

# /SUMARIO/ /SUMMARY/

Estrategias y herramientas de marketing para el lanzamiento y gestión de un evento

*Marketing strategies and tools to pitch and management an event*

Ana Belén Oliver González

17

---

Diseño de un modelo para el dinamismo empresarial: personas, innovación y tecnología como elementos críticos

*Design of a model for business dynamism: people, innovation and technology as critical elements*

Diego Ignacio Montenegro

51

---

Una empresa líder en responsabilidad social: Bio Pappel

*A leading company in social responsibility: Bio Pappel*

Cecilia García Muñoz Aparicio y María Del Carmen Navarrete Torres

87

---

Learning the Chinioti way: exploring the legacy of a family business community leaders' success based on the entrepreneurial mindset and values of Chinioti Sheikhs

Asma Abdul Rahim Chang, Jawaid A. Qureshi, Shehla Najib y Faryal Salman

109

---

Women entrepreneurial leaders as harbingers of economic growth: evidences from an emerging market of South Asia

Jawaid A. Qureshi, Salman Bashir Memon y Claire Seaman

137