The submitted manuscript should be presented in Word, letter size, double-spaced, in Times New Roman 12.

Margins should be 3 cm on each side and the page number should be placed in the upper right corner.

**Title in English**

**Title in Spanish**

**ABSTRACT / RESUMEN**

Summaries and abstracts must be presented in a structured way with the sections explicitly. This means that they must contain the following information:

* **Introduction / objective** (a brief description of the origin and objective of the study.
* **Methodology** (a detailed description of the participants, instruments and procedure)
* **Results** (a description of the main findings)
* **Conclusions** (a description of the implications of the study).

Maximum 250 words.



**Introduction / objective:** The dynamic and competitive environment requires companies to create value by means of innovation, therefore, the objective of the research was to explore whether the innovator’s skills of observation (IOS), questioning (IQS), experimentation (IES), networking (INS) affect marketing innovation (MI) through the innovator’s skill at connecting ideas (ISCI) in wooden furniture manufacturing companies in Puno-Peru.

**Methodology:** The study corresponds to the quantitative approach with explanatory scope and non-experimental-transectional design. The sample consisted of 73 owners or managers of furniture manufacturing companies in the Province of Puno-Peru, who were given a questionnaire with 34 items.

**Results:** The results of the structural model show that the variance of the ISCI is due to the positive effects of the IES and the INS. In addition, the model significantly explains the variance of MI.

**Conclusions:** The model explains and predicts the variance of both the ISCI and MI. On the other hand, the IES and the INS are the ones that directly and significantly affect the ISCI, and this in turn likewise affects the MI of the furniture manufacturing companies in the Province of Puno, Peru.

**Keywords** / **Palabras Clave**

6 English keywords related to the content of the article, separated by commas and in lower case, the location of the study is also a keyword.

6 keywords in Spanish related to the content of the article, separated by commas and in lower case, the location of the study is also a keyword.



**Keywords**: Innovator competencies, innovation, marketing, structural equation model,

Companies, Provincia de Puno, Perú.

**Palabras clave:** competencias del innovador, innovación, marketing, modelo de ecuaciones estructurales, empresas, Provincia de Puno, Perú.

**JEL**

Add 4 JEL descriptors according to: <https://www.aeaweb.org/econlit/jelCodes.php>



**JEL codes:** C39, M31, O31, O39

# **1. Introduction[[1]](#footnote-1)**

Text here …

**-Format of textual citations:**

Textual citations in Spanish with English marks (“ ”)

**-In-text citations according to APA 7Ed** (<https://www.konradlorenz.edu.co/blog/norma-apa-septima-edicion/>).

## **1.1. Subheadings**

Text here …

# **2. Methodology**

Text here …

# **3. Results**

Text here…

**- Table format (Guidelines: APA 7)**.

All tables and figures must be presented in the original editable format (Word, Excel, among others), have a title in the text and include their respective sources.

**Table 1.** Table title short, clear and concise.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Category | Category | Category |
| Variable 1 | xxx\* | xxx | xxx |
| Variable 2 | xxx | xxx | xxx |
| Variable 3 | xxx | xxx | xxx |
| Variable 4 | xxx | xxx | xxx |

Note\*: "notes" at the end of the table are supported in this format.

Source: (indicate whether it is the author's own elaboration or whether it has been taken from another text)



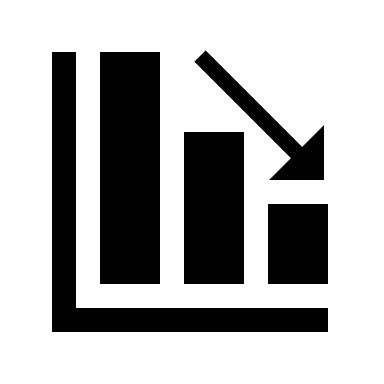
**Table 1.** Fornell-Larcker test of discriminant validity of constructs criterion.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Constructos | 1. CICR | 2. CIC | 3. CIE | 4. CICI | 5. IM | 6. CIO |
| 1. CICR | **0.84** |  |  |  |  |  |
| 2. CIC | 0.71 | **0.71** |  |  |  |  |
| 3. CIE | 0.67 | 0.67 | **0.84** |  |  |  |
| 4. CICI | 0.69 | 0.66 | 0.69 | **0.73** |  |  |
| 5. IM | 0.55 | 0.53 | 0.58 | 0.67 | **0.74** |  |
| 6.CIO | 0.36 | 0.59 | 0.41 | 0.41 | 0.28 | **0.79** |

Source: own elaboration.

**-** **Figure format (Guidelines APA 7**):

Images should be inserted within the text and not occupy more than one page. The image must be submitted in color, high resolution PNG format in high resolution (300 ppi).



**Figure 1.** Title of the figure short, clear and concise.

**Notes:** (Explanatory note)

1 Example…..

**Source:** (indicate whether it is the author's own elaboration or whether it has been taken from another text)



Interfaz de usuario gráfica, Aplicación

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**Figure 1.** Structural model of innovator competencies and marketing innovation

**Source:** own elaboration.

**-Equations:**

In case of using equations, they must be numbered consecutively and between square brackets ([1], [2], [3]…). Mathematical symbols must be clear, legible and correspond to the equations.



**Texto, Carta

Descripción generada automáticamente**

# **4. Discussion**

Text here …

# **5. Conclusions**

Text here …

# **6. Financing**

Text here …

Indicate institutional support from national and international competitive calls, or if it was financed only by authors.

# **7. References**

Text here …

- Enter list of references according to guidelines available in **APA 7:** <https://www.konradlorenz.edu.co/blog/norma-apa-septima-edicion/>

- The minimum number of references for research papers is 25 (30% from the last 2 years) and for review papers 50 references from the last 5 years (30% of which must correspond to the last 2 years).

- Check that the authors in the reference list correspond to those in the referenced text, and vice versa **(check for cross-referencing)**

- Check that all documents have a DOI. If this is not the case, enter the shortened links with <https://bitly.com/>

- Do not capitalize all words (especially in English) in titles. Only proper nouns and after periods and colons.

\*Sections of the document marked in orange are technical comments. You must remove these texts from the final document before submitting it through the ScholarOne Manuscripts platform at the address <https://mc04.manuscriptcentral.com/sumneg>

1. The footnotes will be, exclusively, of an explanatory or clarifying nature, they must not include bibliographical references. [↑](#footnote-ref-1)