

/SUMARIO/ /SUMMARY/

Strategic management model to promote competitiveness in tourism companies in Cañete

Alex Abelardo Pacheco Pumaleque, Nestor Cuba Carbajal, Miriam Viviana Ñañez Silva y Liz Beni Pacheco Pumaleque

17

Directive management and pedagogical innovation model for public universities

Miriam Viviana Ñañez Silva, Rosario Blanca Pariona Luque, Julio Cesar Quispe Calderón y Hernan Diaz Rengifo

33

Digital transformation model for the development of tourism companies

Alex Abelardo Pacheco Pumaleque, Ivan Robles Fernandez, Dany Dorian Isuiza Perez y Marco Antonio Añaños Bedriñana

47

The Unified Enterprise Architecture (AEU) as a strategic tool organizational modeling for the funtional competitiveness of universities

Oswaldo Alfaro Bernedo, Doris Esenarro, Ciro Rodriguez y Maria René Alfaro

63