

Suma de Negocios Journal is a biannual Colombian publication of the Fundación Universitaria Konrad Lorenz, open to different disciplinary and methodological perspectives on marketing, business, administrative sciences and quantitative methods applied to these issues. The specific topics within the area of administrative sciences from the international business approach are:

- Business administration, commercial, tourism, financial, banking, public systems.
- Economy
- Marketing
- Public accounting
- International Commerce

The journal is aimed at teachers, researchers and the general public interested in the areas of publication. The contents of SUMNEG are freely accessible, non-profit, financed by the same institution and manages editing formats such as PDF, EPUB and XML.

Mission

Suma de Negocios Journal, publication of the Business School of the Konrad Lorenz University Foundation, aims to publish in the national and Latin American academic field the different disciplinary and methodological perspectives on marketing, business, administrative sciences and quantitative methods applied to these topics.

Vision

To be national leaders in the academic scientific field, with a projection in the Latin American market, in such a way that its main axes, such as quality, transparency and knowledge management towards the community, allow reaching the goals, in order to become known and position itself as one of the best Latin American journals in its category.

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*Journal of Restaurant and
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