



CONTRIBUTIONS TO PUBLIC AND BUSINESS ADMINISTRATION

CONTRIBUCIONES A LA ADMINISTRACIÓN PÚBLICA Y EMPRESARIAL

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Various topics of public and business administration are shown in the sixth volume and third number of 2022 of the Cuban Journal of Public and Business Administration. The number of original articles and a case study, with authors from Cuba, Ecuador and China, make up the number. Topics related to: public administration and the legal regime, public policies for Higher Education, energy security, citizen security and the evaluation of public services at the local level, dashboards and the balanced scorecard are shown. of central government management, data ecosystem reference architecture, technology intensity in high-tech enterprises, small and medium-sized enterprises, and enterprise governance system integration. In this editorial, public administration issues are analyzed first and then those of the business field, delving into the approaches, concepts, methods and experiences developed.

Public administration has various meanings depending on the historical, socioeconomic, environmental and technological context, the approaches and the political, ideological, scientific and methodological foundation, the areas of knowledge such as management, legal, economic, accounting and financial, and information technologies. information and communications, the methods and tools, as well as the institutional framework with its political system, legal framework, public policies, organizations, structures, centralization, interrelationships and interdependencies, and the level of application from the central government to the local level.

Thus, the article "Public Administration, legal regime and globalization" warns about the dissimilar dangers that the globalization of international legal norms entails with a direct or indirect impact on national and local public administrations. This movement of "legal globalization" and the legal challenges it poses are actually challenges of administrative law, in which principles such as transparency, participation, and accountability need to be projected onto all these new legal phenomena.¹ Protect the autonomy and particularities of national and local public administrations in the face of the phenomenon of globalization calls for an effective and efficient improvement of public administration,



without losing its essence as a guarantee of the rights recognized by current regulations in defense of interests and autochthonous and original needs.

Another essence of public administration is constituted by public policies that include their design, execution, evaluation, control and improvement aligned with constitutional rights.² Public policies have the objective of guaranteeing the well-being of the population, in terms of human rights universal (health, education, food, housing, among others)³ in response to public problems^{4,5,6} and social, economic and environmental needs. Public policies are actions carried out by the government⁶ in the different spheres of its activity⁵ with a normative,⁷ temporal, territorial⁸ and sectoral orientation; in its design, different models of causality, intervention and evaluation coexist.⁹

In the education sector, public policies with a comprehensive inclusive approach include the concepts of belonging, equality, equity and social justice.¹⁰ In the article "Public policy for the short cycle of higher education in Cuba" a new path is offered to Cuban youth for access through short-cycle training programs, in response to the Constitution of the Republic,¹¹ employment needs and the objectives of the 2030 Agenda.¹²

Other public policies are shown in the article "China's Energy Security and International Cooperation" in response to the international geopolitical context, the effects of climate change and the great strategy of rejuvenation of the Chinese nation with the comprehensive construction of a modern socialist country and a high-quality development^{13,14} towards the 200th anniversary goal.¹⁵ The article expounds the "four revolutions and one cooperation" for China's energy security, focused on promoting the revolution of energy consumption, energy supply, technology energy, the energy system, as well as the strengthening of international cooperation in all directions and under open conditions.

Public administration currently also seeks greater citizen participation in the design, implementation, and evaluation of public policies,¹⁶ which seek to be effective, legitimate, and efficient, promoted by governments to achieve these ends.¹⁷ The article "Security citizen: its provision from local management as a social need of science", advocates the adoption of decentralized public policies oriented to development with a proposal of variables applied in the Guantanamo territory. To evaluate the dimensions and indicators of the quality of life and the confrontation of criminal activity in citizen security, factor analysis is proposed, which has been shown to be also a useful method to discover knowledge through the indicators of science. and innovation at the regional level.¹⁸

In the same way, the article "Proposal to evaluate public services at the local level from the citizen perspective" highlights the role of the actors involved in the development of the territory, with a greater participation of citizens and businessmen for a more transparent and effective.^{16,19} Of interest is the measurement of inclusion by citizens and competitiveness by the business sector, based on indicators that in both cases evaluate the service, infrastructure, economic development and administration.

Other tools that facilitate decision-making are shown in the article "Methodology of the Dashboards and Balanced Scorecard in government management oriented to innovation", with application in the central government of Cuba¹⁹⁻²¹ to systematically evaluate compliance with the National Plan for Economic and Social Development by 2030.²² Initially, the Kaplan and Norton Balanced Scorecard (BSC) was established to identify the strategic business map and its indicators²³ with various applications according

to learning perspectives, internal processes, clients, and finances.^{24,25} At present, the perspectives and fields of application^{26,27} have been generalized, including public administration at the local level.²⁸

Data management has deserved attention with new approaches towards a true transition to a digital society. The aim is to counteract the effect of the traditional centralized approach, based on closed and non-interoperable solutions.²⁹ The complexity of modern data, recognized in the Big data concept, frequently defined through 5 Vs: volume, variety, speed, veracity and value, imposes other challenges to the integrated and decentralized management of data. Thus, data architectures have been evolving, with the incorporation of Big data architectural components,³⁰ decentralized approaches and open and interoperable data architectures.³¹

One of the approaches representative of this evolution is constituted by knowledge graphs based on ontology-based management.³² The article "Reference architecture for data ecosystems based on Data Mesh/Data Fabric" addresses these emerging approaches and proposes the design of a data ecosystem reference architecture based on the data architectures that best support data management in this complex scenario: Data Mesh and Data Fabric³³ and the use of knowledge graphs for integration.³² This knowledge graph approach can also be applied successfully in the business environment.³⁴

Other contributions are shown in high-tech enterprises, small and medium-sized enterprises, and enterprise management system integration. In the article "Technological intensity in the Cuban business context" the meaning of Companies with a Significant Degree of Technological Intensity (EGSIT)^{35,36} is proposed and compared with that of a High Technology Company (EAT) establishing composite indices to evaluate the intensity technological. One aspect to highlight is that an integrated approach to the evaluation of technology and innovation is necessary in the business environment for more effective decision-making in the face of systematic changes in the environment,^{37,38} which includes EATs.³⁹

The article "Small and Medium Enterprises in Shanghai" shows the role of Chinese government public policies and incentives in promoting small and medium-sized enterprises (SMEs) with an emphasis on innovation⁴⁰ as a path for economic and social development. Among the government mechanisms, tax and financial incentives, the optimized business environment¹³ of high quality¹⁴ based on the law¹⁵ and international standards with a focus on specialized, sophisticated, differentiated and innovative companies stand out.

Another trend is the strategic integration^{41,42} in the management of the business system with a focus on processes and the use of the Balanced Scorecard.^{23,26} These methods are shown in the article "Improvement in the performance of the company ZEDAL S.A. through the DEISDE integration model". The application of the Strategic Management Model for the integration of the management system in the company (DEISDE)⁴³ in the Cuban mercantile company Zona Especial de Desarrollo y Actividades Logísticas Wajay (ZEDAL) made it possible to determine the strategic objectives for the next five years by knowing the levels process integration, diagram cause effect^{37,38,44} and the BSC.

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