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# Editorial

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This issue of *MLS Project Design & Management* reinforces the multidisciplinary academic and scientific participation of our collaborators in the design, development, and implementation of tools and instruments applicable to business development, education, and integrated projects. Innovation in scientific-technological development is a fundamental feature reflected in the main objectives of the journal as part of its lines of research and dissemination. This new edition presents 10 articles selected for the technological innovation and methodology implemented by the authors for their publication. The main research corresponds to the discipline of management and business development integrating methodologies that solve challenges from the optimization of various companies to the consumer's perception when choosing their goods and services designed strategies that improve the performance of the company and at the same time improve the satisfaction of customer needs. Within the education section, ICTs and civic education of students in current situations and the adaptation of teachers and students to the changes of the COVID 19 pandemic are integrated, the studies present the creation of digital applications that improve the quality of life of users, and the implementation of competency-based learning reflecting the improvement of teachers' teaching and students' understanding.

The first article demonstrates how competency-based learning in Uruguay will be the fundamental key to creating a solid Education at the national level. The above derived from the adaptation of ICTs in the pandemic period, demonstrating the benefits in a small community and being implemented in large communities under the educational criteria in the New Normal.

The research presented in the second article of this edition, statistically demonstrates that the application of an adequate telework system increases job satisfaction and the emotional salary of the company's workers. The above was studied and implemented in Antel, a public telecommunications company in Uruguay.

The third article, under a systemic approach, demonstrates the attitudes and perceptions of young people from rural communities towards agribusiness in the province of South Kivu in the Democratic Republic of Congo. A Likert-type questionnaire applied to 456 randomly selected young people between the ages of 15 and 35 using the Bernoulli Urn technique in the Kabare, Walungu and Uvira territories revealed that 53.5% of the young people have a negative attitude towards agribusiness, 29.8% have a neutral attitude and only 16.7% have a positive attitude. Finally, the authors propose strategies to improve the attitudes and perceptions of young people towards agribusiness.

The fourth article, under a quantitative approach, analyzes whether the incorporation of a new AI technology as a functional requirement for the development of a product impacts the project management effort by measuring the hours invested in this task. This research highlights that the effort in management tasks does not present major differences in the development of the product.

The study developed under the theory of Barrett (2017) about the model of the seven levels of consciousness relates coaching and empowerment in the automotive sector of a company in Ecuador, is presented in the fifth article of this edition. The results showed a significant relationship between coaching and empowerment, where the association is significant with a strong positive Spearman correlation coefficient of  $=0.637$ , concluding that the implementation of strategies with coaching sessions generates a high benefit within the business environment and promotes high performance in the management of human talent of the company's workers.

Under the complexity of regulating the incorporation of the so-called "eco-design" in the creative stages of a project, the sixth article lists the challenges faced by small Mexican product companies when incorporating the ISO 14006 Standard, a description of the design processes within them and the contribution of a new design profile capable of addressing complex projects, facilitating the transition of companies towards more sustainable ones, closing with a discussion focused on the scope, challenges and limitations.

The seventh article presents a project with civic purposes, which aims to apply 4.0 technologies to the care of the city through simple proposals from students with the creation of

digital applications. The results are shown in two parts. The first as the groups of students and their pedagogical objectives and the second as the citizens and their perception of the services provided by 4.0 technologies in their daily lives, resulting in the improvement of the good for the community and a widespread use of the applications in the citizens in an effective way. The eighth article, based on consumer behavior when choosing the goods and services to be consumed, the objective of this article was to explain the main effects of the COVID-19 pandemic on the behavior of food consumers in Santa Cruz de la Sierra (Bolivia), concluding that the emergence of a new factor in consumer purchasing choices, increased purchases of antibacterial gel, alcohol, liquid soap, among other personal care items, and the importance acquired by online shopping and delivery. Such effects are positive and have been incorporated into the culture of consumers, since they facilitate the satisfaction of their consumption needs.

The ninth research developed in Popayán-Colombia, reflects a bibliographic analysis between Urban Resilience as the capacity and ability of an urban system to maintain its functionality in the face of impacts or catastrophes of natural or anthropic origin, and Adequate Social Housing, as a basic need of every human being. Qualitatively demonstrating a low inclusion of Urban Resilience in social housing regulations at the national and local levels, a medium inclusion at the academic level and a low inclusion at the professional level. It also indicates the need to generate and implement territorial strategies of a political-administrative nature that involve these concepts in the development of low-income housing at the urban level.

Finally, the objective of the tenth research was to determine the factors related to the digital maturity of manufacturing SMEs, in order to contribute to the knowledge about their digital transformation. The research design was quantitative, cross-sectional, exploratory and descriptive-correlational in scope. To test its reliability, a pilot test was conducted and Cronbach's Alpha was measured. From the statistical analysis, an equation was obtained to measure the degree of digital maturity in manufacturing SMEs in Nuevo León that contributes to the progress in the digital transformation of manufacturing companies in the state.

Before concluding this editorial, it is important for all of us who collaborate in this new project to thank the team of collaborators, IT and technical, as well as the Ibero-American University Foundation (FUNIBER) and the Universities that have provided all the material support so that this issue can be carried out, with the conviction that we are on the right path towards international recognition.

Dr. Luis A. Dzul López  
Dr. Roberto M. Álvarez  
Editors in Chief