



Editorial Note



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Issue 82 of Cuadernos de Administración, corresponding to Volume 41, brings together contributions that address contemporary challenges from a variety of analytical and methodological perspectives. This edition further consolidates the journal’s ongoing call for papers, aimed at promoting the publication of rigorous, relevant research in management. The papers included reflect contributions from both local and international contexts, highlighting the significance of organizational studies in environments shaped by ongoing economic, social, and technological transformations. The journal expresses its sincere appreciation to the reviewers whose scholarly judgment contributed to strengthening each of the manuscripts published.

The research papers featured in this issue emphasize the importance of strengthening productive systems and organizational strategies within specific regional contexts. In this regard, the paper “Strategies for the Sustainability of Coffee Enterprises in Doncello, Caquetá, Colombia” examines the structural constraints faced by local producers, particularly in terms of working capital and strategic management. Using a qualitative approach, the study proposes sustainable marketing strategies to improve the visibility and market positioning of Amazonian coffee.

Complementarily, the paper “Strategic Characterization of the Cape Gooseberry Supply Chain” analyzes one of Colombia’s agro-industrial chains, which has significant economic potential. Based on a detailed assessment of its actors and processes, the study identifies key challenges such as fragmentation, lack of coordination, and logistical constraints, and proposes actions to enhance integration and competitiveness in international markets.

The review papers address emerging and increasingly relevant topics in both academic and professional domains. The study “Bibliometric Analysis of Ecotourism

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How to cite this paper?

Escobar, John Willmer (2025). Editorial. *Cuadernos de Administración*, 41(82), e10115790. <https://doi.org/10.25100/cdea.v41i82.15790>

and Sustainable Tourism: Trends in Scientific Publications” provides a structured overview of the evolution of knowledge in this field, identifying key trends, leading contributors, and research gaps—particularly in the Valle del Cauca context, where a disconnect between academic output and practical implementation is evident. Similarly, the paper “State and Public Policy: Analytical Approaches within the Framework of Emerging Strategy” reviews major models and approaches in public policy analysis and establishes a conceptual dialogue with the notion of organizational strategy. The study underscores the need to overcome the gap between policy formulation and implementation by promoting mechanisms that enhance learning and adaptability in the public sector.

From a critical standpoint, the paper “Review and Conceptual Approach: Urban Extractivism (2014–2020)” examines urban transformations driven by market-oriented logics, highlighting phenomena such as gentrification and the commodification of housing. The study critically engages with the neoliberal city model and highlights the socio-spatial inequalities that characterize Latin American urban contexts.

In addition, the paper “Key Performance Indicators (KPI) and OKRs as Management Tools in Colombian Business Development” explores the use of these frameworks across different sectors, demonstrating their contribution to strategic alignment and organizational efficiency, while also identifying barriers faced by small and medium-sized enterprises in their effective implementation.

Finally, the paper “Literature Review on Export and Internationalization Perspectives in Small and Medium-Sized Enterprises” analyzes the challenges SMEs encounter in their internationalization processes, emphasizing the role of strategic decision-making, the selection of export channels, and the need to adapt to the specific conditions of international markets.

This issue reaffirms Cuadernos de Administración as a disseminator of relevant scientific knowledge for understanding current challenges in organizational management and territorial development. The journal extends its gratitude to the authors for their valuable contributions and to the reviewers for their dedication to the editorial process, reiterating that the content of each paper remains the sole responsibility of its authors.