



Category: Health, Science and Technology Foundation Congress 2024

EDITORIAL

Congress of the Fundación Salud, Ciencia y Tecnología 2024

Congreso de la Fundación Salud, Ciencia y Tecnología 2024

Organizing Committee

ABSTRACT

The Congress of the Fundación Salud, Ciencia y Tecnología 2024 brought together 417 authors and 142 research papers that addressed current challenges in key areas such as organizational culture, human talent management, constitutional principles in public employment and applied technological innovations. The importance of organizational culture in fostering innovation and adaptability was highlighted, while research on human talent underscored the need to balance automation with employee well-being in a post-pandemic environment. Legal studies highlighted fairness in public selection processes, while omnichannel strategies in customer service emphasized personalization and consistency. In addition, human resources management in hybrid environments and the impact of interdisciplinarity in the solution of social problems were discussed. The event reaffirms the commitment to academic excellence and social progress.

Keywords: Public Health, Technological Innovation, Organizational Culture, Human Talent, Equity, Interdisciplinarity.

RESUMEN

El Congreso de la Fundación Salud, Ciencia y Tecnología 2024 reunió a 417 autores y 142 investigaciones que abordaron desafíos actuales en áreas clave como la cultura organizacional, la gestión del talento humano, los principios constitucionales en el empleo público y las innovaciones tecnológicas aplicadas. Se destacó la importancia de la cultura organizacional para fomentar la innovación y adaptabilidad, mientras que las investigaciones sobre talento humano subrayaron la necesidad de equilibrar la automatización con el bienestar de los empleados en un entorno postpandemia. Los estudios jurídicos resaltaron la equidad en los procesos de selección pública, mientras que las estrategias omnicanal en el servicio al cliente enfatizaron la personalización y la coherencia. Además, se reflexionó sobre la gestión de recursos humanos en ambientes híbridos y el impacto de la interdisciplinaria en la solución de problemas sociales. El evento reafirma el compromiso con la excelencia académica y el progreso social.

Palabras clave: Salud Pública, Innovación Tecnológica, Cultura Organizacional, Talento humano, Equidad, Interdisciplinaria.

It is with great enthusiasm that we present the proceedings of the Congress of the Health, Science and Technology Foundation 2024, an event that has reaffirmed its role as the epicenter of academic and scientific exchange on health, science and technology. This year, we had the outstanding participation

of 417 authors who presented a total of 142 papers, consolidating once again this space as a reference for interdisciplinary debate.

ON THE DEVELOPMENT OF THE EVENT

In this second edition, the papers presented covered a wide range of topics, standing out for their academic and practical relevance. One of the most prominent approaches was the analysis of organizational culture and its influence on business growth. This research underscored that a strong organizational culture not only boosts productivity, but also fosters innovation, adaptability and internal cohesion, which are key factors for competing in global markets. Reflecting on these aspects is crucial in a context of rapid transformation, where companies need to constantly redefine their values and strategies to remain relevant.

Another prominent theme was human talent management, which takes on renewed importance in the post-pandemic scenario. The articles explored the application of advanced technologies, such as artificial intelligence, in recruitment and selection processes, as well as in virtual training programs. These innovations are redefining the traditional paradigms of personnel management, posing ethical and operational challenges that organizations must address responsibly. In addition, the need to balance automation with a human approach was highlighted, ensuring that employee well-being and development remain priorities.

In the legal and social sphere, several papers examined the impact of constitutional principles on public employment in Colombia. These investigations highlighted the importance of guaranteeing equal opportunities and objectivity in public administration selection processes. This analysis is fundamental for strengthening the rule of law and promoting more efficient and equitable public management. Reflecting on these principles invites us to consider how public policies can evolve to respond to social demands and regulatory changes.

Innovative strategies in customer service were also addressed, highlighting the implementation of omnichannel approaches and the integration of technologies such as automation and artificial intelligence. These studies emphasized the importance of personalizing customer interactions and creating consistent experiences across multiple platforms. Beyond their business application, this research reminds us that user satisfaction must be a priority in all service domains, including healthcare and education systems.

The congress was also a space to reflect on human resource management in hybrid and virtual work environments. The challenges arising from the pandemic have transformed work dynamics, requiring more flexible management models adapted to individual needs. The papers presented highlighted the importance of promoting organizational resilience, effective remote collaboration and work-life balance, issues that will continue to be relevant in the immediate future.

We cannot overlook the transformative role of interdisciplinarity in the research presented. The authors not only explored specific problems from a theoretical perspective, but also proposed applied solutions that could have a tangible impact on society. This approach reflects the essence of the congress: a space to connect knowledge and generate meaningful change.

FINAL CONSIDERATIONS AND FUTURE PROSPECTS

We invite all readers to immerse themselves in the content of these proceedings, convinced that the ideas presented here will contribute significantly to the generation of knowledge and the advancement of society. We thank each author, reviewer and participant for their valuable contribution, which makes this event possible and reaffirms our commitment to academic and scientific excellence.

FINANCING

None.

CONFLICT OF INTEREST

None.