

Presentation

For us it is of great satisfaction to present the volume 2 number 2 of the journal Science of Human Action, publication that has as purpose to give to know and to bring the scientific knowledge of the administrative, economic, accounting sciences, Organizations and international markets to discuss, analyze and disseminate their topics in the academic, research and business context. Always aimed at making our contributions strengthen collective construction of the Academy and the accounting, financial, economic, administrative and business sectors of the national and international levels to broaden participation and critique among entrepreneurs, academics, teachers and researchers.

In this issue we have the contribution “application of the cost of capital in SMEs in Colombia: A review” by Amanda Lucía Restrepo Londoño and Jorge Iván Jiménez Sánchez: A Literary review on the cost of capital existing in Colombian SMEs in order to identify the methods applied in this type of entities and suggest the most pertinent model to be developed in small businesses in the wholesale and retail trade sector. In which it is concluded that the selected model complies with the financial principle of the cost of the lower debt to the cost of the patrimony, which it is possible to adapt to the reality of the national economy with adjustments proposed by other authors.

In the field of products, brands and patents that have qualities or a reputation derived from their place of origin, Estefanía Molano Pineda, Juliana Rico Lopez, Ana María Tobón Palacio, Tatiana Arbeláez Arango, Esteban Rendón Rincón, Cristian Correa David, Alejandro Jiménez Osorio and Santiago González in: “Meaning and usefulness of the protected denomination of origin – DOP-for producers of the earthenware of the Carmen de Viboral” They address the importance of the protected denomination of origin – DOP-for the producers of Loza del Carmen de Viboral-Antioquia, Validándolo as a native product and has acquired a reputation for its tradition, thanks to the work done by the association AROLOZA with the support of handicrafts from Colombia, achieving recognition as an ancestral product.

In terms of capital markets and, in particular, the stock market, in: “Analysis of the predictive capacity of the model Black Scholes: Empirical evidence in Colombian case” Fernando de Jesús Franco Fourth presents the importance of the model Black-Scholes – MBS-, supported in the log-normal distribution, in order to analyze how the risk of volatility of financial assets is minimised in relation to the amounts and impact on future returns, The market has different tools to estimate the future behavior of prices.

Next, Laura Ana Marcotrigiano Zoppi in “International Accounting regulation: A model based on rules or principles?” indicates how globalization has been the key cause of the process as global accounting has had to Evolve to adapt to an internationalization environment. In this way, an entity is created to issue international norms that come to regulate the accounting activity around the world.

On the “fiscal residence of Colombian nationals with presence in Mexico or Argentina”, Liliana María Idárraga Mesa and Erika María Rise Valencia Show us the importance of the effects of the global income of national or foreign residents who They find themselves in and out of the country carrying out economic activities. In which you can see the impact of avoiding double taxation in the agreement with Mexico, in order to deduct the income earned in this country and on which it will not pay taxes in Colombia. By contrast, we find the disadvantage with Argentina, not having a double taxation agreement.

In relation to the “generalities of the international Business programs as a program of higher education in Colombia”, José Jaime Baena Rojas and Alejandra Hurtado Giraldo expose us a review of the departments with greater offer in these programs and Accredited in high quality, such as: Cundinamarca, Antioquia, Atlántico and Valle. which allows to conclude that there is a wide training in these areas on a professional, technological and technical level.

Likewise, Juan Fernando Henao Duque in: “Fertility and poverty: an approximation to the case of the city of Medellín since the breakdown of binary data of Fairlie” explains the differences between two types of population (high and low income) in their decision to have children. Based on the existence of certain factors that potentialise this divergence in the decisions of the groups to analyze, degree of schooling, labor participation of the mother, the affiliation in funds of pension, among others. For this purpose, we will analyze the determinants of fertility in families and how they affect poverty.

Finally, around the social, labor and business issues, Ángel David Roncancio García, David Andrés Camargo Mayorga and Octavio Cardona Garcia in “Satisfaction at work: an analysis of the wage and labor conditions of the public accountant” we It displays an analysis of the satisfaction and the working conditions of the public accountants in our company and business environment, since the income and the type or modality of hiring

They have a significant impact on being satisfied in their labor relations. In this regard, it is emphasized that women are less satisfied than men, because only to the extent that they increase their income, a greater degree of satisfaction may be perceived.

With these contributions we have the confidence to generate spaces for the research and academic debate. We invite you to your reading.

Farley Sary Rojas Restrepo

Director – Editor de la Revista