

ABSTRACTS

Elliott Waves: the key to obtain excellent benefits in the stock market

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This article tries to identify the basic criteria of the theory of the Waves of Elliott, one of the most elaborated technical analyses at the time, since it counts on a high predictive degree.

Today, more than ever, the worldwide economy revolves around the stock market; under this setting the portfolio administrators increase the importance given to their portfolio of variable rent, *stocks*. The academic theory about portfolio presented by Markowitz, Sharpe, Tobin, among others, has limitations when the time comes to put it into practice, since this is a method of atemporal diversification, or static. This is to say, it is optimal in a specific moment or a specific date but it may not be optimal given that the expectations of the investors and the projections of the economical and social surroundings are not considered. For this reason, it is necessary to revise the portfolio periodically taking into account the changes in the market process. It is here where the technical and fundamental analysis becomes important as a tool to predict on the future possible value of a "value title" of these characteristics. Nevertheless, the fundamental analysis is not the aim of this article.

Within the technical analysis numerous studies are found but, at the present time, the "Waves of Elliott" is considered to be the most significant one. To understand this theory, it is necessary to reformulate the concept of time in the stock market forgetting the linear and inexhaustible notion of time and [thinking of time as being] cyclical and repetitive. This notion was presented by Nietzsche under the title of the *Eternal Return*. In fact, the Waves of Elliott describe the behavior of the stock prices through recurrent patterns in the shareholding market. Aside from these patterns, Elliott also based its postulate on the sequence of Fibonacci numbers.

In order to justify the applicability of the model, four analyses based on the theory of Elliott appear; these correspond to the Nasdaq index, multinational IBM and to the Bank of Bogotá that quotes in the stock market of Values of Colombia. By doing this we try to demonstrate how this theory adjusts itself in different markets and indexes.

Key words

Fundamental Analysis, technical analysis, Bank of Bogota, stock market, Dow Jones, electronic communication networks, bullish phase, bearish phase, Fibonacci, IBM, stock market, Nasdaq, Nietzsche, Waves of Elliott, tendencies.

Margins of utility of the health promotion organizations of health in Colombia

Luis M. Prada B

In this article the author proposes a methodology to determine the utility margin required by the Health Promotion Organizations, HPO, in order to guarantee the quality and rationality of health services provided to their affiliates. To that effect, the text emphasizes the main headings that compose the earnings statement of a HPO and analyzes the evolution of the income, costs, expenses and results of the public and private HPO for the period of 1997-2000. In addition, it establishes the period of collection and payment of these organizations and emphasizes the necessity to hasten the flow of resources towards the Health Promotion Institutions, HPI, in brief: healthcare providers. This is an indispensable requirement to guarantee the healthcare service and the stability of the network of hospitals.

Key words

Promotional Organizations of Health, margin of utility, general system of health, results of the health promoters, financial analysis of the health promoters.

Theory of the agency and their applications in the trade

Yuri Gorbaneff

The Theory of the Main Agency, TMA, allows to improve our understanding of the company, specially in the trade area. It is used like a conceptual platform to model situations in the areas of personnel management trade, in the handling of the channels and the relations between suppliers and clients. On the other hand, to master the theory of games is not a *sine qua non* requirement to be able to use the theory of the agency and to model concrete situations.

Key words

Theory of games, main agent theory, trade.

Exchange of external debt for the conservation of nature

Klaus Georg Binder

The interest that countries with great natural wealth have in the reduction of external debt and the interest that industrialized countries have in the conservation of the nature can be combined by means of an exchange of external debt for nature conservation. (Debt-for-Nature Swaps [swap (from the English language): change, exchange]). Two schemes for the exchange exist:

- (I) Two governments, one, a creditor, interested in nature preservation and another, the indebted one, interested in reducing external debt, decide to cancel the obligation in exchange for the conservation of the nature.
- (II) A commercial bank of a developed country, creditor of a developing country with difficulties in the cancellation of the debt, sells in the secondary market titles of this debt by a price smaller than that of its nominal value, because only in this manner can it manage to diminish the casualty inflicted by the noncancellation of this debt. An international

environmental nongovernmental organization buys the debt and negotiates with the indebted country the manner in which the debt is to be cancelled.

The exchanges of external debt for nature conservation represents a valuable complement to the aid for the development oriented towards the environment granted by the industrialized countries, that without a doubt must disburse the decisive contribution for the protection of the great natural wealth in developing countries.

Key Words

External debt, conservation of the nature, *Debt-for-Nature Swaps*, Economic instruments, international environmental policy.

Biomangement

Oscar Castellanos and Alexandra Montoya

This article establishes a connection between the concepts of the management and the life sciences, tying them to technological and managerial development. At the beginning, it describes the evolution of biotechnology, emphasizing that, although this industry is a key area for the country, there are few research and development groups or companies dedicated for that, furthermore, as a result there is not a suitable management for its execution. Also a brief historical description of the various administrative techniques is given, from "Taylorism" to the incidence in cybernetic and complexity organizations. Through biological metaphor, the impact that these concepts and biological systems have had on the evolution of the current management style can be demonstrated. Both previous approaches give rise to a methodological option for the interaction between the biological and the administrative denominated biomangement, which is composed of two aspects: the conceptual, inserts into management the models of biology and related areas; and the instrumental, which develops the elements of the management, both of which are applied in integral form to the technological package of the biotechnology.

Key Words

Biotechnology, technology management, soft technology, hard technology, biomangement, biological metaphors.

Mediocrity as a fact of violence: between ethics and morality

Ricardo Romero Urrego

Given the current situation of our country, an attitude of not taking responsibility for one's own actions assuming that the others should do what needs to be done and to make the decisions has become prevalent. This attitude is being reflected more and more as mediocrity and it can be seen in many aspects of daily life, (work, studies in everything). This mediocrity contributes to the generation of social violence of many types.

Keywords

Mediocrity, violence, ethics, democracy, citizens, academia.

A case of corporate ethics: normative factors and capacities

Angela Uribe Botero

This article presents a case study in which the relations between the directors of a company and the company stakeholders are seen from a moral perspective. The analysis of the case will take into consideration these relationships in terms of the reach of the obligations of the directors of the companies towards the rights of the shareholders and others stakeholders. In order to carry out this purpose, in the first place, I will present the case considering its relevant normative factors. This first approach will demonstrate the narrow bond between the fact that somebody has an obligation and the fact that another person has a right. From all the above, I will try to derive the relationship between having a right and what Amartya Sen calls "Capacities". If this relation is clear, the article will show to what extent there are occasions in which the rights of the

shareholders to maximize their economic utilities can limit the right that others stakeholders have to exert their capacities.

Key Words

Corporate ethics, moral justification, stakeholders, normative obligations and rights, factors, capacities.

Conceptualization and Role of the Productive Chain in a Competitive Environment

Oscar Castellanos, Julieth Rojas, Lix Villarraga and Elis Ustate

This article has been written as part of work proposed by the division of Research and Development Management of the National University of Colombia and constitutes a contribution to the new strategies generated by the National Government for productivity and competitiveness, being useful, by its very nature, as a point of reference for the management of macroeconomics criteria, as well as microeconomics, given their applied effects due to the unification of concepts. In this document some definitions exposed in the literature are examined, about the processes of interaction and integration in the companies, as much at a national level as an international level, and several terms are presented in a systematic manner which in one form or another are related with the chain.

In the last section, the article makes a revision of the concept with experts from academia, the industry, and other diverse entities, derived from the result of the application of an instrument that finally allows to elaborate a definition of productive chain in agreement with the confrontation between the theoretical revision and its practical managerial application, generating a support tool which contributes toward conspicuous communication among the various agents who participate in the processes of improving competitiveness.

Key Words

Productive chains, *cluster*, value chain, technological development, technology management.

Profile about Joseph Alois Schumpeter's life and work

Álvaro Turriago Hoyos

Joseph Alois Schumpeter earns a well-known reputation in the History of Economic Theory for his original conception about the dynamics of Capitalism System. Basically, he gives to Entrepreneur the essential function of Innovation. He distinguishes two periods during the evolution of Capitalism. The first, Competitive Capitalism where little firms begin to improve innovations due to the action of an 'heroic' entrepreneur. The second, Trustified Capitalism, a period dominated by great concerns and monopolies where the property could be exchanged thanks to the possibility to buy and sell stocks in the financial markets. Both periods demand the effects of innovations in order to grow but, as a matter of fact, the strong action of entrepreneurs. The Schumpeterian vision is basically dynamic. It finds the origin of economic change in the technical change which is possible only by the apparition of innovations improved by entrepreneurs. This original interpretation of the function of Economics System developed by Schumpeter was possible due to the strong influences of marginalist Austrian

economists, 1-historical production relationships developed by Marx, the classical equilibrium model of Walras and the sociological and institutional Weber's explanation. Both, the Schumpeter's life and work and the explanation of function of Capitalism System are presented in this article.

The manager of technology, profile and impact of its management in the organizations

The main objective of this paper was to identify the functions and to describe the profile of the technology manager. This paper was developed based on the need to reunite the concepts that have been developed on technology management and to adjust them to the corporate environment of the country. The contextualization process was developed in the companies "Carrocerías del Sol" and "Texpinal Inc." On the other hand, the process of structuring the concepts on technology management was based on the bibliographical revision and its objective was to present technology like an element of cross-sectional management within the organizations.

The results obtained are summarized in three aspects. The first one was

the identification of the technology and its management as a marginal area in the education of business administration students, making it difficult to have a clear concept of its management and role within the companies.

The second conclusion revolves around the little understanding that the industrialists of the country have about technology and the ways in which this area is a part of the companies. This conclusion is based upon the little interest shown by the Colombian industrialists to develop processes of separation and assimilation of technologies.

The third conclusion makes reference to the importance that the technology manager has to obtain competitive advantages and a greater profit inside the organizations.

Thanks to the contextualization of concepts developed in this monograph, it is estimated that by introducing the elements of technological management in the curricular programs of the business administration faculties and by having research projects, there would be a greater diffusion of the functions, advantages and possibilities that this one area of the management offers.

Key Words

Technology management, Profile for the technology manager, Technological Innovation, Creation of technology.