

## ABSTRACTS

**Plan Colombia***Noam Chomsky*

Colombia receives more military help from the United States than the rest of Latin America and the Caribbean altogether and this situation can go further with the execution of *Plan Colombia*. However, the country has been qualified with the record of human rights violation.

In this context it's applied the most significant economic reform in the nineties decade, who generates conditionings in the integration process with its neighbors. According with Henry Stimson, Defense Secretary, the idea is that United States is authorized to control its own regional system, while all the other attempts would be forsake.

The ambiguous presentation of this policy from the American government in Colombia is like to dissociate this war from the irregular counterinsurgent fight. In the United States there is other opinion that must be known to understand the divergences inside this country.

This article from Noam Chomsky, prestigious MIT professor, is an obligated referent in terms of public and academically opinion of international dimension, for his immense respect in America as in Europe.

**Lottery and random games demand: its reality and potentialities**

*Jorge Iván González*  
*César Castro*  
*Pedro Nel Páez*  
*Arcenio Pecha*  
*Luis Ángel Rodríguez*  
*Jorge Sáenz*  
*Germán Sánchez*

The investigation on lotteries and random games has very different nature implications. It attains basic aspects on choice theory under risk and, also, has very important tax implications. The way to manage the lottery and random games monopoly put other challenges very interesting in public management and public finances. After the presentation of the

sales amount in the most important lotteries, we discuss the meaning of customary demand. In the next section we evaluate the optimum price determinants. Subsequently we describe the lottery and random games buyer's profile, to conclude the paper with some thoughts about lotteries fiscal impact.

**Elements for an investigation strategy in public politics***Pierre Muller*

In this article, the author search, beyond offering to the reader an "standard" methodological frame for the public politics, that, to his judgement doesn't exist, to invite him to ask himself about the fitness between the chosen method and the searched result, which depends on the investigation question that the researcher wants to answer.

**The public policies between sectors and territories***Pierre Muller*

Previously, it was demonstrate that the public policies concept is undetachable from the sectorisation concept—even if all the policies are not made for sectors—in the measure that it is from a society representation as a group of sectors, where public management has been developed. It's, precisely, this sector representation of society which appears today being object of the questioning. This sectoriality crisis shows in France at different levels. First, as a lost of efficacy in the negotiation ways based on the interest corporate representation and the searching of new proximity ways. Second, it comes with a surprisingly local public policy renovation. Third, it proves the growing importance of a supplementary level of production in public policies: Europe.

**Informatics, Management and Society***Carlos H. Caicedo E.*

This article presents a theoretical approach about informatics, management and society recognizing the notion of communication as basic condition of the existence of society in

general and organizations in particular. The adopted approach is the radical constructivism developed using the concepts of complexity sciences.

The link to explore in this approach is the concept of control as an articulation mechanism of society, outlining the elements of informatics and management that constitute control technologies.

The space of encounter for this two technologies has been the organization, meaning an specific variety of social conformation, that origins and maintains as a communicative product, this is as conducts coordination that lead to collective action from some purposes previously established, through language.

**The transaction cost theory and the organizational limits fixation beyond the national borders***Elsa M. Uribe González*

The purpose of this article is to offer a conceptual framework that explains, from the perspective of efficiency, the different selection of entry ways in international markets. To fulfill this purpose, the Transaction Cost Theory it's studied with some detail. This theory offers a microanalytic explanation of the aspects that determinate the firm's limits fixation beyond the national borders, or in other words, the selection of operational way in foreign markets. The Transaction Cost Theory recognize the presence of multiple alternative ruling ways and conceive the firm as an answer to the market failures in some intermediate products, especially certain kinds of knowledge, who lead the firm to create internal markets whiling to minimize transaction costs. Meaning that the firm achieve profits by internalizing operations when transaction and organization costs are lower than those supposed in the market or the other hybrid forms of ruling. Which means, the Transaction Costs Theory explains why the firm choose—between a wide group of options—a particular ruling way to profit its advantage while it protects its potentials rents in foreign markets and, for so the exchange analysis it's focus in the transaction's characteristics.

## Architecture and organizational redesign

*Carlos Eduardo Martínez Fajardo*

In this article are identified the basics criterion for the analysis of formal organization structure and starting from new developments of the organizations theory, three perspectives of the structure analysis are review: an analysis focus on the group decisions and commitments, another based on the complex systemic perspective, and finally the complex systemic perspective.

From the last are highlight self organization and self peyesis criterions and are applied in relation with the concept of internal structure interaction with external structure through net structure options pointed to investigation and self learning.

Finally, the perspective of an hybrid structure is analyze and has been name PODERSEEO which is based in functions of vertical and transversal relations pointing to the planning according to quality objectives, social efficacy and sustainability, process of organization toward self structuring, directing of the human potential development, self evaluation of financial results, efficiency in production costs and process of re feeding interacting with external structure that lead investigation activities, learning and knowledge innovation interacting with a business organization structure, from the State and solidary.

## How market globalization affects the environment in developing countries?

*Klaus Georg Binder*

Market globalization leads to a radical change in market ways, economical structures inter and intra sectors, firms size, as in property structures in firms field. Likewise, different demands for the firms and products are generated while international competence intensifies. Market globalization also implies to force an international labor distribution. More growth possibilities are open to the developing countries.

Are this effects positives or negatives to the environmental condition in developing countries? The changes caused by market globalization could rebound in a

positive way for the environment conditions in the developing countries. However an important requirement for this so, is that not only developed countries but also developing countries put forth a reasonable environmental policy.

## Forgive us our debts, no. There must be paid

*Bernardo Parra*

This article search into some aspects about Colombian socioeconomic structure, that one way or the other, have contribute to generate the basis upon the crisis is built, among them, the debt phenomenon that deteriorates the public finances and the wealth concentration process that limits the democracy exercise, then, using a triad kind model, exposed by philosopher Manuel Quevedo, it identifies three elements components of this crisis, namely: the non occupation, the ecosystem destruction and the unsteadiness of social relationships that affect the inhabitants life environment. Finally, it suggest a different way to deal with the problem, starting from the ideas suggested into the *zero emission's production* concepts by Gunter Pauli and the solution through the associated pairs scheme developed by Quevedo.

## Design of the Management Measurement Integral System (SIMEG) of the Social Security Institute's IPS

*Paula Bernal Gelvis  
Nancy Alvarado Velásquez*

This paper presents the results obtained in the monograph work named "Design of the Management Measurement Integral System (SIMEG) in the Service Giving Institution (IPS) of the Social Security Institute", where, using the deductive inference, the SIMEG is propose as a management tool for evaluation and monitoring.

For the design of this tool, first of all, it was made a theoretical approach to the methodology searching bibliographic sources (books, papers, internet, seminars, etc.) to determinate the state of art of the Balanced Scorecard and analogous methodologies as SIMEG; and secondly, the construction of a

conceptual framework about the topic of study, the ISS's Service Giving Institution (IPS), through the establishment of a legal framework, the situation analysis and the internal data recollection (management, strategic, finance, account, statistic, etc.)

This leads to a theoretical approach about the SIMEG, that gives the necessary tools to understand the dimension and scope of the methodology that it's willing to be implemented; finally there is a step by step description of the methodological process used in the implement of the ISS's IPS and lastly there are some suggestions searching to guarantee the success of this process.

## Citibikes of Colombia The public bike: alternative transport system for Santafe de Bogota

*Javier Enrique Ramos*

The objective of this paper is to present a new proposal about urban transportation, taking into account the increasing restricted use of individual car and the inefficacy of the existing public transport methods.

The first part of this work highlights the importance of transport systems in the cities and how they affect their inhabitants live. Also it shows the current traffic conditions in Bogota and the need to introduce alternative transportation systems. In the second part, there is a proposal of designing a *Rental Bike on Line System* named *Public Bike*, which is part of the Santafe de Bogota Integrated Transport System. To fulfill this purpose we present the general framework for a business schedule, that leads to the creation of a firm that manages the system and the related services.

The business schedule pretends to cover mostly of the city, locating public bike stations in different places, basically in the universities, parks, commercial malls, and in a future in the *Transmilenio* and *Metro* stations influence areas. This gives to the user the possibility of taking a bike in a specific spot and return it in a different station from where he rented it.

The advantages of such mechanism are important, since it doesn't add any further complication for the user because he can use the bike as long as he wants without worrying about issues like parking, weather o different activities for which carrying the bike of his own would be an inconvenient.