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Editorial Note



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Issue 81 of *Cuadernos de Administración*, corresponding to Volume 41, presents a selection of papers that reflect the field's thematic and methodological diversity. The contributions included in this issue result from the journal's continuous call for papers, aimed at ensuring the publication of research that meets high scientific standards and rigorous academic criteria. This edition features contributions from diverse international and regional contexts that address contemporary challenges in organizational management, sustainable development, and digital transformation. The journal extends its sincere appreciation to the reviewers whose expertise and commitment ensured the quality of the published works.

The research papers highlight the importance of understanding consumer dynamics, sustainable development strategies, and human talent management in rapidly changing environments. First, the paper “*Profile of Mexican Mobile Phone Service Consumers in Times of COVID-19 during the Second Half of 2023*” examines the importance of understanding consumption patterns in a highly dynamic, technology-driven market, emphasizing how market research enables data-driven decision-making amid high uncertainty. Similarly, the paper “*Sustainable Local Bioeconomies: A Strategy to Close Welfare Gaps Based on Biodiversity-Based Solutions*” offers a critical reflection on the Colombian context, highlighting the paradox between the country's natural wealth and its high levels of poverty. The study proposes developing local bioeconomies as a key strategy to reduce welfare gaps, underscoring the need to properly value biodiversity and ecosystem services within local socio-economic dynamics.

In the field of organizational management, the paper “*Talent Management Practices: The Impact of Organizational Performance on Employee Motivation*” analyzes the

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strategic role of talent management in the service sector in Bangladesh. Based on empirical evidence, the study demonstrates that talent management has a positive impact on both employee motivation and organizational performance, underscoring the importance of integrated, strategic approaches to human resource management. Likewise, the study “*Telework and Tele-study in Generation Z in Peru: Proposals for Managing ‘Homenization’ Behavior*” examines the changes brought about by the pandemic in the work and academic dynamics of Generation Z. Using a qualitative approach, the study identifies key competencies required for effective telework and proposes intervention frameworks for organizations seeking to attract and retain young talent in digital environments.

Regarding the review papers, these address highly relevant topics in the current context of technological and organizational transformation. The paper “*The Evolution of Accounting Practice in the Era of Artificial Intelligence: Challenges and Opportunities for Higher Education in Public Accounting*” provides a historical overview of accounting and analyzes the impact of artificial intelligence on the profession, highlighting both the opportunities for transformation toward more strategic roles and the challenges associated with the education and training of future professionals.

The paper “*Exploring the Foundations and Perspectives of Leadership: Models, Theories, and Relevant Challenges*” presents a comprehensive review of classical and contemporary leadership theories, emphasizing the shift toward strategic, digital, and adaptive approaches aligned with current organizational demands.

Finally, the study “*Municipal Administrative Management in the International Context*” analyzes, through a literature review, the main challenges faced by local public administration, identifying structural issues such as limited institutional capacities and the need to strengthen management practices oriented toward citizen satisfaction.

The publication of this issue reinforces *Cuadernos de Administración* as a leading platform for disseminating scientific knowledge in management, integrating diverse perspectives that contribute to understanding contemporary challenges in both public and private organizations. The journal expresses its gratitude to the authors for their valuable contributions and to the reviewers for their dedication to maintaining academic quality, reiterating that the content of each paper is the sole responsibility of its authors.