

Publication Rules

- The content of the manuscript should represent, in an original and unpublished way, a significant contribution to scientific knowledge and also bring together the following aspects: thematic area, relevance, generation of knowledge, existence of proposals, contributions to future research, originality, scientific value, coherence of discourse, validity of information and quality of bibliographic references.
- The manuscript must be sent by email to revoc2012@gmail.com, attaching the following statements, signed by all the authors:
 - Curriculum summary (maximum 1500 words) with digital photo.
 - Proof of originality.
 - Letter of Agreement between the author and co-authors, on the publication of the manuscript
 - Assignment of rights and permits for the dissemination and diffusion of the manuscript.
- The Knowledge Observer magazine receives the following types of manuscripts:
 - Research articles: Space dedicated to the publication of unpublished manuscripts, which explain in detail the interpretation of the results. The structure should consist of five parts: Summary, Introduction, Methodology, Result and Conclusion, with an extension between 8,000 and 10,000 words, including the consulted literature.
 - Research essays: Space dedicated to the presentation of arguments, systematizations and analysis of results of unpublished research, which account for advances and trends in a certain field of science, technology and innovation. The structure should be presented as follows: Summary, Introduction, Development and Conclusions, with an extension between 8,000 to 10,000 words including bibliography.
 - Bibliographic reviews: Space that analyzes publications of recent presence in the subject treated by the magazine. These should analyze documents published during the 2 years prior to their delivery, unless they are classic works, for the purpose of review through a critical analysis in the field of science, technology and innovation and its applications. It should be structured with the following items: Description of the review, Introduction, Contribution of the author to the subject presented and Concluding Ideas, with a maximum extension of 2,000 words; additionally, an image of the cover in

JPG format must be added.

- The opinions and statements issued are the sole responsibility of their authors.
- Accepted manuscripts are the property of the Knowledge Observer Journal, and may not be published (in whole or in part) without the written consent of the Editorial Committee.
- Manuscripts should indicate their origin when they respond to degree thesis and/or projects.
- For additional information, you can write to the editorial body of the journal by mail: revoc2012@gmail.com.
- The editorial committee will be responsible for the reception of the manuscripts, as well as the monitoring and evaluation of them.
- The manuscript must be compatible with open software programs and standards, in correspondence with section 34 of the Infogovernment Act.
- The editorial body of the journal will email the acknowledgement of receipt of the manuscript received.
- The manuscript will be subject to a preliminary assessment by the editorial body in order to verify compliance with the requirements of structure, proposed thematic area, unpublished character, scientific and originality required by the journal. If the pre-established requirements are not met, it will be returned so that the authors can make the respective corrections, and re-send them in a period of no more than 15 continuous days.
- Once the instance of the review by the editorial body has been passed, it will be subject to an evaluation process by three arbitrators with competencies in the specific area of each manuscript, through the system known as "double-blind", who will have the guidelines for evaluation and the manuscript to be evaluated previously anonymized.
- Manuscripts submitted to the journal will be evaluated in no more than thirty (30) calendar days.
- For the decision, the anonymous matching of results of two of the three requested opinions shall be taken into account.
- Manuscripts must be written to one column, letter size, 2.5 cm margin, Arial font, size 12, simple space, with Arabic numeral page number at the bottom centered.

- **Title:** It is presented in Spanish and English, centered in bold, uppercase and lowercase. It must be concise and illustrative that sums up the central idea of the work. No more than 12 words, no acronyms.
- **Researchers:** Should include data of the author and co-authors up to a maximum of 5 co-authors in order of importance to their participation, according to the following scheme: author/co-author's name, institutional affiliation, ORCID number, email and country.
- **Summary:** In Spanish and English, with a maximum length of 250 words, in a single block, it should include objectives and scope, describe the methods used, summarize the results and enunciate the main conclusions.
- **Keywords:** Incorporate five keywords, each separated by semicolons (;).
- **Introduction:** Establish manuscript purpose, justification, scope and objectives of research/essay.
- **Development.** In the case of research papers, it should be clearly indicated, what was investigated, how it was investigated, what the findings were and what they meant. In the case of essays, emphasize the new and important aspects of the debate where the essay is embedded. It should show an approach to the central thesis of the authors who mark this debate, the contradictions and paradoxes present, as well as the challenges that emerge from their reflections.
- **Conclusions:** They should indicate the main facts and their consequences related to the established objectives; avoid phrases either unqualified, or non supported by the data.

- The titles of the sections and subsections of the manuscripts must conform to the following characteristics:

Level	Format
1	Centered in bold, uppercase and lowercase, Arial font, text size 12 points.
2	Left-aligned in uppercase and lowercase bold, Arial font, text size 12 dots and correlative numbering
3	Left-aligned in bold, uppercase and lowercase, indented 5 spaces, Arial font, text size 12 points, and a point at the end.

- Bibliographic references should conform to the standards of the American Psychological Association (APA).
- References must correspond to phrases made in the text and will be presented at the end of the manuscript separately.
- References shall be sorted consecutively according to the following criteria: 1) in alphabetical order by author's surname and 2) in chronological order. Also, use Arial font 12, simple spacing and French indentation.
- When paraphrasing some thought of an author, the author's last name with the first letter in capital, a comma, and year of publication, all will be placed in parentheses.
Example: Organizations are permanently influenced by environmental forces and are of economic, social, demographic, geographical, political, legal, technological and competitive type. (David,1991).
- Footnotes should be used to enter supplementary information, not to make bibliographic references, and should be denoted in the text by consecutive Arabic numeracy; To do this, Arial 10 typography, simple leading and justified alignment should be used.
- Expressions in a language other than Spanish must, be presented in italics and should not exceed twenty-five (25) words in the entire document; they should also point to a general idea as a translation of the writing.

- Quotes up to a maximum of forty (40) words will be enclosed in quotation marks, indicating in parentheses the author, year of publication, and page number. When exceeding forty (40) words, they should be transcribed in a separate paragraph of the text, with an indentation of 1.5 cm on the left side, using Arial 12 font, taking care that they are not extensive. It is noted that the criteria of the APA standards for quotations should be followed:

Example: New products became intercontinentally commercial, rum, cotton, coffee, cocoa, sugar, oil, and with that, new areas became developed by the opportunities offered by the globalization of that time... (Martínez, p.214).

- The use of abbreviations, as well as acronyms, must be written completely the first time they appear and immediately afterwards the abbreviated term in parentheses with neither dots nor spaces. Example: Information and Communication Technologies (ICT).
- Tables and figures (drawings, photographs, diagrams, maps...), must be clear and readable and inserted into the body of the text in JPG format; must be numbered with Arabic numerals. The name or titles must be shown outside the table or figure, at the top if it is a table and at the bottom if it is a figure. The explanatory notes are written at the bottom of these, as well as credit to the data source (source and date of the information provided). If the source comes from the internet the electronic address of the page must be included. It is the author's responsibility to obtain the permissions and rights to include tables and figures from other sources.
- In the case of using equations they must be numbered consecutively and in square brackets ([1], [2], [3]...). Mathematical symbols must be clear, readable.

Rules for arbitrators:

- The arbitration system adopted will be the "double-blind", which ensures the reliability of the process and will keep in reserve the identity of the arbitrators and authors, avoiding reciprocal knowledge of them.
- The arbitration system will ensure the objectivity, transparency and impartiality of the verdicts issued regarding the quality of the manuscripts submitted. Special care will be taken in the proper selection of arbitrators according to the profile established by the editorial committee and the article to be evaluated.
- The verdict of the arbitrators shall conclude with a recommendation on the publication appropriateness of the manuscript, and shall be sent to the editor of the journal in the form prepared for that purpose.

- The evaluation categories that will determine the status of the manuscript are as follows:
 - **Publishable:** When, based on the criteria of the assigned arbitrators, the content, style, writing, quotations and references, show relevance of the manuscript and proper handling by the author(s), it corresponds to the established criteria of editorial excellence.
 - **Publishable with modifications:** When despite addressing a current topic and of interest to the magazine, and showing evidence of proper handling of content by the author(s), some deficiencies are found in the writing and style of the text, which may be improved and must be incorporated in a maximum of 15 continuous days.
 - **Not publishable:** Where, according to the arbitrators' judgment, the text does not refer to a subject of interest to the publication, or it demonstrates gaps in the author(s) handling of content; as well as in the writing and style established to qualify for publication. That is, it does not meet the standards required in the evaluation scale.
- The arbitration shall be based on both the form and content of the manuscripts. The evaluation criteria to be considered shall be as follows:
 - a) Relevance or contributions of the manuscript.
 - b) Level of theoretical and methodological elaboration.
 - c) Clarity, cohesion, syntax, spelling in the wording.
 - d) Adequacy of the summary.
 - e) Relevance of the bibliography.
 - f) Presentation of bibliographic citations.
 - g) Relationship of quotations from the text, indicated in references.
 - h) Adequacy of the title with the content.
 - i) Organization (introduction, development and conclusions).
 - j) Presentation of figures and tables (if any).
 - k) Presentation of the manuscript according to the characteristics established for the titles of sections and subsections