

Editor's Message



We welcome you to the Fall 2024 edition of the HETS Online Journal!

This edition, as usual, includes articles in both English and Spanish. While the articles have potential impact on the success of students in higher education, there is a focus on preparing students for higher education before they start college, as well as on the development of communities that will encourage and support innovation and success. It takes a village to ensure that students see the importance of learning!

The author of *Encouraging Women and Underrepresented Groups in STEM Careers Through Agricultural Education and Role Model Workshops* presents the results of a study that sought to increase the number of women studying STEM subjects, with a focus on the study of agriculture. The study examined the impact of role model workshops and a summer program for high school students on STEM interest.

In the article entitled *A Model for the Development of Entrepreneurship Ecosystem and Technology Integration*, the authors propose a model for the development of entrepreneurship ecosystems in school communities which is based on four pillars. The four pillars, Empowerment, Action, Visibility and Sustainability, recognize the importance of educators and students having the necessary knowledge and tools for the development of an entrepreneurial mindset and skills to help improve their communities and sustain that improvement.

La Investigación de mercados como pilar del éxito empresarial explores the importance of market research as a critical element for business success in today's competitive environment. The author analyzes how organizations can make informed decisions based on data and how various methods of market research—both quantitative and qualitative—can be employed to gather valuable insights into consumer behavior, market trends, and competition. The role of artificial intelligence in modern market research is also discussed.

The authors of the article *Neuroaprendizaje basado en la lectoescritura y estrategias lúdicas en el currículo Artes del Lenguaje* address the teaching of literacy in a public school in the state of New York. The data collected indicated a significant correlation between the Language Arts curriculum and the students acquiring skills and abilities in reading and writing.

We hope that you find inspiration in the insights shared by our authors and encourage you to share your own knowledge by submitting an article for a future edition of the HETS Online Journal!

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