

Mercados y Negocios

1665-7039 printed

2594-0163 online

Year 24, N. 48, January-April (2023)

Editor's Letter

<https://doi.org/10.32870/myn.vi48.7691>

What is a high-impact factor journal? Is it essential to publish in high-impact journals? These questions repeatedly arise in academic conversations, congresses, and workshops, and, indeed, they are relevant.

Beyond the statistical indicators (Quartiles), the term "impact" implies the statements as "we communicate the results of an investigation", "quote whomever we read to respond to what they wrote", or "they read what we wrote, and that answer us through a new article". We write to be read because we have read others; with this in mind, we communicate, debate, and reflect. Thus, we can know if our research findings are new or if the novelty represents us due to our scientific isolation (we read little about what others write or only read a few articles).

It permeates an article's quality. If we read about a subject, we must ensure that the sources are reliable, valid, up-to-date, and, if possible, highly cited. At this point, we refer to reading sources that are as up-to-date as possible in quality indices. If we read from these sources, the quality of what we quote and refer to in what we write will have quality scientific support. However, it is only the beginning of researching a topic.

Once this short introduction about the importance of the quality and relevance of citations, we will indicate the articles in this issue.

The effect of banking channels and efficiency indicators on bank profitability is written by Heber Bernardo Magallón González, Evaristo Galeana Figueroa, and Oscar Valdemar de la Torre-Torres. They propose two models to analyze profitability banking. Using panel data methodology, it's examined the relationship between operational efficiency indicators and banking access channels alternative to the branch with ROA and ROE.

The second article is written by Giselle Araceli López Galicia and Rosa Amalia Gómez Ortiz. Its title is *Technostress and Organizational Culture in the Software Industry*. Their paper presents a critical review of technostress literature, the organizational culture of employee well-being, and the relationship between the two concepts in the software industry workers.

The resilience of corporate tourism: bleisure, digitalization, and sustainability is the next article. Its authors are María Elena Puerta López, Julián Pindado Martínez and Tania Elena