

# Mercados y Negocios

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## Editor's Letter

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Welcome to the 54th issue of our journal, where we present diverse research articles that delve into contemporary issues across various fields. This issue combines empirical studies and theoretical explorations, illuminating different aspects of business, tourism, food preferences, and organizational culture. We aim to provide insightful analyses and foster a deeper understanding of these multifaceted topics.

Vish Iyer, Moe Manshad, and Daniel Brannon wrote the first article, “A Value-Based Approach to AI Ethics: Accountability, Transparency, Explainability, and Usability.” In this study, the authors propose a value-based approach to AI ethics, focusing on four key principles: accountability, transparency, explainability, and usability. By examining these principles, providing real-world examples, and discussing implementation challenges, we contribute to the ongoing discourse on responsible AI development and offer practical insights for stakeholders across various industries.

The second article is Complement and Substitution Effects of Internal Migration on Foundational Competitiveness in Mexico. Amilcar Orlian Fernández Domínguez and Michael Demmler wrote it. This article analyzes how internal migration among Mexican states relates to their competitiveness level. The authors contribute to the literature by assessing an innovative concept of competitiveness – foundational competitiveness – which better reflects the population's welfare in an economy. Furthermore, findings imply that an influx of working-age migrants may potentially contribute to the economic competitiveness of the destination state depending on differences in education levels of migrants and natives, i.e., whether immigrant human capital complements or substitutes that of the native population.

Mohd Irfan Rais wrote the third article: Empirical Study of Social Media Marketing's Impact on Brand Image and Loyalty in Retail, Muscat. This study explores SMM's influence on brand image and loyalty in the retail industry of Muscat. The study employs the quantitative method as it ensures valid and reliable results. The findings of this research will illuminate the significance of SMM and identify factors that encourage SMM in the retail sector. The outcomes provide valuable insights into SMM initiatives that aid in increasing Muscat's brand reputation and image in the retail industry. This study's implications will benefit retail organizations in attaining a competitive advantage in the market.

The fourth paper is Consumer Happiness in the Purchase of Electric Vehicles: a Fuzzy Logic Model. Its authors are Fernando Lámbarry-Vilchis, Aboud Barsekh Onji, Leticia Refugio Chavarría López, and Paola Judith Maldonado Colín. This research analyzes customer happiness in acquiring an electric vehicle, considering pleasure as an ambiguous language term that conventional models have inadequately incorporated. This research was conducted using a fuzzy Delphi method survey targeting a specific consumer group and two fuzzy inference systems: a multi-input single-output FIS model and an FIS Tree employing a hierarchical fuzzy inference structure, which leverages the survey's training data to optimize the models using different machine learning algorithms. The FIS tree model demonstrated superior efficacy in predicting the consumer satisfaction index, achieving an average forecast error of 0.65%. This approach could assist automobile agency marketers in creating accurate predictions to evaluate the purchasing decision-making process.

The fifth and last article is Identifying Factors Motivating Users to Post Reviews on Online Travel Review Platforms: A Factor Analysis Study. Animesh Kumar Sharma and Rahul Sharma identify the factors motivating users to post reviews on online travel review platforms (OTRPs). This study highlights several pivotal factors encouraging users to engage in this review-sharing phenomenon. Three key factors, social recognition and connection, enhancing travel experiences, and social validation, were identified as motivating users to write online reviews. Among these, the innate desire for social connection, the building of social capital, and the inclination to offer peer support emerge as the predominant motivations driving users' intentions to create travel-related reviews on online platforms. By analyzing the complex interplay of psychological, social, and support-based incentives, this study not only contributes to adds body knowledge to the literature of motivation theories but also offers practical guidance to online travel agencies (OTAs) managers in their pursuit of providing exceptional customer experiences and marketing strategies in an era of expanding online travel. This study assists OTAs in understanding customer experiences, tailoring services to meet travelers' expectations, and delivering enriching customer interactions.

We hope these articles spark meaningful discussions and provide valuable perspectives in their respective fields. We thank the authors for their rigorous research and contributions. We welcome feedback and encourage readers to use these studies to advance knowledge and practice.

Sincerely,  
Dr. José Sánchez Gutiérrez  
Editor