Meta-analysis; seroepidemiologic studies; systematic review; toxocariasis; zoonoses.

Frontiers in Public Health, Volume 11

<https://doi.org/10.3389/fpubh.2023.1181230>



# Transformations in Framing and the Journalistic Production of Peruvian Television Newscasts During the covid-19 Pandemic



**Authors:** Karbaum-Padilla, G.

**Abstract:** As soon as the spread of the covid-19 began, the media's information production was affected by social distancing restrictions and journalists were exposed health hazards in an attempt to carry out their jobs. This study aims at learning about the transformations undergone by the television newscasts production in Peru, one of the most affected countries by the pandemic at a global level. Qualitative methods were applied through semi-structured interviews with journalists working during the said period, obtaining results that evince the implementation of several devices and unconventional or unsuitable television processes. This issue is cross-sectional through the three audiovisual production stages—namely, pre-production, media coverage, and post-production—a situation that has never taken place so intensely and permanently. All this leads to the conclusion that the newscasts production had to resort to the hybridization of technologies and procedures to continue performing their duties in such an unexpected and complex context.

**Keywords:** Covid-19, framing, Journalistic production, television, video calls

Anuario Electrónico de Estudios en Comunicación Social Disertaciones, Volume 16

<https://doi.org/10.12804/revistas.urosario.edu.co/disertaciones/a.12110>



# The discourses of Airbnb guests in Lima-Peru



**Authors:** Retes, R.; Lovón, M.

**Abstract:** Airbnb is a worldwide tourism phenomenon that affects local commerce. In Peru, this type of service has increased. Its followers value the stay and the benefits of the place and write about it to recommend or advise against it. The aim of this paper is to analyze the discourses through linguistic strategies of guests staying in Lima-Peru. Methodologically, a corpus consisting of 91 textual samples has been collected, which are frequently used and coming from guests in the most touristic districts of Lima. It is concluded that guests generally create discourses about their stay, comfort and safety. In doing so, they put the reputation of the hosts at stake and make the published information useful for potential tourists.

**Keywords:** Airbnb, Guest, Host, Sightseeing, Speech

Empiria, Pages 131-158

<https://doi.org/10.5944/empiria.59.2023.37964>



# Transmedia in Higher Education. A qualitative research



**Authors:** Gomero, G.; Ibáñez, D.B.; Ruiz, J.H.

**Abstract:** Introduction: The relation between education and transmedia storytelling has been developed through diverse paths and based on different criteria, such as genre, source, temporality, and the given education level observed. The present study aims to contribute to the understanding of ongoing processes that transmedia storytelling is going through, and its space in higher education on both sides of the Atlantic. Methodology: With this goal, a structured interview was designed and validated, addressing 21 academic directors and experts in the field of communication and interactive media in higher education in Latin America, Spain, and Portugal. Results: The findings show a current map of transmedia storytelling in universities through the observation of its human and material resources, as well as evidencing discussions on terminological and conceptual points of view and, consequently, their instrumentalization in praxis. Discussion and Conclusions: These findings also show a progressive advance in the presence of transmedia storytelling higher education curriculums, and an academic void, pointed out by faculty members, regarding concrete training initiatives from their university centers, aimed at them as current teachers and researchers.

**Keywords:** Transmedia; Transmedia literacy; Transmedia competence; Higher education; Latin America; Spain; Portugal.

Revista Latina de Comunicación Social, Volume 2023, Pages 154-170

<https://doi.org/10.4185/RLCS-2023-1838>



# Beyond online sales: From service quality to e-loyalty and word of mouth



**Authors:** Acosta Morey, K.; Chávez Aguilar, A.; Mauricio Andía, M.

**Abstract:** The present work seeks to examine in a holistic way the vital indicators that determine the degree of web service quality. For the model, it is proposed that the variables web design, web information, security/privacy, customer service and compliance positively influence electronic satisfaction, electronic trust, electronic loyalty, and electronic word of mouth. Information was collected from 300 users with experience in electronic purchasing in retailers, to verify the proposed hypotheses, the results were analyzed using the partial least squares (PLS) technique. The results showed that the e-TailQ dimensions have a positive effect on e-satisfaction and e-trust, however web layout, web information are not related to any of these. Customer service is also not related to both variables. Furthermore, e-Satisfaction and e-trust are related to e-loyalty; e-loyalty and e-satisfaction have a positive effect with e-wom, however e-trust does not do so with this variable but with e-satisfaction. The results are subsequently analyzed by comparing them with similar investigations by relevant authors that have been carried out in other contexts. Finally, the implications for management, the limitations of the study and future research are developed, with the expectation of providing accurate information to address new strategies in Peruvian retailers.

**Keywords:** E-service, e-loyalty, E-wom, Electronic service, E-commerce

Contaduría y Administración, Volume 68, Pages 317-344

<https://doi.org/10.22201/fca.24488410e.2023.4712>



# Qualitative exploration of the experience of flow in ballet dancers who perform it as a hobby



**Authors:** De Priego, M.K.M.

**Abstract:** There are numerous investigations on the psychological aspects related to the experience of flow in sport. However, the number of works on this subject in ballet dancers is scarce. This study, therefore, aims to explore the qualitative experience of flow in 10 ballet dancers who practice it as a hobby, from different schools in Metropolitan Lima, Peru. The study uses a descriptive phenomenological analysis, through focused interviews it was possible to interview participants on different topics of interest based on their experience of flow. The results indicated that participants expressed themselves through the use of metaphors, emphasizing the internalisation of music when dancing, and giving importance to being in the “here and now” when they performed this activity. Emphasis is also placed on positive emotions and self-confidence when dancing, along with the influence of the environment to give the flow experience. Lastly, this experience manifests itself as unique and individual in each participant, they describe it as a state that allows them to forget everything external, by concentrating solely on the dance.

**Keywords:** Dance, Positive emotions, Welfare, Intrinsic motivation

Revista de Psicología Aplicada al Deporte y al Ejercicio Físico, Volume 8

<https://doi.org/10.5093/rpadef2023a1>





# eWom, Trust, and Perceived Value Related to Repurchases in the e-commerce Sector of Department Stores



**Authors:** Blanco-Gamero, C.; Acosta-Bonilla, E.; Lodeiros-Zubiria, M.L.

**Abstract:** With the exponential growth in e-commerce retail sales, a variable such as perceived value is essential to consider, to warrant a successful long-term online business. However, eWom and perceived value have not yet been deeply studied together with other variables such as trust and repurchase in e-commerce belonging to department stores. Consequently, this study aims to analyze the influence of perceived value, eWom and trust on repurchases in those e-commerces. The sample was 196 people that repurchased from department stores e-commerce in Lima, Peru. The results were analyzed on Smart PIs. The results established that trust influenced repurchase and that eWom conditioned the perceived value of e-commerce in department stores. Furthermore, the results identified relevant variables that department stores' e-commerce areas should consider to improve consumer repurchase through their e-commerce.

**Keywords:** Ewom, trust, perceived value, repurchase, e-commerce retailers

Lecture Notes in Networks and Systems, Volume 691, Pages 397-407

[https://doi.org/10.1007/978-3-031-33258-6\\_37](https://doi.org/10.1007/978-3-031-33258-6_37)



# Motivation and job satisfaction of teachers in gastronomy in Lima high schools



**Authors:** Miguel Sebastián, A.C.; Fernando Rodolfo, G.C.

**Abstract:** In Peru, over the last 20 years, technical higher education centers have been created due to the demand to meet the needs of the market, however, within this context, the working conditions of the teaching staff of these centers may vary, and therefore, this article aimed to determine the relationship between motivation and job satisfaction of teachers in technological higher education institutions in Lima. From a quantitative approach with a cross-sectional and non-experimental design in which a form on job satisfaction based on Herzberg's Hygiene Theory with 16 items and the Work Motivation Questionnaire CMT of 15 factors of motivation for work, in a total of 75 items, were applied to 77 teachers for motivation. Among the results, it was obtained that there is no significant relationship between motivation and job satisfaction of teachers, despite the fact that they present a medium level motivation. This shows that the teachers are satisfied, however, the institutions should take appropriate measures so that there is synergy with the institutional objectives.

**Keywords:** Job satisfaction; hygiene factors; motivation; educational institutions.

Revista Venezolana de Gerencia, Volume 28, Pages 316-329

<https://doi.org/10.52080/rvgluz.28.e9.20>



# Measuring God Mysticism: New Results of the Short Version of the God Mysticism Scale



**Authors:** Caycho-Rodríguez, T.; Vilca, L.W.; Carbajal-León, C.; Reyes-Bossio, M.; Palomino, M.H.; Esteban, R.C.; Noe-Grijalva, M.; Vaca-Quintana, D.; Moreta-Herrera, R.; Plante, T.G.

**Abstract:** The brief God Mysticism Scale (GMS-B) is a 12-item scale that assesses the perception of God mysticism. The study aimed to evaluate the psychometric properties of the Spanish version of the GMS-B. The sample consisted of 421 young Peruvians from the city of Lima with a mean age of 26.76 years, recruited by convenience sampling using a snowball method. Construct validity, internal consistency reliability, difficulty and discrimination indices of the items, and measurement invariance across sex of the GMS-B were evaluated using procedures derived from classical test theory and item response theory. A confirmatory factor analysis suggested that the original model of two correlated factors did not show adequate fit indices. For this reason, after testing a set of factorial models, it was determined that a brief model of five items written in a positive manner (GMS-5) presented the best fit. In addition, the GMS-5 presented adequate reliability indices ( $\alpha=0.94$ ;  $\omega=0.94$ ), all the items presented adequate discrimination indices, and the difficulty parameters increased monotonically. Therefore, a higher level of the perception of God mysticism is necessary to answer the higher answer options on the scale (for example, respond to option 9= Definitely true from my experience). Finally, the GMS-5 showed evidence of being strictly invariant for the groups of men and women. In conclusion, the GMS-5 is a unidimensional, reliable, and invariant instrument to assess mysticism among young men and women in Peru.

**Keywords:** God; Invariance; Mysticism; Scale; Validity

Pastoral Psychology, Volume 72, Pages 557-575

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# New horizons for manufacturing companies in Cañete: Implementing a quality management model for improved productivity



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**Abstract:** Nowadays, the business sector is becoming increasingly competitive due to quality standards. Therefore, the objective is to establish a new quality management model to improve the productivity of companies in the manufacturing sector in Cañete, Peru. The research is applied, with a quantitative approach and a non-experimental, correlational-causal design. A questionnaire on quality and productivity management was administered to 80 employees of a manufacturing company in Cañete, with a Cronbach's alpha reliability of 0.842. The results show that 43.7% of the workers indicate that the commitment of the people in their company is medium, 46.3% indicate that the focus on processes is medium and 40% indicate that the continuous improvement of their company is medium. These results show that companies should seek a new organisational culture with employees committed to improving productivity levels, satisfying customers in a cost-effective way and meeting short and long-term needs.

**Keywords:** Quality management, productivity, continuous improvement, manufacturing sector, Cañete

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# Construction and assessment of membership to a soccer barra brava. The voices of former members



**Authors:** Olano-Ferreyra, M.D.R.; Barboza-Palomino, M.

**Abstract:** In this paper, we describe the construction and assessment of membership to a football barra brava from the voices of a group of former members. We developed semi-structured interviews with seven former members of the barra brava Trinchera Norte (Peru), who attended the stadiums in the 1990s and played a leading role in the barra brava. The participants tell us that they built their membership from the interaction with a group of peers who shared an interest in a soccer team. In this group, behaviors that they assumed and that stand out today were developed and defined. Thus, they value camaraderie, resilience, pride and the fight for their goals and ideals as significant learning that they continue to apply in their lives.

**Keywords:** Membership; Barra brava; Soccer; Qualitative research

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# Supplier relationship management process assessment in food supply chains: an empirical study in coffee supply chains from Peru



**Authors:** Sanchez, R.; Reyes, B.; Ramos, E.; Coles, P.S.

**Abstract:** Supplier relationship management (SRM) best practices can improve supply chain performance and create competitive advantages by increasing customer value. The SRM process in food supply chains (FSC) enable closer customer relationships, promote trust and avoid potential problems, and enhance cooperation and problem solving, but SRM process studies in FSCs have been limited. The purpose of this paper is to measure and evaluate the SRM process in FSCs. Through a literature review and inputs from practitioners, the SRM process at three Peruvian coffee centres were evaluated. The results show that in order to successfully improve the SRM processes changes must be implemented. This paper contributes to better understanding of the SRM process within the Peruvian coffee supply chain.

**Keywords:** Coffee, food supply chain, FSC, process assessment, SRM, supplier relationship management, supply chain, Supplier relationship management (SRM), Supply chain performance, Customer value, Food supply chains (FSC), Trust, Cooperation, Literature review, Peruvian coffee centres, SRM processes, Implementation

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# Optimization model for healthcare processes using Process Mining



**Authors:** Julca, M.A.R.D.; Cardenas, A.R.L.; Armas-Aguirre, J.; Mayorga, S.A.

**Abstract:** In this paper, we propose an optimization model for medical services processes to reduce waiting time using process mining. In medical services, there is a high percentage of dissatisfaction with medical care due to the processes related to appointment booking and waiting time for medical consultation. As a result, patients change medical services due to the urgency of the symptoms they suffer, generating distrust in health services in Peru. Through a medical information system, events of medical care processes are collected for analysis using the Celonis tool. The process mining discipline uses the discovery of the study process to identify existing bottlenecks in the process and violations that are included when monitoring process events. The proposed model is based on identifying the existing bottlenecks in the processes, which are appointment booking and office care, as these processes take an average of 135 minutes to execute, and this leads to patient dissatisfaction. The model is composed of 4 main phases: 1. Objectives definition and data processing phase; 2. For the validation of the proposal, a test scenario was defined in a Peruvian public health services organization (ESSALUD) in Satipto, Peru. Preliminary results show that the model reduces by 64% the average time corresponding to the medical consultation process and by 98% the appointment booking. Finally, optimization results increased by 45% and 46%, respectively.

**Keywords:** Schedules, Medical services, Organizations, Medical information systems, Data processing, Scheduling, Proposals

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# Association between caregiver burden and the presence of neurological alterations in a Peruvian geriatric population



**Authors:** Leiva-Socualaya, S.J.; Guerra-Ramirez, L.N.; Carreazo, N.Y.

## **Abstract:** Objective:

The objective of this study is to establish the association between caring for older adults with neurological disorders and suffering from caregiver burden at the Naval Geriatric Center of Peru, from November 2019 to January 2021.

## Methodology:

Analytical, observational, cross-sectional study carried out at the Geriatric Center of the Naval Medical Center. A total of 290 older adult's caregivers who went to medical consultation were surveyed. Caregiver burden was measured with the Zarit burden scale.

## Results:

A prevalence of caregiver burden of 52.76% was found. The patients that suffered some neurological alteration were 62.76%. When adjusting for sociodemographic variables, being the patient's spouse increased the probability of suffering from caregiver burden by 2.23 times. When adjusting for the variables related to care, caring for a patient with neurological disorder and caring for an older adult for 1 or 2 years increased the probability of suffering caregiver burden by



# Association between caregiver burden and the presence of neurological alterations in a Peruvian geriatric population



1.86 and 1.91 times, respectively, while having the support of other people decreased the probability of suffering it by 39%.

## Conclusions:

Caregiver overload is associated with caring for an older adult with neurological disorder, being the patient's spouse, caring for 1 or 2 years and having the support of other people.

**Keywords:** Elderly; caregiver; nervous system diseases; burnout

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# Business incubators, performance and effectiveness: A systematic review



**Authors:** Flores-Bueno, D.; Jerez, O.

**Abstract:** From their emergence in the 1950s to their popularization in the late 1990s, business incubators have promoted entrepreneurship and innovation worldwide. This article proposes a systematic review of the literature on the evaluation of their performance at the global level. We analyzed 75 articles from Scopus and Web of Science from 2015 to 2021. We identified seven types of evaluations: 1) process management, 2) end results, 3) benchmarking, 4) impact of external networks, 5) learning, and 6) incubate behavior. This study contributes with the identification of a significant change in methodology with a predominance of quantitative (44 occurrences) over qualitative (11 occurrences), and mixed (12 occurrences). In terms of theory, a great dispersion was found. Finally, a research agenda is proposed.

**Keywords:** Business incubators; entrepreneurship; evaluation; innovation; performance

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