

EDITORIAL

We are proud to submit our 27th issue of the Journal of the Universidad ESAN. In this edition, we are expanding our commitment to educational excellence through a new perspective, according to our institutional tradition. To achieve our goal, we have followed the rigorous parameters required by the Web of Science and offer a high standard academic product to a broader scope of readers. Accordingly, we have felt the necessity to change the name of our publication from *Cuadernos de Difusión* to *Journal of Economics, Finance and Administrative Science*.

In order to accomplish our purpose, the articles selected in this number have gone through a careful process of evaluation and selection. This process consisted in a double-blinded review, as established by international editorial conventions. Thus, the *Journal of Economics, Finance and Administrative Science* aims to provide the most relevant research and current developments in all the fields of the administrative sciences from around the world.

This issue includes six articles, two empirical studies and four theoretical papers, written by leading national and international researchers. The first empirical paper is entitled. "Pronósticos Bayesianos para Repuestos de Automóviles Usando Simulación". It presents an application of a Bayesian model that combines stochastic simulation and Bayesian statistic to solve complex forecast situations, applied to a sample of the automobile sector in Mexico City. The second empirical paper "Derivatives Usage by Non-Financial Firms in Emerging Markets: The Peruvian Case" demonstrates that the use of derivatives in Peru is low and introduces the relevant factors that may help to its development. The study was based upon a survey completed by a group of financial managers from the TOP 1000 Peruvian corporations. The information allows finding the determinants that influenced the development of financial derivatives in Peru.

On the other hand, the theoretical papers assess existing literature and apply models to the practice: The article "Green Management: The Reality of Being Green in Business" reviews the literature about the environmentally green approach of businesses and explains how LEED, the most important green certification standard, rules about the certification on green management effort. At the same time, the paper analyzes the incentives and the rather skeptical response from practitioners.

The following paper, "Pensar la Acción Colectiva en el Contexto de la Logística Humanitaria: Las Lecciones del Sismo de Pisco" shows an application of Supply Chain Management (SCM) provided during the earthquake in Pisco. Here, the collective human action is scrutinized under the Supply Chain framework. Next, the article "Effectiveness Measurement: When Will We Get It Right?" aims to provide to those involved in the practice of program evaluation with enhanced understanding of the current literature, reports and documentation on estimating impacts and results of government programs and policies.

Finally, we include the article "Análisis Comparativo de la Competitividad de las Economías de Perú y Chile desde un Enfoque Global". In here, the authors perform a study on the Chilean and Peruvian economies from a global approach. To do that, they applied the Porter Diamond model, taking into account the latter fact.

We thank the reviewers for their time spent on the evaluations, which guarantees the high quality of our journal. Equally, we gratefully welcome suggestions and contributions from our readers. In this way, the Journal of the Universidad ESAN aspires to contribute to the academic community with the most outstanding, current works in research and knowledge.

Peter Yamakawa T., Ph. D.

Editor in Chief