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Editor's Letter

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This issue contains four research articles subjected to the peer-review process.

CBDC-MXN: Challenges and Perspectives in The Implementation as a Mexican Digital Currency, is the first article, written by Jessica Nallely Flores Gálvez and José Miguel Mata Hernández. It shows a proposal for developing of a Mexican Central Bank Digital Currency by Banco de México. Therefore, a dynamic SWOT matrix is used to present the strengths, weaknesses, opportunities, and threats of the development of the Mexican Central Bank Digital Currency. In addition, an analysis of the stablecoins of the Mexican peso is made to know their landscape and current use, the above making use of Blockchain explorers such as BscScan, Etherscan, Polygonscan, and Tronscan. MMXN, Moneta Digital, is the stablecoin of the Mexican Peso with the most significant number of users and transactions. According to the results obtained, it is shown that the Mexican CBDC is viable, but it must overcome challenges and issues to be implemented and used by the population.

The second article was written by Irma Cecilia Ortega Moreno, Emma Frida Galicia Haro, and Ana Lilia Coria Páez. Its title is *True Cost Accounting and Social Entrepreneurship as Key Factors for a New Food System*. The objective was to understand the problems of the food system, identify the value of food, and the role of social entrepreneurs in changing the status quo. Based on this objective, this documentary and descriptive work present a first approach to understanding the food system, and the search for solutions to measure the value of food and its key actors. The methodology was a documentary search on the world food crisis, true cost accounting, and social entrepreneurship.

Femvertising and its impact on psychological reactance and purchase intention of Mexican female consumers is the next article. Its authors are Silvia Hernández Willoughby and Patricia Lázaro Pernias. This work focuses on the study of the femvertising advertising strategy. It references the feminist theories and the theory of psychological reactance to understand the impact of femvertising on Mexican female consumers' psychological reactance and purchase intention. A mixed methodology was applied, with a content analysis and a reception questionnaire (N=666) to Mexican female consumers.

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The results show a higher purchase intention and a lower psychological reactance in female consumers to femvertising spots. The main conclusion is that the implementation of the femvertising strategy in advertising spots aimed at Mexican women produces an increase in their purchase intention and a decrease in psychological reactance compared to conventional (non-femvertising) ads because femvertising generates a greater identification of the consumers with the ad by projecting the woman in a more authentic and close way.

Michael Steggemann wrote *Collective Intelligence synergizing into individual and business Resilience*, which is the fourth article. The article is based on the premise that the integrity of the person and the group in the business engenders Collective Intelligence and thus synergistically strengthens the collective resilience, understood as the individual's and the company's resilience. Synergistically as shown, is the habit of creative interactively cooperation, so that each element or party increases the effect of the other. It was found that the concept of Collective Intelligence boosted by the integrity of the individual and the team gives meaning and comprehension based on a value structure, which leads to collective resilience, in seeing the world, the life as a phenomenon with meaning as a place to act.

We thank our authors for their papers. We thank the readers for recommending and citing Mercados y Negocios, and our editorial team for not giving up in times of hard work. We want to demand more of ourselves every day and relentlessly aim for achieving more.

José Sánchez Gutiérrez
Director