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MISSION

To develop humanistic and innovative professionals with social, corporate, and environmental responsibility, through high-quality teaching and research, contributing to the country's development.

VISION

Universidad Tecnológica ECOTEC consolidates itself at the national and international level as a teaching and research institution, serving as a scientific, technological, and environmental benchmark, recognized for the quality of its core institutional processes.



Members of the University Superior Council

- Roberto Passailaigue Baquerizo Ph. D.
Chancellor
- Joaquín Hernández Alvarado, Ph. D.
Rector
- Nory Pinela Morán, Ph. D.
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- Ana María Gallardo Cornejo, Mgtr.
Dean, School of Global Studies and Hospitality
- Erika Ascencio Jordán, Mgtr.
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Dean, School of Communication, Humanities, and Creativity
- Mario Cuví Santacruz, Mgtr.
Director, Graduate Studies and Professional Development Division
- Edgar Salas Luzuriaga, Ph. D.
Director, ECOTEC Online

FOREWORD

It is an honor to present to the university community and to society at large the 2024 Accountability Report of Universidad Tecnológica ECOTEC — an expression of our commitment to transparency, academic quality, and social responsibility.

This report captures the most significant achievements of the year, in line with our institutional mission of developing humanistic and innovative professionals with social, corporate, and environmental responsibility through high-quality teaching and research. At the same time, it reaffirms ECOTEC's vision as a scientific, technological, and environmental benchmark, with core institutional processes oriented toward quality and continuous improvement.

Institutional action has been built on the five strategic pillars defined in our policies: research, innovation, internationalization, ecological awareness, and reference for analysis, opinion, and expertise. Under this guidance, the main advances of the year are highlighted below:

The undergraduate and graduate academic portfolio consolidated itself as a key driver of institutional development, with programs spanning diverse knowledge areas. This portfolio responds to local, national, and regional needs and is kept in continuous review to ensure its relevance and quality. A landmark achievement was the international accreditation granted by ACBSP (Accreditation Council for Business Schools and Programs) to the undergraduate programs of Business Administration, Human Talent Management, International Business, and Economics — recognition that validates our high academic standards and reinforces our global projection.

The online modality experienced sustained growth, reflected in the expansion of the academic portfolio and in increased student participation at both undergraduate and graduate levels. ECOTEC Online broadens access to quality university education, allowing people from different regions of the country and the world to join our academic community through a flexible and innovative offering.

Scientific output reached historic levels, particularly in high-impact publications. Research projects aligned with relevant challenges in the institution's area of influence were also executed. This momentum responds to a sustainability-oriented strategy, with the strengthening of research groups and the active commitment of the academic units, as part of ECOTEC's contribution to national development and the international scientific community.

The international dimension was reinforced through inbound and outbound student mobility, participation in international networks, the development of mirror classes and COIL projects with foreign universities. New agreements were signed, four mobility call cycles were launched, and eight internationally-focused events were organized, enriching the global dimension of the curriculum and fostering intercultural competencies across the university community.



In terms of infrastructure, significant progress was made in the construction, equipping, and adaptation of physical spaces, guided by criteria of energy efficiency, accessibility, and responsible resource use. As a result, the institution received important recognitions, including the renewal of the Punto Verde Environmental Distinction awarded by the Ministry of Environment, Water, and Ecological Transition. ECOTEC also achieved a distinguished standing in the THE Impact Rankings 2024, excelling nationally in SDG 6 (Clean Water and Sanitation), SDG 13 (Climate Action), and SDG 16 (Peace, Justice and Strong Institutions). For the third consecutive year, the institution was certified as a Great Place to Work, and ranked fifth nationally among the best workplaces for women.

Universidad ECOTEC's role as a benchmark for analysis, opinion, and expertise was strengthened through an extensive agenda of academic, cultural, and community engagement events that promoted critical thinking, dialogue with the environment, and the public dissemination of knowledge. Notable events included academic forums, keynote lectures, panel discussions, interuniversity competitions, workshops, galas, and exhibitions addressing current topics in law, economics, sustainability, communication, health, education, technology, and culture. The recognition received in the Ibero-American Ranking of Academic and Innovative Excellence — Innovatec 2024, in the Innovative Universities category, reaffirms our vocation to lead with impact and relevance.

These achievements are the result of the collective effort of authorities, faculty members, students, administrative staff, alumni, and strategic partners. Universidad Tecnológica ECOTEC thus renews its commitment to being an innovative and sustainable institution that generates knowledge and actively contributes to the development of the country and the region.

Joaquín Hernández Alvarado, Ph. D.

Rector

LEGAL FRAMEWORK

The obligation of higher education institutions to render public accounts is established in the Constitution of the Republic of Ecuador, the Organic Law on Higher Education (LOES), and the regulations issued by the Council on Higher Education (CES).

Article 355 of the Constitution establishes that:

"Autonomy does not exempt institutions of the system from oversight, social responsibility, accountability, and participation in national planning."

The Organic Law on Higher Education, in its Article 17, stipulates that institutions of the system "shall observe the principles of justice, equity, solidarity, citizen participation, social responsibility, and accountability." Furthermore, Article 27 provides that:

"Institutions forming part of the Higher Education System, in the exercise of their responsible autonomy, have the annual obligation to render accounts to society regarding the fulfillment of their mission, purposes, and objectives. Accountability shall also be rendered before the Council on Higher Education."

Article 50 of the LOES indicates that:

"...Additionally, the Rector must present the annual accountability report to society, including the corresponding report on the fulfillment of their work plan to the university or polytechnic community, to the Council on Higher Education, and to the body governing higher education public policy, which shall be published in a medium ensuring mass dissemination."

Resolution RPC-SO-41-No.740-2019 of the Plenary of CES approved the Accountability Instructional Manual for Higher Education Institutions. Article 3 states that:

"Accountability is a process through which HEIs report, analyze, and discuss with their community, society, and the corresponding state bodies, information on academic and institutional management regarding the fulfillment of their mission, strategic objectives, resources received, their administration, mandate, and obligations set forth by law, developed during each year."

Article 7 of the instructional manual indicates that:

"HEIs shall develop the mechanisms they deem necessary to promote participation, publicity, and deliberation with society concerning accountability reports." In turn, Article 8 establishes: "HEIs shall submit their accountability report to the CES by the month of June of the immediately following year for registration."

Notwithstanding the above, the sole article of Resolution RPC-SO-15-No.213-2025 of CES establishes for 2024:

"To exempt compliance with the deadline set forth in Article 8 of the Accountability Instructional Manual for Higher Education Institutions, which shall submit the accountability report corresponding to the year 2024 to the Council on Higher Education no later than August 30, 2025."

In compliance with this regulatory framework, Universidad Tecnológica ECOTEC, through its highest authority, held the public Accountability Act 2024 with the participation of the university community and external guests. During this deliberation phase, attendees had the opportunity to ask questions, raise observations and suggestions, which were addressed by the Rector.



**STRATEGIC
RESULTS**

EJES ESTRATÉGICOS

1. ACADEMIC FORMATION, UNIVERSITY WELL-BEING, AND GRADUATES

1.1. Undergraduate and Graduate Academic Portfolio

With the goal of responding to environmental demands and contributing to the resolution of challenges and needs in its area of impact — both regionally and nationally — Universidad Tecnológica ECOTEC has strengthened its undergraduate and graduate academic portfolio across all modalities compared to 2023.

Table 1 presents a summary of the total academic portfolio for the year, considering the various modalities in effect.

Table 1
Institutional academic portfolio in 2024

TYPE	MODALIDAD		
	IN-PERSON	HYBRID	ONLINE
Undergraduate programs	28	1	14
Graduate programs	1	18	17

Source: Institutional Information System

As shown in Table 2, approval was obtained from the Council on Higher Education (CES) for new undergraduate programs and graduate programs.

Table 2
New programs approved by the Council on Higher Education

TYPE	ACADEMIC UNIT	MODALITY	QUANTITY
Undergraduate programs	Engineering, Architecture and Natural Sciences	In-Person	3
	Health Sciences and Human Development		1
	ECOTEC Online	Online	3
Graduate programs	Graduate Studies Division	In-Person	2
		Hybrid	22
	ECOTEC Online	Online	4

Source: Institutional Information System

1.1.1. New Undergraduate Programs and Graduate Programs Approved in 2024

Seven new undergraduate programs were approved and managed for approval: four in in-person modality and three in online modality. This expansion increased the institutional capacity to respond to demand for high-caliber professionals across diverse fields of knowledge.

Table 3

New undergraduate programs approved by the Council on Higher Education

MODALITY	ACADEMIC UNIT	PROGRAM	DEGREE AWARDED	APPROVAL DATE	RESOLUTION
In-Person	Engineering, Architecture and Natural Sciences	Civil Engineering	Civil Engineer	24/01/2024	RPC-SO-04-No.064-2024
		Veterinary Medicine	Veterinarian	16/02/2024	RPC-SO-07-No.110-2024
		Chemical Engineering	Chemical Engineer	19/06/2024	RPC-SO-25-No.423-2024
	Health Sciences and Human Development	Dentistry	Dentist	06/03/2024	RPC-SO-10-No.168-2024
Online	ECOTEC Online	Intelligent Systems Engineering	Intelligent Systems Engineer	31/01/2024	RPC-SO-05-No.080-2024
		Social Work	Bachelor in Social Work	19/06/2024	RPC-SO-25-No.423-2024
		Interactive Graphic Design	Bachelor in Interactive Graphic Design	07/11/2024	RPC-SO-45-No.731-2024

Source: Institutional Information System

At the graduate level, 28 master's programs were approved across various fields of knowledge: 4 in online modality, 22 in hybrid modality, and 2 in in-person modality.

Table 4

New graduate programs approved by the Council on Higher Education

MODALITY	UNIT	PROGRAM — DEGREE AWARDED	APPROVAL DATE	RESOLUTION
Hybrid	Graduate Studies Division	Criminal Law (Economic Criminal Law) — Master's	27/03/2024	RPC-SO-13-No.236-2024
		Cybersecurity — Master's	03/04/2024	RPC-SO-14-No.258-2024
		School Administration — Master's	17/04/2024	RPC-SO-16-No.294-2024
		Financial Management, Investments and Digital Assets — Master's	17/04/2024	RPC-SO-16-No.294-2024
		Agricultural Business — Master's	17/04/2024	RPC-SO-16-No.294-2024
		Retail Management — Master's	17/04/2024	RPC-SO-16-No.294-2024

MODALITY	UNIT	PROGRAM — DEGREE AWARDED	APPROVAL DATE	RESOLUTION
Graduate Studies Division	Hybrid	Logistics Chain, Transportation and Ports — Master's	01/05/2024	RPC-SO-18-No.321-2024
		Political Communication — Master's	08/05/2024	RPC-SO-19-No.339-2024
		Sports Journalism — Master's	08/05/2024	RPC-SO-19-No.339-2024
		Tax Law — Master's	08/05/2024	RPC-SO-19-No.341-2024
		Administrative Law — Master's	20/05/2024	RPC-SE-11-No.043-2024
		Environmental Law — Master's	20/05/2024	RPC-SE-11-No.043-2024
		Criminal Investigation — Master's	29/05/2024	RPC-SO-22-No.376-2024
		Corporate and Crisis Affairs Management — Master's	29/05/2024	RPC-SO-22-No.376-2024
		Forensic Psychology — Master's	29/05/2024	RPC-SO-22-No.376-2024
		Family Law (Children, Adolescents and Heritage) — Master's	03/07/2024	RPC-SO-27-No.461-2024
		Constitutional Law (Constitutional Procedural Law) — Master's	17/07/2024	RPC-SO-29-No.493-2024
		Sports Law — Master's	24/07/2024	RPC-SO-30-No.514-2024
		Criminal Law (Organized Crime) — Master's	24/07/2024	RPC-SO-30-No.514-2024
		Mediation and Arbitration — Master's	24/07/2024	RPC-SO-30-No.514-2024
		Technology and Digital Law — Master's	14/08/2024	RPC-SO-33-No.567-2024
		Constitutional Law (Constitutional Procedural Law) — Master's	28/08/2024	RPC-SO-35-No.590-2024

MODALITY	UNIT	PROGRAM — DEGREE AWARDED	APPROVAL DATE	RESOLUTION
In-Person	Graduate Studies Division	Constitutional Law (Constitutional Procedural Law) — Master's	27/03/2024	RPC-SO-13-No.236-2024
		Sports Law — Master's	03/04/2024	RPC-SO-14-No.258-2024
Online	ECOTEC Online	Occupational Health and Safety — Master's	04/01/2024	RPC-SO-01-No.015-2024
		Environmental Management (Sustainable Development) — Master's	31/01/2024	RPC-SO-05-No.087-2024
		Neuro-Education — Master's	21/02/2024	RPC-SO-08-No.135-2024
		Public Administration (Innovative Institutional Development and Governance) — Master's	09/10/2024	RPC-SO-41-No.682-2024

Source: Institutional Information System

1.1.2. Undergraduate Program Portfolio by Academic Unit

The institutional portfolio comprised 43 undergraduate programs distributed among the various academic units.

Tabla 5
Oferta académica de grado vigente en 2024

No.	PROGRAM	ACADEMIC UNIT	MODALITY	APPROVAL DATE	RESOLUTION
1	Nursing	Health Sciences and Human Development	In-Person	16/12/2020	RPC-SO-26-No.596-2020
2	Physical Therapy			06/01/2021	RPC-SO-01-No.019-2021
3	Medicine			13/01/2022	RPC-SO-02-No.034-2022
4	Clinical Psychology			10/08/2022	RPC-SO-31-No.491-2022
5	Nutrition and Dietetics			18/10/2023	RPC-SO-42-No.719-2023
6	Logistics and Transportation	Economics and Business Sciences		06/05/2020	RPC-SO-12-No.226-2020

No.	PROGRAM	ACADEMIC UNIT	MODALITY	APPROVAL DATE	RESOLUTION
7	Business Administration	Economics and Business Sciences	In-Person	17/06/2020	RPC-SO-15-No.309-2020
8	Accounting and Auditing		In-Person	17/06/2020	RPC-SO-15-No.309-2020
9	Economics		In-Person	17/06/2020	RPC-SO-15-No.309-2020
10	Finance		In-Person	17/06/2020	RPC-SO-15-No.309-2020
11	International Business		In-Person	17/06/2020	RPC-SO-15-No.309-2020
12	Human Talent Management		In-Person	15/07/2020	RPC-SO-16-No.322-2020
13	Digital Business		In-Person	09/09/2020	RPC-SO-20-No.420-2020
14	Multimedia and Audiovisual Production	Communication, Humanities and Creativity	In-Person	16/10/2019	RPC-SO-35-No.617-2019
15	Marketing		In-Person	17/06/2020	RPC-SO-15-No.309-2020
16	Journalism		In-Person	17/06/2020	RPC-SO-15-No.309-2020
17	Psychology		In-Person	17/06/2020	RPC-SO-15-No.309-2020
18	Communication		In-Person	15/07/2020	RPC-SO-16-No.322-2020
19	Criminology*	Law and Governance	In-Person/Hybrid*	11/09/2019	RPC-SO-31-No.531-2019
20	Law		In-Person	17/06/2020	RPC-SO-15-No.309-2020
21	International Relations	Global Studies and Hospitality	In-Person	01/07/2020	RPC-SE-09-No.086-2020
22	Tourism and Hospitality		In-Person	21/10/2020	RPC-SO-23-No.497-2020
23	Industrial Engineering	Engineering, and Natural Sciences	In-Person	17/06/2020	RPC-SO-15-No.309-2020
24	Agronomy		In-Person	01/07/2020	RPC-SE-09-No.086-2020
25	Mechatronics		In-Person	17/03/2021	RPC-SO-06-No.177-2021
26	Intelligent Systems		In-Person	12/05/2021	RPC-SO-10-No.283-2021

No.	PROGRAM	ACADEMIC UNIT	MODALITY	APPROVAL DATE	RESOLUTION
27	Architecture	Engineering, Architecture and Natural Sciences	In-Person	13/12/2023	RPC-SO-50-No.837-2023
28	Civil Engineering			24/01/2024	RPC-SO-04-No.064-2024
29	Veterinary Medicine			16/02/2024	RPC-SO-07-No.110-2024
30	Tourism	ECOTEC Online	Online	06/05/2020	RPC-SO-12-No.226-2020
31	Business Administration			20/05/2020	RPC-SO-13-No.249-2020
32	Commerce			20/05/2020	RPC-SO-13-No.249-2020
33	Communication			20/05/2020	RPC-SO-13-No.249-2020
34	Accounting and Auditing			20/05/2020	RPC-SO-13-No.249-2020
35	Economics			20/05/2020	RPC-SO-13-No.249-2020
36	Education			20/05/2020	RPC-SO-13-No.255-2020
37	Finance			20/05/2020	RPC-SO-13-No.249-2020
38	Human Talent Management			20/05/2020	RPC-SO-13-No.249-2020
39	Law			03/06/2020	RPC-SO-14-No.273-2020
40	Marketing			03/06/2020	RPC-SO-14-No.273-2020
41	International Business			03/06/2020	RPC-SO-14-No.273-2020
42	Psychology			03/06/2020	RPC-SO-14-No.273-2020
43	Intelligent Systems			31/01/2024	RPC-SO-05-No.080-2024

(*) From the second semester, Criminology moved to hybrid modality.

Source: Institutional Information System

1.1.3. Graduate Program Portfolio

The total portfolio reached 36 master's programs, distributed among the various academic units.

Table 6
Current graduate program portfolio in 2024

No.	PROGRAM	ACADEMIC UNIT	MODALITY	APPROVAL DATE	RESOLUTION
1	Master's in Data Management and Analytics	Graduate Studies Division	Hybrid	19/02/2021	RPC-SO-04-No.125-2021
2	Master's in Tax Management			17/03/2021	RPC-SO-06-No.195-2021
3	Master's in Corporate Law and Intellectual Property			17/03/2021	RPC-SO-06-No.195-2021
4	Master's in Tax Law			17/03/2021	RPC-SO-06-No.195-2021
5	Master's in Hospital Management and New Technologies			31/03/2021	RPC-SO-07-No.217-2021
6	Master's in Labor Law			14/04/2021	RPC-SO-08-No.239-2021
7	Master's in Supply Chain Management			27/10/2021	RPC-SO-04-No.125-2021
8	Master's in Sales Management			27/10/2021	RPC-SO-04-No.125-2021
9	Master's in Business Administration			23/11/2022	RPC-SO-47-No.740-2022
10	Master's in Procedural Law			23/11/2022	RPC-SO-47-No.740-2022
11	Master's in Organizational Development and Human Talent			23/11/2022	RPC-SO-47-No.740-2022
12	Master's in Strategic Marketing			01/03/2023	RPC-SO-09-No.174-2023
13	Master's in Criminal Law (Economic Criminal Law)			27/03/2024	RPC-SO-13-No.236-2024

No.	PROGRAM	ACADEMIC UNIT	MODALITY	APPROVAL DATE	RESOLUTION
14	Master's in Cybersecurity	Graduate Studies Division	Hybrid	03/04/2024	RPC-SO-14-No.258-2024
15	Master's in School Administration			17/04/2024	RPC-SO-16-No.294-2024
16	Master's in Financial Management, Investments and Digital Assets			17/04/2024	RPC-SO-16-No.294-2024
17	Master's in Agricultural Business			17/04/2024	RPC-SO-16-No.294-2024
18	Master's in Logistics Chain, Transportation and Ports			01/05/2024	RPC-SO-18-No.321-2024
19	Master's in Constitutional Law			06/01/2021	RPC-SO-01-No.024-2021
20	Master's in Constitutional Law		In-Person	11/03/2020	RPC-SO-09-No.169-2020
21	Master's in Procedural Law			11/03/2020	RPC-SO-09-No.169-2020
22	Master's in Business Administration			25/03/2020	RPC-SE-03-No.040-2020
23	Master's in Financial Management and Risk	ECOTEC Online	Online	05/11/2020	RPC-SE-19-No.151-2020
24	Master's in School Administration			18/11/2020	RPC-SO-24-No.539-2020
25	Master's in Business Intelligence			03/02/2021	RPC-SO-03-No.094-2021
26	Master's in Big Data			09/02/2021	RPC-SO-01-No.024-2021
27	Master's in Education – Pedagogy in Digital Environments			17/03/2021	RPC-SO-06-No.184-2021
28	Master's in Digital Marketing and Social Media			14/04/2021	RPC-SO-08-No.239-2021
29	Master's in Inclusive and Intercultural Education			02/06/2021	RPC-SO-11-No.302-2021

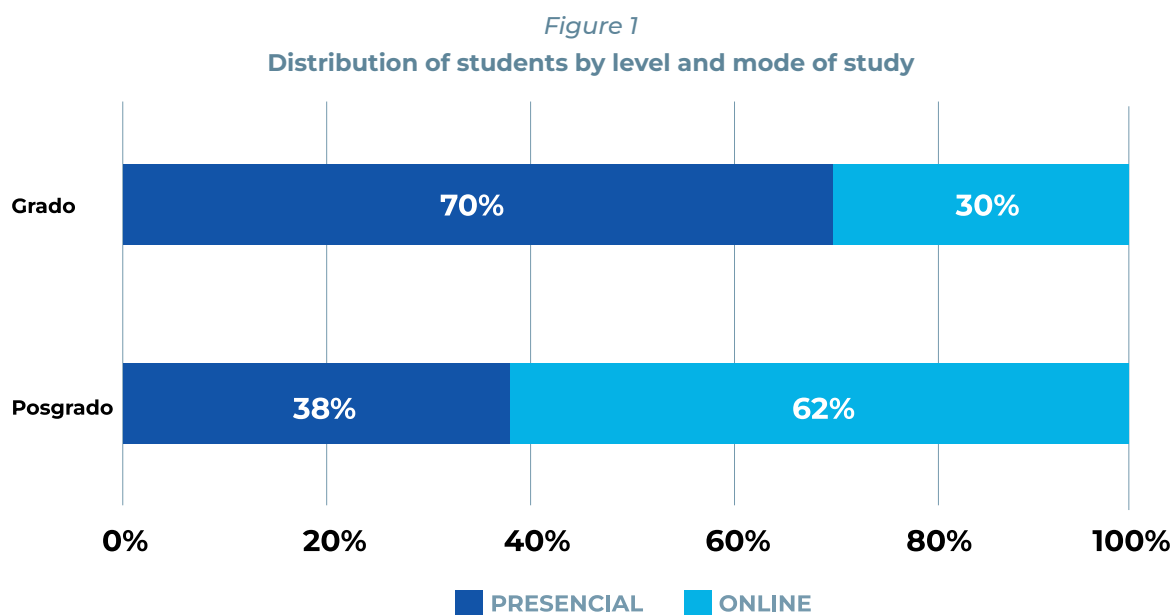
No.	PROGRAM	ACADEMIC UNIT	MODALITY	APPROVAL DATE	RESOLUTION
30	Master's in Administrative Law	ECOTEC Online	Online	30/06/2021	RPC-SO-14-No.387-2021
31	Master's in Mediation and Conflict Resolution			15/09/2021	RPC-SO-22-No.561-2021
32	Master's in Organizational Development and Human Talent			23/11/2022	RPC-SO-47-No.740-2022
33	Master's in Criminal Law			01/03/2023	RPC-SO-09-No.174-2023
34	Master's in Occupational Health and Safety			04/01/2024	RPC-SO-01-No.015-2024
35	Master's in Environmental Management with Sustainable Development			31/01/2024	RPC-SO-05-No.087-2024
36	Master's in Neuro-Education			21/02/2024	RPC-SO-08-No.135-2024

Source: Institutional Information System

1.2. Students

1.2.1. Students by Mode of Study

Universidad ECOTEC's academic portfolio continuously adapts to current educational demands, reflected in the sustained growth of its student population at both undergraduate and graduate levels. Furthermore, the online modality has been consolidated as an alternative that allows students to overcome time and distance constraints.

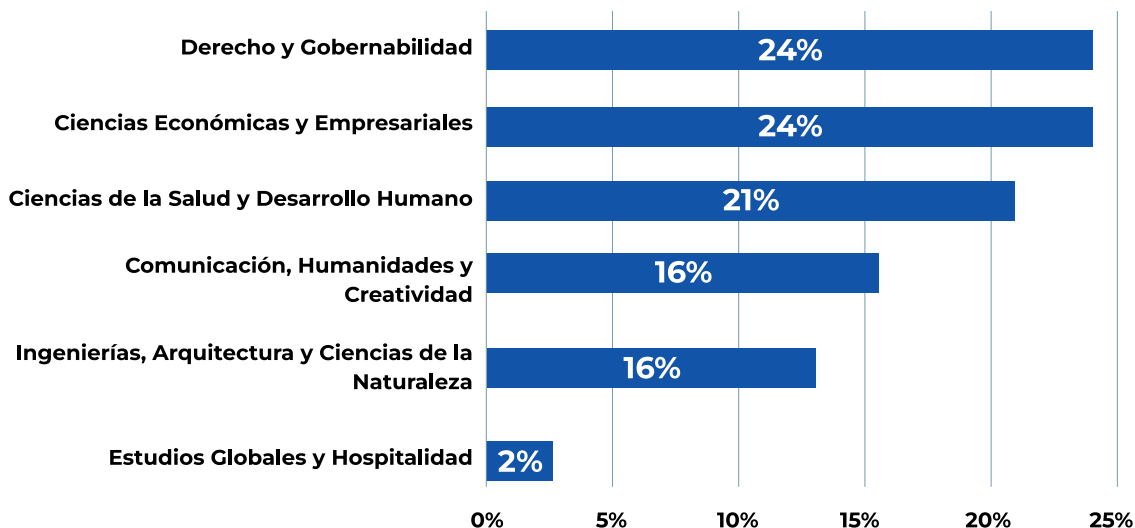


Source: Institutional Information System

1.2.2. Students by Academic Unit

The chart shows the distribution of enrolled students in the undergraduate programs offered by the institution's academic units in in-person modality.

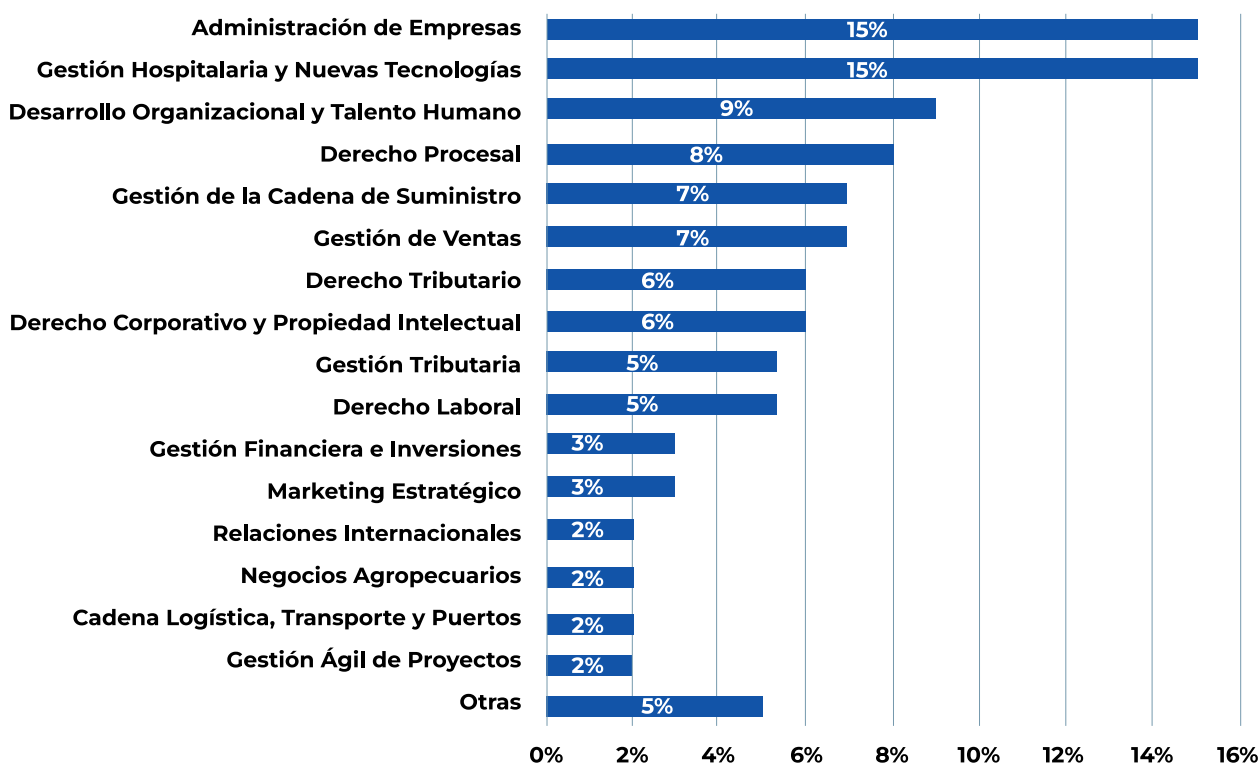
Gráfico 2
Distribución de estudiantes de grado por unidad académica (modalidad presencial)



Source: Institutional Information System

The following chart shows the distribution of enrolled students in master's programs offered by the Graduate Studies Division in in-person and hybrid modalities.

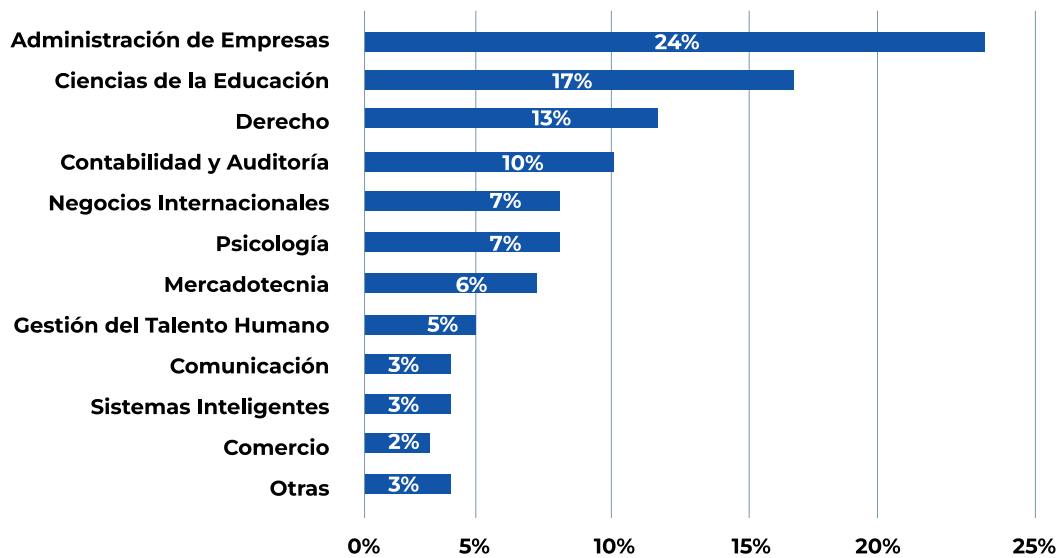
Figure 3
Distribution of students by master's program (in-person and hybrid modalities)



Source: Institutional Information System

También se presenta la distribución de estudiantes matriculados en las carreras de grado en modalidad online.

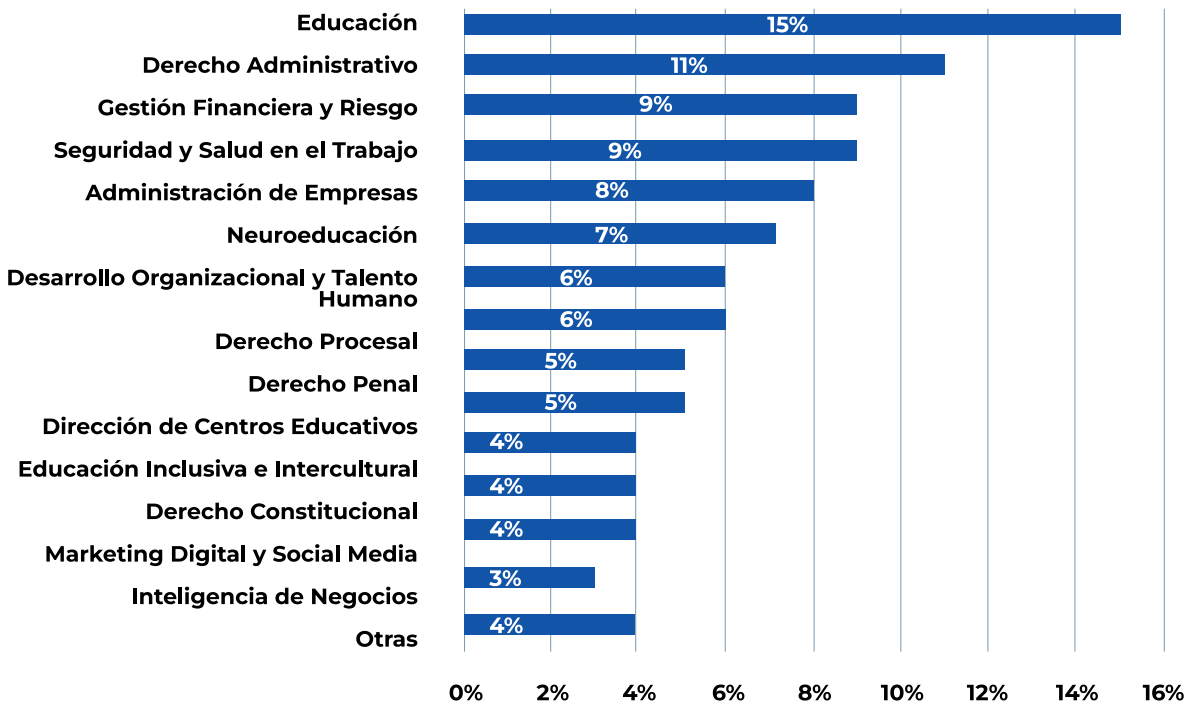
Gráfico 4
Distribución de estudiantes de grado por carrera (modalidad online)



Source: Institutional Information System

The following chart shows the distribution of enrolled students in undergraduate programs in online modality.

Figure 5
Distribution of undergraduate students by program (online modality)



Source: Institutional Information System

1.2.3. Distinguished Students for Outstanding Academic Performance

As part of the academic merit incentive policy, the Academic Vice-Rectorate awarded recognition for academic performance to 202 students. Students placed on the Rector's List and the Dean's List were:

Table 7
Students awarded for outstanding academic performance

No.	FULL NAME	FACULTY	PROMEDIO	DISTINCTION
1	Lily Scarlett Argudo García	Law and Governance	99,67	Rector's List
2	Jacqueline Azucena Cevallos Lamboglia	Communication, Humanities and Creativity	99,56	Rector's List
3	Alejandra Anahí Recalde Monar	Law and Governance	99,50	Rector's List
4	Aylen Victoria Córdova Pincay	Economics and Business Sciences	99,30	Rector's List
5	Leonardo Emanuel Hurtado Rodríguez	Law and Governance	99,11	Rector's List
6	Juan José Hurel Guzmán	Law and Governance	99,10	Rector's List
7	Paula Andrea Prado Arias	Communication, Humanities and Creativity	99,00	Rector's List
8	Dayanna Doménica Buñay Martínez	Economics and Business Sciences	98,80	Rector's List
9	Kevin Javier Mejía Huacón	Law and Governance	98,80	Rector's List
10	Angela Daniela Gordillo Ipiates	Communication, Humanities and Creativity	98,80	Rector's List
11	Alberto Daniel Urgilés Naranjo	Communication, Humanities and Creativity	98,78	Rector's List
12	Amalia Cristina Bejarano Salto	Law and Governance	98,70	Rector's List
13	Félix Mathias Toala Troya	Engineering, Architecture and Natural Sciences	98,70	Rector's List
14	Doménica Ortiz Ramírez	Law and Governance	98,67	Rector's List
15	Areanna Scarlet Haz González	Law and Governance	98,58	Rector's List
16	Valeria Nicole Rubio Dueñas	Law and Governance	98,50	Rector's List

No.	FULL NAME	FACULTY	PROMEDIO	DISTINCTION
17	María Elizabet Parada Coronado	Communication, Humanities and Creativity	98,46	Rector's List
18	Doménica Roxana Ordoñez Rojas	Communication, Humanities and Creativity	98,40	Rector's List
19	Nicole Paola Montalvo López	Law and Governance	98,36	Rector's List
20	Shamira Amayrani Díaz León	Law and Governance	98,36	Rector's List
21	María Daniela Muñoz Macías	Law and Governance	98,27	Rector's List
22	Katherine Lisbeth Chiluisa Guisha	Economics and Business Sciences	98,11	Rector's List
23	Diego Andree Salas Fadul	Economics and Business Sciences	98,00	Rector's List
24	Vanessa Jacqueline Yulán Fienco	Law and Governance	97,90	Dean's List
25	Ashley Fernanda Angulo Palma	Law and Governance	97,90	Dean's List
26	Liliana Jacqueline Ramos Menéndez	Communication, Humanities and Creativity	97,90	Dean's List
27	Ruth Betzabeth Reyes Salazar	Law and Governance	97,88	Dean's List
28	Emily Andrea Burgos Almeida	Economics and Business Sciences	97,80	Dean's List
29	Evelin Jessenia Méndez Vicuña	Law and Governance	97,80	Dean's List
30	Alex David Sánchez Moreira	Economics and Business Sciences	97,78	Dean's List
31	Sofía Abigail Gaíbor Feijoo	Law and Governance	97,78	Dean's List
32	Camila Valentina Proaño Intriago	Economics and Business Sciences	97,73	Dean's List
33	Tania Grace Quijije Figueroa	Law and Governance	97,73	Dean's List

No.	FULL NAME	FACULTY	PROMEDIO	DISTINCTION
34	Ashly Nicol Veloz Rodríguez	Law and Governance	97,72	Dean's List
35	Yanella Denisse Silva Olivo	Communication, Humanities and Creativity	97,70	Dean's List
36	Daniel Josías Mena Núñez	Law and Governance	97,67	Dean's List
37	Ericka Gabriela Vivas Sotomayor	Communication, Humanities and Creativity	97,67	Dean's List
38	Paulina Alejandra García Flores	Law and Governance	97,61	Dean's List
39	Norma Dolores Vizhñay Pincay	Economics and Business Sciences	97,56	Dean's List
40	Arelys Fabiana Ortega Ávila	Communication, Humanities and Creativity	97,50	Dean's List
41	Andrea Cristina Nicola Bastidas	Communication, Humanities and Creativity	97,45	Dean's List
42	Johanna Karina Cedeño Garnica	Economics and Business Sciences	97,42	Dean's List
43	Christina Victoria Carranza Vallejo	Economics and Business Sciences	97,40	Dean's List
44	Dayanna Nicole Montenegro Carvajal	Communication, Humanities and Creativity	97,40	Dean's List
45	Milka Nicoll Chichande Alvarado	Economics and Business Sciences	97,33	Dean's List
46	vKeyra Domenica Urueta Falconí	Law and Governance	97,33	Dean's List
47	Lisette Ekatherine Soria Romero	Communication, Humanities and Creativity	97,33	Dean's List
48	Noemi Milena Vivero Delgado	Law and Governance	97,30	Dean's List
49	Gianella Beatriz Atiencia Ruilova	Global Studies and Hospitality	97,30	Dean's List

No.	FULL NAME	FACULTY	PROMEDIO	DISTINCTION
50	Cristhiany Elizabeth Dalgo Flores	Communication, Humanities and Creativity	97,30	Dean's List
51	Juan Francisco Cisneros Wah Hing	Communication, Humanities and Creativity	97,29	Dean's List
52	Madelyne Stefany Bolaños Cobos	Law and Governance	97,23	Dean's List
53	Emilia José Coello Tapia	Law and Governance	97,20	Dean's List
54	Carla Paola Altamirano Falconí	Law and Governance	97,20	Dean's List
55	Dana Cristina Sánchez Chávez	Law and Governance	97,20	Dean's List
56	Sophia Valentina Huertas Montenegro	Communication, Humanities and Creativity	97,17	Dean's List
57	Ruth Elizabet Espín Daza	Economics and Business Sciences	97,13	Dean's List
58	Evelyn Dayana Chiluisha Guisha	Economics and Business Sciences	97,10	Dean's List
59	Isabella Alejandra Parra Aspiazu	Economics and Business Sciences	97,10	Dean's List
60	Angelina Indira Infante González	Economics and Business Sciences	97,09	Dean's List
61	Jorge Luis Medina Badillo	Global Studies and Hospitality	97,08	Dean's List
62	Ashley Nayerlly Baren Espinoza	Law and Governance	97,05	Dean's List
63	Allison Pollet Borja Córdova	Communication, Humanities and Creativity	97,02	Dean's List
64	Allan Fernando Célleri Vincent	Economics and Business Sciences	97,00	Dean's List
65	Daniel Alejandro Talbot Mendoza	Law and Governance	97,00	Dean's List
66	Jaime Daniel Carriel López	Engineering, Architecture and Natural Sciences	97,00	Dean's List

No.	FULL NAME	FACULTY	PROMEDIO	DISTINCTION
67	Natasha Nicole Baquero Malavé	Communication, Humanities and Creativity	97,00	Dean's List
68	María Fernanda Sánchez Peñafiel	Law and Governance	97,00	Dean's List
69	Melanie Amelia Vega Ramírez	Law and Governance	96,91	Dean's List
70	María Belén García Velasco	Engineering, Architecture and Natural Sciences	96,91	Dean's List
71	Mariela Jovanka Lara Castro	Communication, Humanities and Creativity	96,91	Dean's List
72	Karla Janneth Saldivia Mosquera	Communication, Humanities and Creativity	96,90	Dean's List
73	Ivana Pierina Lamota Veloz	Law and Governance	96,87	Dean's List
74	Itaty Guadalupe Cedeño Morejón	Economics and Business Sciences	96,80	Dean's List
75	Carlos Alfredo Chango Macías	Economics and Business Sciences	96,80	Dean's List
76	Doménica Pierina León Solís	Economics and Business Sciences	96,80	Dean's List
77	Samira Jamileth Sánchez Quinche	Law and Governance	96,80	Dean's List
78	Emilio José Mayorga Montesdeoca	Law and Governance	96,78	Dean's List
79	Karla Justine Freire Calixto	Global Studies and Hospitality	96,78	Dean's List
80	Any Sammy Villamar Tumbaco	Economics and Business Sciences	96,70	Dean's List
81	Hugo Gabriel Jácome Friend	Economics and Business Sciences	96,70	Dean's List
82	Josué Ricardo Unda Vaca	Global Studies and Hospitality	96,69	Dean's List
83	Shania Annette Gressely Aspiazu	Communication, Humanities and Creativity	96,67	Dean's List

No.	NOMBRE	FACULTAD	PROMEDIO	DISTINCIÓN
84	Sofía Londoño Guevara	Law and Governance	96,67	Dean's List
85	Aylin Barbara Badaraco Álvarez	Engineering, Architecture and Natural Sciences	96,67	Dean's List
86	Kristel Mayllin Falcones Véliz	Communication, Humanities and Creativity	96,64	Dean's List
87	Ana Cristina Cabrera Reyes	Communication, Humanities and Creativity	96,63	Dean's List
88	Nagely Solange Torres Pico	Economics and Business Sciences	96,56	Dean's List
89	Ariana Daksaed Salgado Gómez	Law and Governance	96,54	Dean's List
90	Danny Josue Cedeño Tomalá	Health Sciences and Human Development	96,44	Dean's List
91	Ashley Gabriela Muñoz Campuzano	Economics and Business Sciences	96,40	Dean's List
92	Alejandra Isabel Tarez Rodríguez	Law and Governance	96,40	Dean's List
93	Bianca Ruth Pontón Jaramillo	Communication, Humanities and Creativity	96,35	Dean's List
94	Michelle Estefanía Vargas Nivicela	Economics and Business Sciences	96,33	Dean's List
95	Franccesca Fiorella Cavagnaro Burgos	Law and Governance	96,33	Dean's List
96	Ismael Alejandro Cabezas Alfonso	Global Studies and Hospitality	96,33	Dean's List
97	Nohelia Paola Méndez Nieto	Communication, Humanities and Creativity	96,33	Dean's List
98	Elizabeth Alejandra Chipre Espinoza	Communication, Humanities and Creativity	96,33	Dean's List
99	Camila Ginnevr Riera Machuca	Economics and Business Sciences	96,30	Dean's List
100	Paula Juliette Ríos Guamán	Economics and Business Sciences	96,30	Dean's List

No.	NOMBRE	FACULTAD	PROMEDIO	DISTINCIÓN
101	Guido Alain Jiménez Quinto	Economics and Business Sciences	96,27	Dean's List
102	Linda Esther Zúñiga García	Law and Governance	96,27	Dean's List
103	Alberto Jimmy Yáñez Erazo	Engineering, Architecture and Natural Sciences	96,25	Dean's List
104	Melanie Lissette Tenesaca Quezada	Law and Governance	96,22	Dean's List
105	María Teresa Ávila Auz	Law and Governance	96,22	Dean's List
106	Nicole Daniela González Mina	Law and Governance	96,21	Dean's List
107	Ingrid Yamileth Murillo Días	Communication, Humanities and Creativity	96,15	Dean's List
108	Adamaris Thaiz Mendoza Quintero	Economics and Business Sciences	96,11	Dean's List
109	Aaron Damián Ávila Vera	Economics and Business Sciences	96,10	Dean's List
110	Sandra Patricia Matute Albán	Law and Governance	96,09	Dean's List
111	Justine Gianella Mite De la A	Communication, Humanities and Creativity	96,05	Dean's List
112	Maria José Pazmiño Domínguez	Law and Governance	96,00	Dean's List
113	Danny David Navarro Guerrero	Law and Governance	96,00	Dean's List
114	Rabindranath German Bermúdez	Law and Governance	96,00	Dean's List
115	Juliana Jamilet Castañeda Cedeño	Health Sciences and Human Development	95,90	Dean's List
116	Arianna Ninoska Gilces García	Economics and Business Sciences	95,90	Dean's List

No.	NOMBRE	FACULTAD	PROMEDIO	DISTINCIÓN
117	Emily Michelle Holguín Poveda	Global Studies and Hospitality	95,90	Dean's List
118	Giulliana Doménica Jiménez Morales	Communication, Humanities and Creativity	95,90	Dean's List
119	Melanie Gabriela León Sánchez	Law and Governance	95,89	Dean's List
120	Nicole Fernanda Argudo Ponce	Law and Governance	95,89	Dean's List
121	Paula Anael Ortiz Arcos	Law and Governance	95,89	Dean's List
122	Kristhel Eyleen Macías Suárez	Communication, Humanities and Creativity	95,89	Dean's List
123	Frank Marcelo Galarza Coello	Law and Governance	95,85	Dean's List
124	Melanie Tamara Mazón Balladares	Law and Governance	95,83	Dean's List
125	Nathaly Marola Castro García	Law and Governance	95,82	Dean's List
126	Ana Belén López Zavala	Communication, Humanities and Creativity	95,80	Dean's List
127	Emily Dayanna Espinoza Cervantes	Communication, Humanities and Creativity	95,80	Dean's List
128	Justin Javier Cevallos Gamboa	Economics and Business Sciences	95,75	Dean's List
129	Anggie Nicole Vallejo Moreira	Law and Governance	95,75	Dean's List
130	Kelly Eliana Rodríguez Toro	Global Studies and Hospitality	95,73	Dean's List
131	Kevin Luis Flores Vega	Law and Governance	95,71	Dean's List
132	Romina Maylee Zavala Loaiza	Economics and Business Sciences	95,70	Dean's List

No.	NOMBRE	FACULTAD	PROMEDIO	DISTINCIÓN
133	Gianella Jenniffer Poveda Martillo	Economics and Business Sciences	95,70	Dean's List
134	Alison Samantha Chuya Vera	Economics and Business Sciences	95,70	Dean's List
135	Juan Sebastián Montenegro Santos	Law and Governance	95,70	Dean's List
136	Samir Alexander Gastón Vera	Law and Governance	95,69	Dean's List
137	Jhon Jairo López Valencia	Communication, Humanities and Creativity	95,67	Dean's List
138	Jaime Xavier Torres Negrete	Law and Governance	95,64	Dean's List
139	Melanie Geovanna Carvajal Calderón	Communication, Humanities and Creativity	95,64	Dean's List
140	Sayanara Melina Mendoza Cruz	Communication, Humanities and Creativity	95,62	Dean's List
141	Estefanía Peña Valdano	Health Sciences and Human Development	95,62	Dean's List
142	Angela Senen Tito Álvarez	Law and Governance	95,60	Dean's List
143	Dayanna Nicole Torres Franco	Global Studies and Hospitality	95,60	Dean's List
144	Michelle Alejandra Bravo Ortega	Communication, Humanities and Creativity	95,60	Dean's List
145	Samantha Gabriela Beltrán Bonete	Communication, Humanities and Creativity	95,60	Dean's List
146	Melina Nicole Alvarado Cantos	Engineering, Architecture and Natural Sciences	95,58	Dean's List
147	Emily Valeska Lentefuela Medina	Health Sciences and Human Development	95,56	Dean's List
148	Kenny Edward Vargas Platón	Economics and Business Sciences	95,56	Dean's List

No.	NOMBRE	FACULTAD	PROMEDIO	DISTINCIÓN
149	Kamila Doménica Guillén Guerrero	Communication, Humanities and Creativity	95,56	Dean's List
150	Doménica Anael Segovia Azua	Global Studies and Hospitality	95,55	Dean's List
151	Mercedes De Jesús Tapia Soto	Law and Governance	95,55	Dean's List
152	Brithany Pamela Ávila Sarango	Law and Governance	95,52	Dean's List
153	Juan Daniel Ronquillo Orellana	Health Sciences and Human Development	95,50	Dean's List
154	Josué Juvenal Macías Macías	Economics and Business Sciences	95,50	Dean's List
155	Denisse Elena Carriel Zavala	Global Studies and Hospitality	95,50	Dean's List
156	Anabelle Aracely Quimí Molina	Communication, Humanities and Creativity	95,50	Dean's List
157	Allison Justine López Zambrano	Law and Governance	95,50	Dean's List
158	Joel Vicente Galarza Martínez	Engineering, Architecture and Natural Sciences	95,50	Dean's List
159	Ámbar Alejandra Álvarez Guerrero	Global Studies and Hospitality	95,44	Dean's List
160	Adriana Alexandra Largo Morocho	Engineering, Architecture and Natural Sciences	95,44	Dean's List
161	Cristhian Ricardo Carrión Coello	Health Sciences and Human Development	95,42	Dean's List
162	Wilmer Emmanuel Barahona Fierro	Health Sciences and Human Development	95,42	Dean's List
163	Ashar Daniela Alarcón Hurtado	Health Sciences and Human Development	95,40	Dean's List
164	Jeanpierre Alejandro Cedeño Bravo	Engineering, Architecture and Natural Sciences	95,36	Dean's List

No.	NOMBRE	FACULTAD	PROMEDIO	DISTINCIÓN
165	Betsy Daniela Burgos Urbano	Health Sciences and Human Development	95,33	Dean's List
166	Paula Carolina Mendoza Mosquera	Law and Governance	95,33	Dean's List
167	Carla Gabriela Pavón Rodríguez	Economics and Business Sciences	95,33	Dean's List
168	Ernesto Oswaldo Pazmiño Arguello	Law and Governance	95,33	Dean's List
169	Zulema Daniela Robinson Silva	Law and Governance	95,33	Dean's List
170	María De los Ángeles Pérez Rodríguez	Law and Governance	95,31	Dean's List
171	Nayla Vanessa Bonifaccini Gómez	Health Sciences and Human Development	95,30	Dean's List
172	Arianna Cecilia Montesdeoca Castro	Health Sciences and Human Development	95,30	Dean's List
173	Ariana Mireya Delgado Erreiz	Law and Governance	95,30	Dean's List
174	Naideline Adriana Minchala Zambrano	Global Studies and Hospitality	95,30	Dean's List
175	Estefanía Del Rocío Ramírez Ortiz	Communication, Humanities and Creativity	95,30	Dean's List
176	María De los Ángeles Macías Zea	Law and Governance	95,27	Dean's List
177	Joseph Josué Ludeña Valarezo	Health Sciences and Human Development	95,25	Dean's List
178	Luis Alfredo Morocho Rivadeneira	Economics and Business Sciences	95,25	Dean's List
179	Fiona Valeria Alarcón Barco	Law and Governance	95,25	Dean's List
180	Steeven Josué Macías Rossignoli	Global Studies and Hospitality	95,25	Dean's List

No.	NOMBRE	FACULTAD	PROMEDIO	DISTINCIÓN
181	Camila Victoria Veloz Jaramillo	Law and Governance	95,23	Dean's List
182	José Antonio Molina Sierra	Law and Governance	95,23	Dean's List
183	Hitler Amador Villacís Falcones	Law and Governance	95,22	Dean's List
184	Rafael Alejandro Martínez Salas	Law and Governance	95,20	Dean's List
185	Esther Nathalia Álvarez Díaz	Economics and Business Sciences	95,20	Dean's List
186	Ivis Lisbeth Sancán Peñaloza	Law and Governance	95,20	Dean's List
187	Lizbeth Adriana Escalante Santos	Economics and Business Sciences	95,17	Dean's List
188	Anna Valeria Grau Acosta	Communication, Humanities and Creativity	95,17	Dean's List
189	Jenniffer Lisbeth Quinto Sánchez	Economics and Business Sciences	95,15	Dean's List
190	María De Los Ángeles Franco Stiwart	Health Sciences and Human Development	95,11	Dean's List
191	Solange Irene Barbato Mosquera	Health Sciences and Human Development	95,10	Dean's List
192	Marcela Alexandra Banchón Ruiz	Economics and Business Sciences	95,10	Dean's List
193	Josmary Yairely Vargas Rodríguez	Engineering, Architecture and Natural Sciences	95,10	Dean's List
194	María José Dueñas Paredes	Law and Governance	95,09	Dean's List
195	Marcia Geovanna Salazar Salvatierra	Economics and Business Sciences	95,04	Dean's List
196	Aisha Oriana Bravo Argandoña	Law and Governance	95,00	Dean's List
197	Charles Steven Cedeño Solórzano	Law and Governance	95,00	Dean's List

No.	NOMBRE	FACULTAD	PROMEDIO	DISTINCIÓN
198	Miguel Antonio Jaramillo Sanabria	Economics and Business Sciences	95,00	Dean's List
199	Milena Lisette Mazabanda De La Torre	Communication, Humanities and Creativity	95,00	Dean's List
200	Michelle Doménica Vera Franco	Law and Governance	95,00	Dean's List
201	Valerie Mabel Duarte Cervantes	Law and Governance	95,00	Dean's List
202	Emilly Ivett Villanueva Chávez	Communication, Humanities and Creativity	95,00	Dean's List

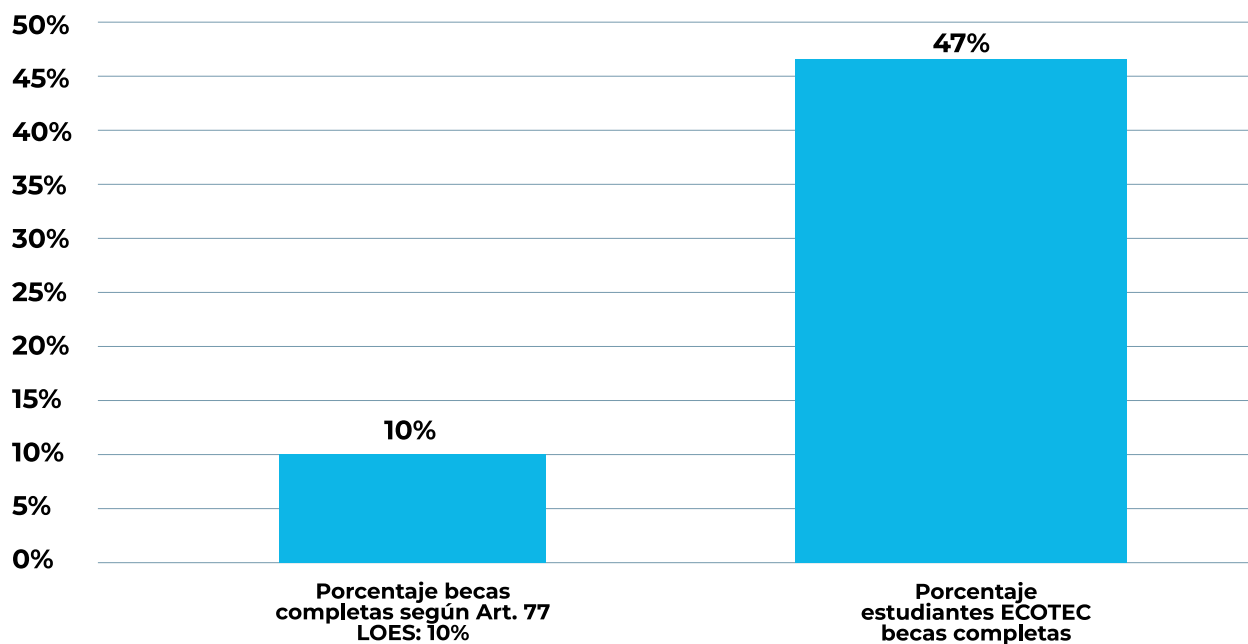
Source: Institutional Information System

1.2.4. Scholarships and Financial Aid

Universidad ECOTEC, through its Scholarships and Financial Aid Committee, consistent with its social mission and committed to facilitating access to and continuation in higher education for individuals belonging to vulnerable groups and historically discriminated minorities, maintains scholarship and financial aid programs aimed at fulfilling affirmative action requirements.

During this period, scholarships and financial aid were awarded equivalent to 47% of students — significantly exceeding the provisions of Article 77 of the Organic Law on Higher Education (LOES), which establishes the mandatory provision of full scholarships, or their financial aid equivalent, for at least 10% of regular students.

Figure 6
Percentage of full scholarships at Universidad ECOTEC 2024 vs. Article 77 LOES

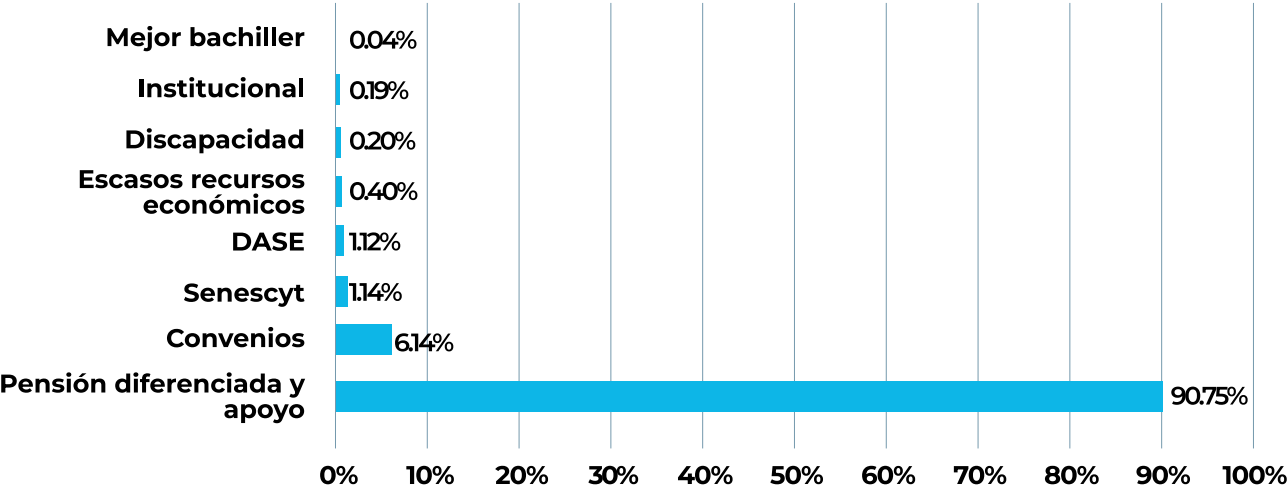


Source: Institutional Information System

Committed to the principle of equal opportunities, students were benefited by the following scholarship types: differentiated tuition and support, agreement-based, disability, SENESCYT-funded, top high school graduate, sports, and institutional scholarships.

Of the total scholarships awarded, 91% corresponded to the differentiated tuition and support system, which benefited students based on their economic conditions and school of origin.

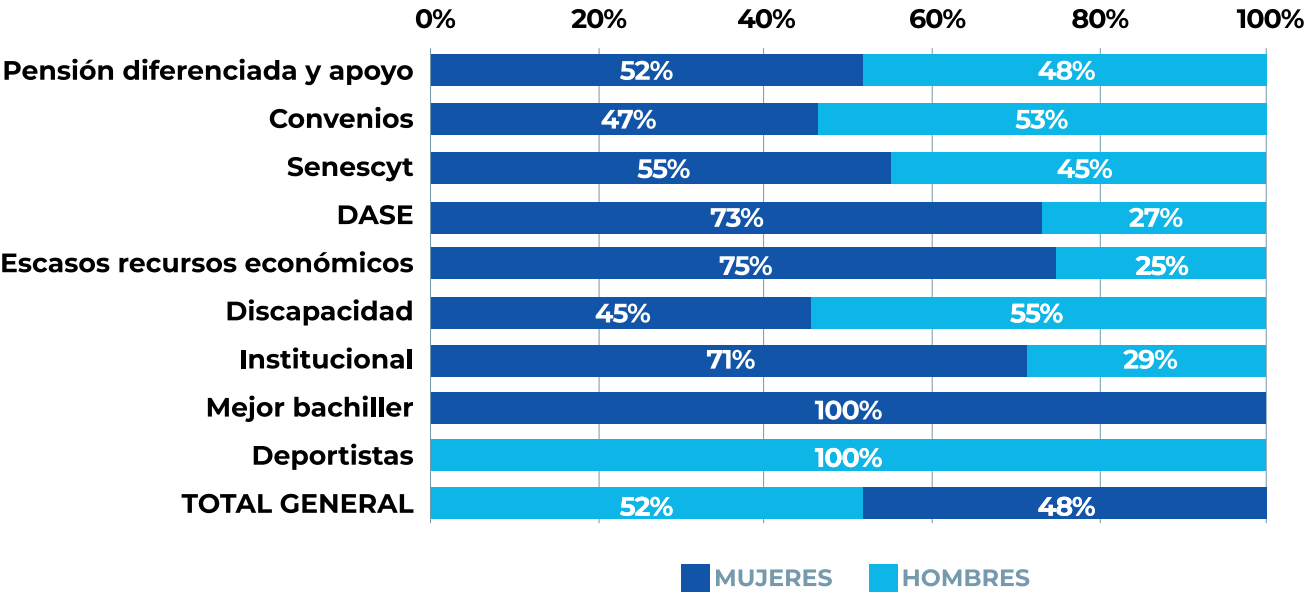
Figure 7
Scholarship allocation by type



Source: Directorate of University Well-Being

In compliance with the principle of equity, efforts were made to maintain balance in scholarship allocation. As a result, 52% of scholarship recipients were women.

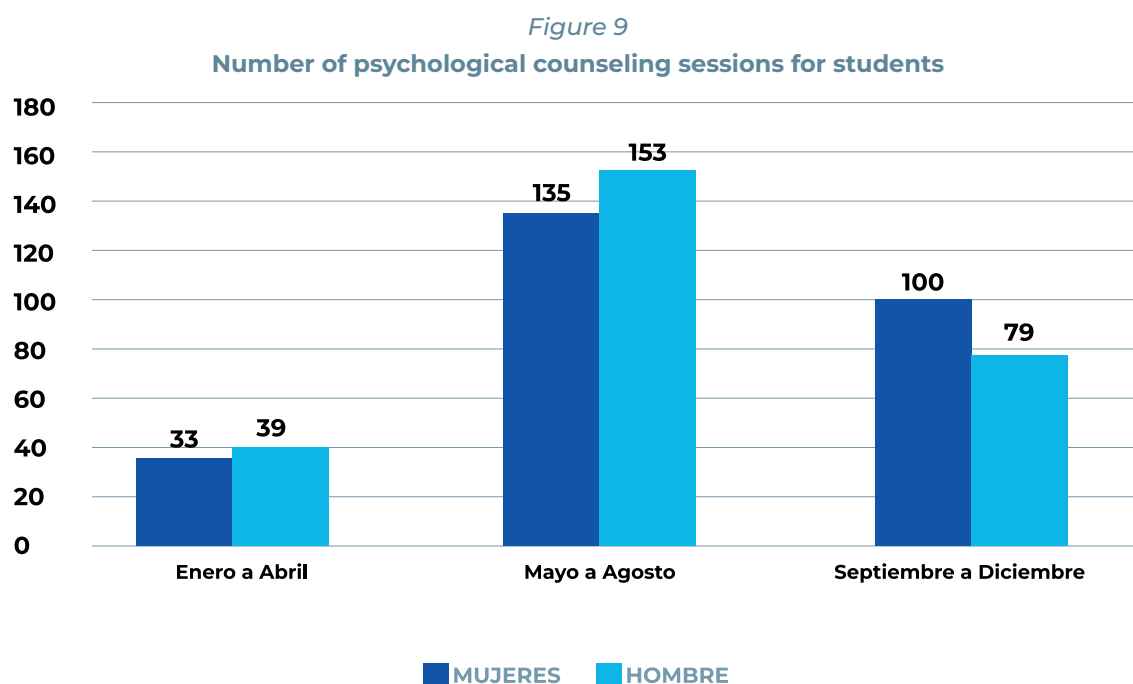
Figure 8
Scholarship types allocated by sex



Source: Directorate of University Well-Being

1.2.5. Psychological Counseling for Students

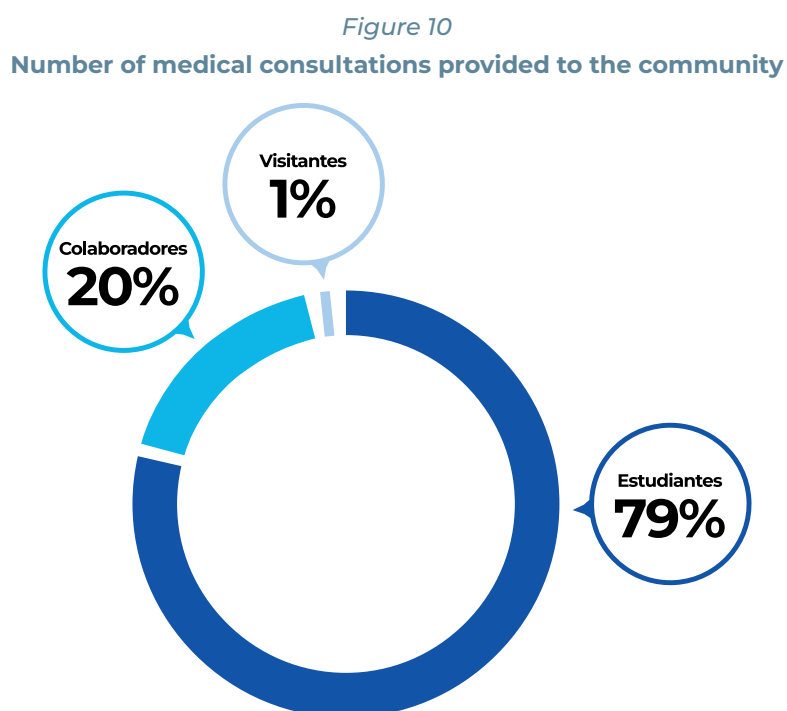
One of the services provided by the Directorate of University Well-Being was Psychological Counseling. In this space, cases of students with emotional, personality, and learning difficulties were identified. The Directorate conducted diagnosis and follow-up of 539 identified cases. 539 casos identificados.



Source: Directorate of University Well-Being

1.2.6. Medical Dispensary

As part of the services that Universidad ECOTEC provides to its students, faculty members, and staff, the medical dispensary for primary care is available. During the year, 15,843 medical consultations were provided to the university community, distributed as follows:



Source: Directorate of University Well-Being

1.2.7. Equality Policies

The Equality Plan establishes strategies and actions aimed at preventing situations of violence and rights violations within the university community, promoting a culture of equality under the principles and institutional philosophy of Universidad ECOTEC.

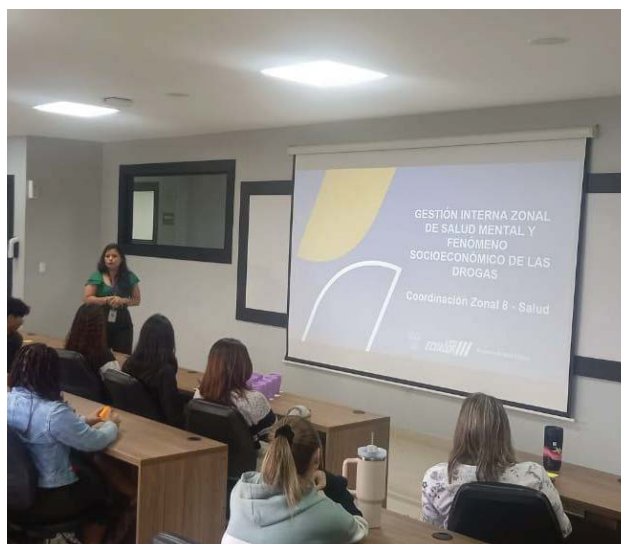
During 2024, various activities were carried out within the framework of the Equality Policies:

Axis 1: Prevention and eradication of violence in the community

- Lecture on promotion, prevention, and assistance in Sexual and Reproductive Health (March 20, May 16 and 20): Delivered by obstetrician Érika Álvarez, from the Educando al Futuro program. 92 students attended.
- Workshops on comprehensive drug prevention (May 13–16): Held with the Mental Health and Drug Socioeconomic Phenomenon Internal Management team from Zonal Coordination 8 of the Ministry of Public Health, with the participation of 211 students.



- Lecture on comprehensive drug prevention and mental health strengthening (September 10, 11, and 19): Delivered by the Ministry of Public Health, with the attendance of 101 students.



- Lecture on gender-based violence, types of violence and their psychosocial effects (February 5, April 10 and 11): Delivered by clinical psychologists from the Ministry of Women and Human Rights, with a total of 147 attendees.



- Awareness talk and information point 'Awakening Conscience: For a Smoke-Free World' (May 29–30): Held as a lecture and Instagram campaign (@bienestar.uecotec), with the participation of 195 students.



- Student clubs: 153 activities were developed with the participation of 1,054 students (588 women and 466 men). Active clubs: Programming, ECOART, BAE, Robotics, International Relations and Multiculturalism, Leaders and Entrepreneurs, Photography, Finance, Debate, Camaleón, Sustainability, and OLÉ. The Mediation club was also launched.



Axis 2: Implementing a culture of equality

- World Suicide Prevention Day activities (September 10): Post published with downloadable materials on protective factors against suicide via Instagram (@bienestar.uecotec). September 25: Talk 'Preventing is Living,' delivered by psychologists Génesis Arias and Anderson Flores, with the participation of 76 students.



- Meet Integration Day: 566 students who began their studies at the institution participated.



- Lecture 'Preventive actions against dengue' (February 20): 20 students attended. March 25: Information point 'Dengue: Awareness, Prevention, and Action' — 46 students attended.



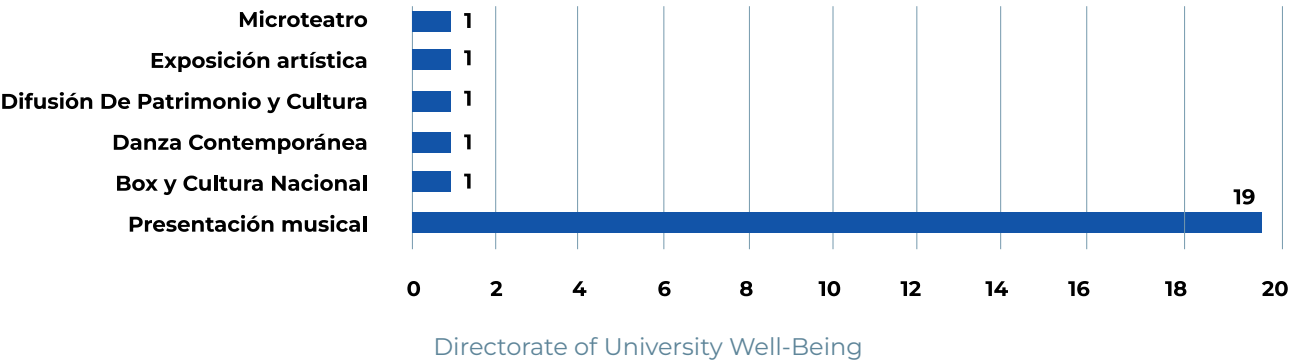
- Cultural Integration Event 'Traditions of Guayaquil' (July 31): Event highlighting the cultural richness of the city through traditional expressions — typical costumes, myths, legends, and Ecuadorian pasillos — with the participation of students, faculty, and community members.



- Cultural Wednesdays: 24 artistic and cultural performances were held throughout the year with broad attendance and positive reception from the university community.

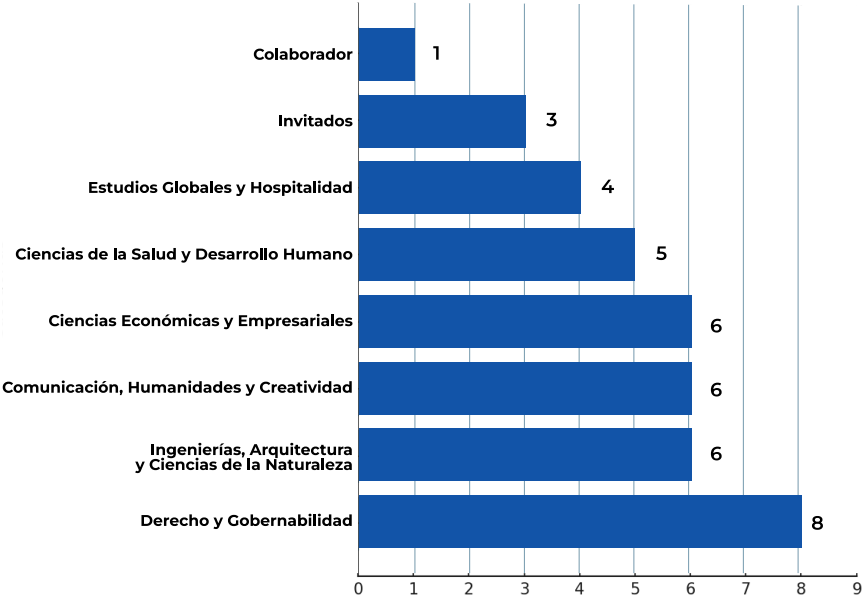


Figure 11
Activities developed at the Cultural Wednesdays event



The presentations delivered at this event were led by students from the institution's various academic units, with the purpose of fostering student agency and enhancing the development of their artistic skills.

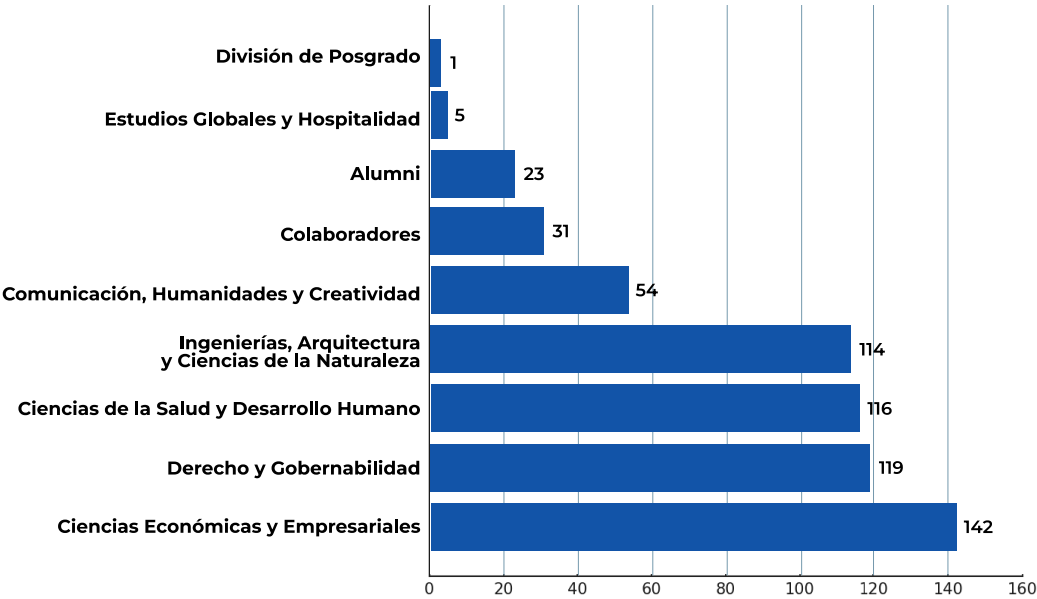
Gráfico 12
Participantes en evento Miércoles Culturales por unidad académica



Fuente: Dirección de Bienestar Universitario

- ECOGAMES 2024 (September 28 – November 14): Event promoting sports practice as an integral part of academic formation, strengthening integration skills, teamwork, and values. The tournament was divided into two categories: 'Students' (550 participants) and 'Master' (55 competitors: staff, alumni, and graduate students). Friendly matches were also held for the newly formed soccer and basketball teams.

Figure 13
ECOGAMES participants by academic unit

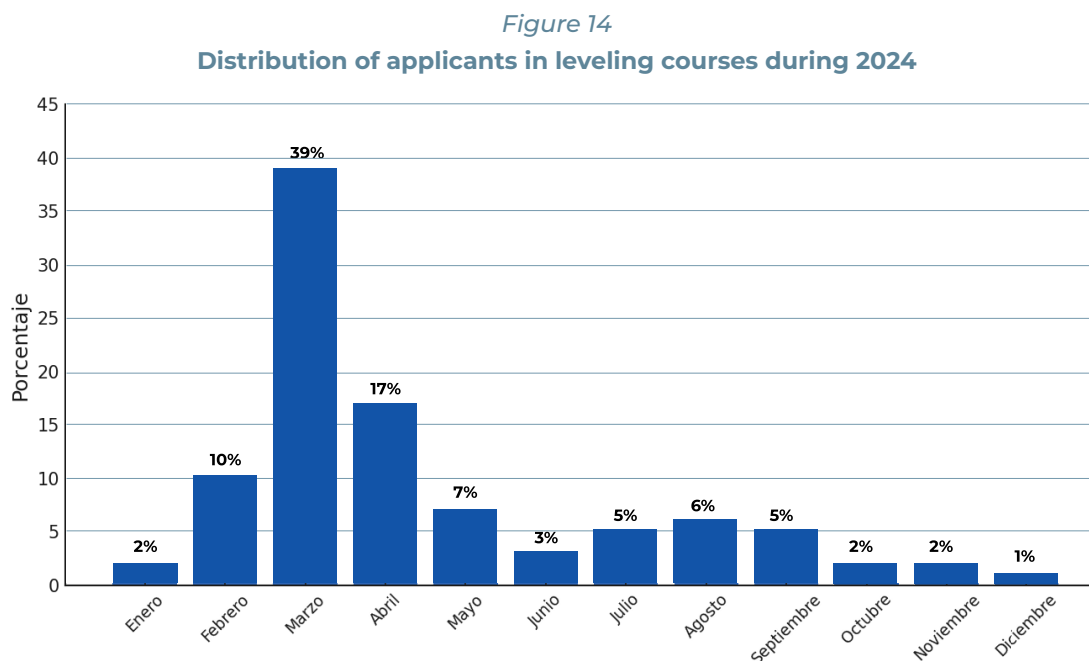


Source: Directorate of University Well-Being



1.2.8. Leveling Courses

Throughout the year, applicants enrolled in leveling courses prior to entering their programs. The chart shows the distribution of applicants during the year.



Source: Institutional Information System

1.2.9. Vocational and Professional Guidance

Article 86 of the LOES establishes that: 'Higher education institutions shall maintain a student well-being administrative unit dedicated to promoting the rights of the various institutional stakeholders, and shall develop processes for vocational and professional guidance, as well as for obtaining credits, incentives, financial aid, scholarships, and shall offer assistance services as determined by the regulations of each institution.'

Within this framework, and with the aim of assisting applicants in choosing the most appropriate program, 3,022 'Vocational and Professional Guidance Tests' were administered during leveling courses. Additionally, a vocational guidance process was carried out with 27 students who enrolled through the credit transfer process.

Table 8.
Applicants who completed the Vocational and Professional Guidance Test by sex

PROFILE	FEMALE	MALE	TOTAL
New applicants	1 526	1 496	3 022
Transfer students	15	12	27
TOTAL	1 541	1 508	3 049

Source: Institutional Information System

1.2.10. Induction and Dissemination of Regulations and Institutional Information to Applicants

During leveling courses, workshops were held to orient and instruct applicants on the following topics:

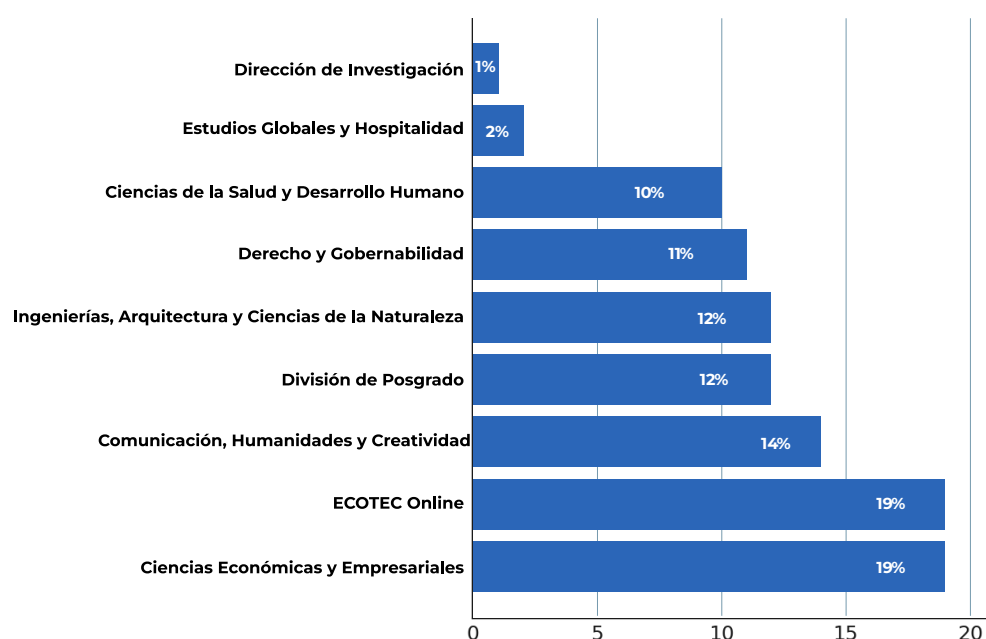
- Dissemination of the institutional Mission and Vision.
- University services and Directorate of University Well-Being services.
- Internal regulations and Code of Ethics.
- Library and learning/information resources services.
- Relevant academic information for their development and administrative procedures.

1.3. Faculty Members

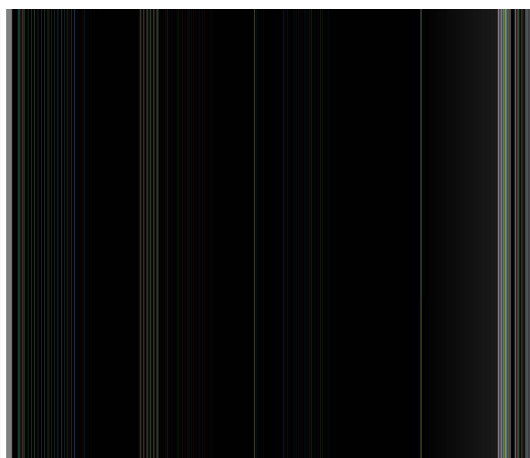
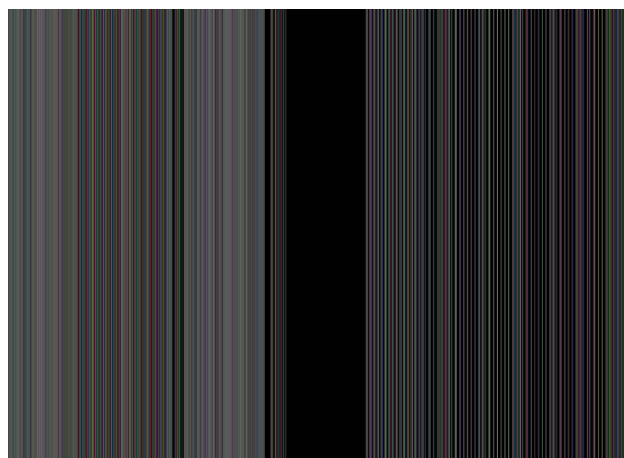
1.3.1. Faculty Members by Academic Unit

The distribution of faculty members across the various units reflected balanced coverage, based on the needs of each field of knowledge, the modes of study, and the student population of each unit.

Figure 15
Distribution of faculty members by academic unit



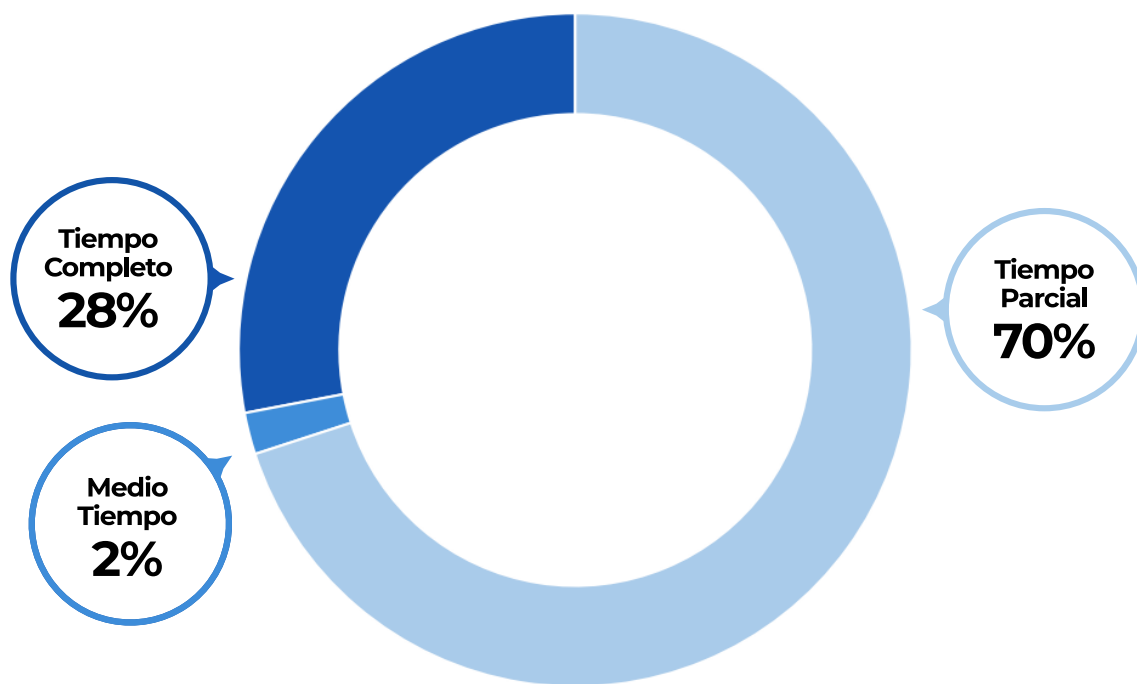
Source: Institutional Information System



1.3.2. Faculty Members by Time Commitment

In terms of time commitment, the institutional faculty was comprised of 28% full-time, 70% part-time, and 2% half-time faculty members. This structure favors a balance between academic stability and connection with the professional environment.

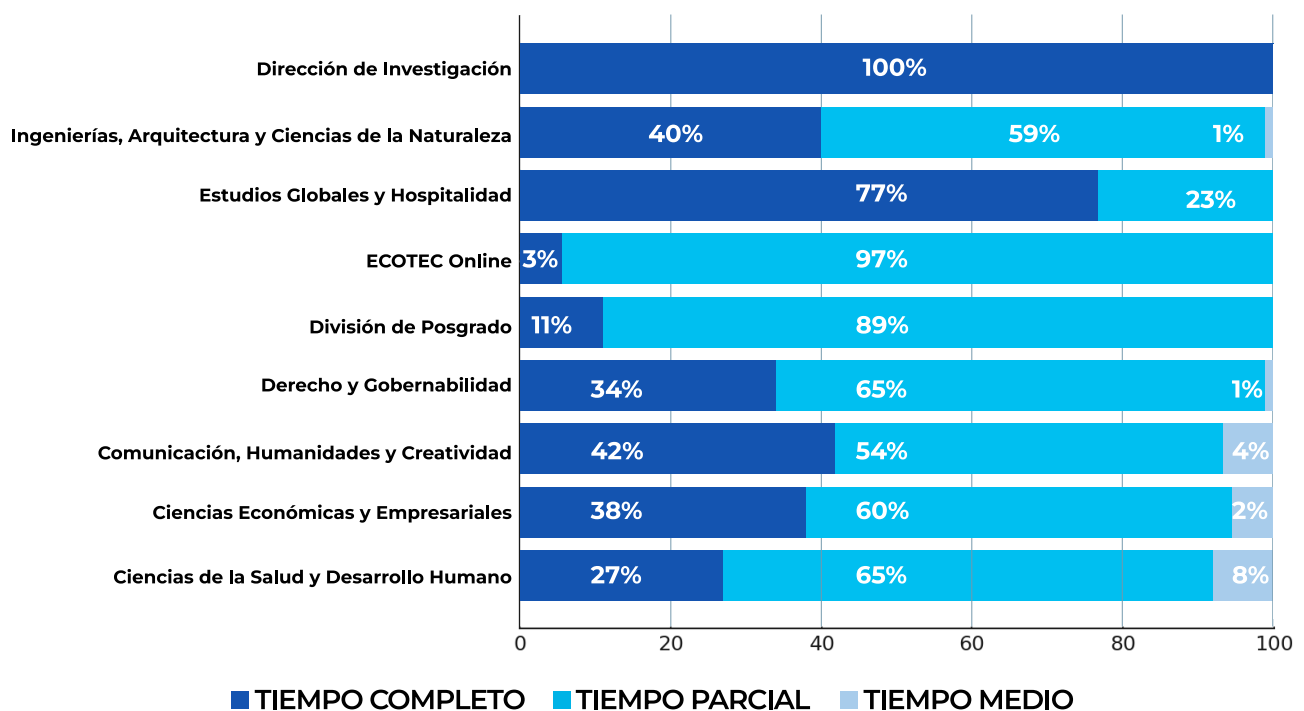
Figure 16
Faculty members by time commitment



Source: Institutional Information System

The management of core institutional functions — teaching, research, and community engagement — is supported by full-time faculty members, while part-time and half-time faculty members contribute from their active professional experience, facilitating continuous updating and interaction with social and productive sectors.

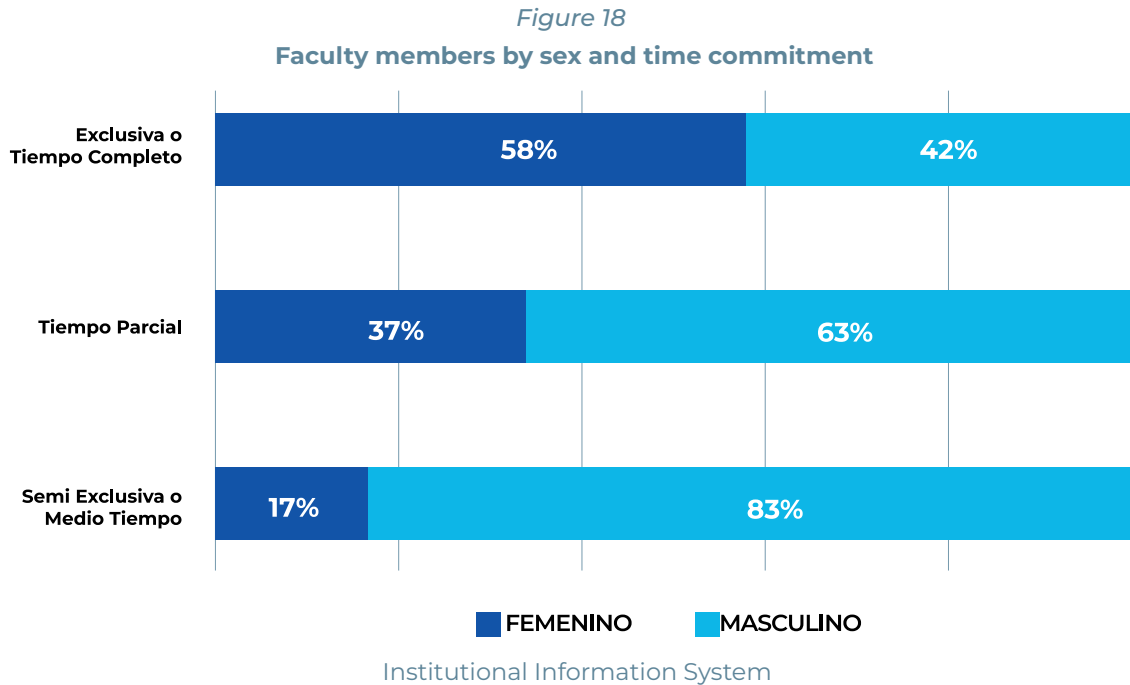
Figure 17
Faculty members by academic unit and time commitment



Source: Institutional Information System

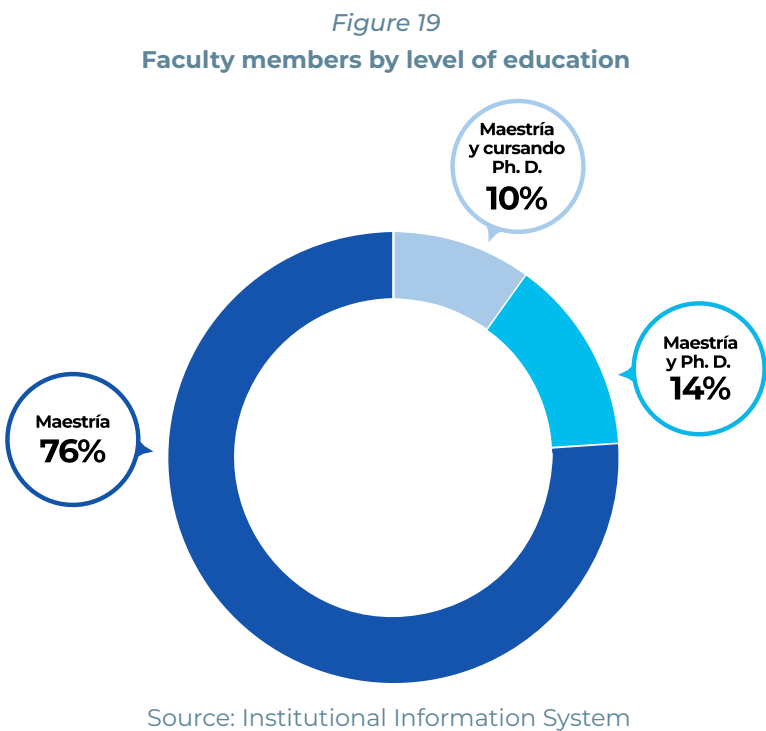
1.3.3. Faculty Members by Sex

In 2024, women represented 42% of the institutional faculty. Their participation was particularly significant in the full-time dedication category, where they reached 58%, and in part-time, with 37%. These results reflect the active and consolidated presence of women across the various levels of academic responsibility within the university.



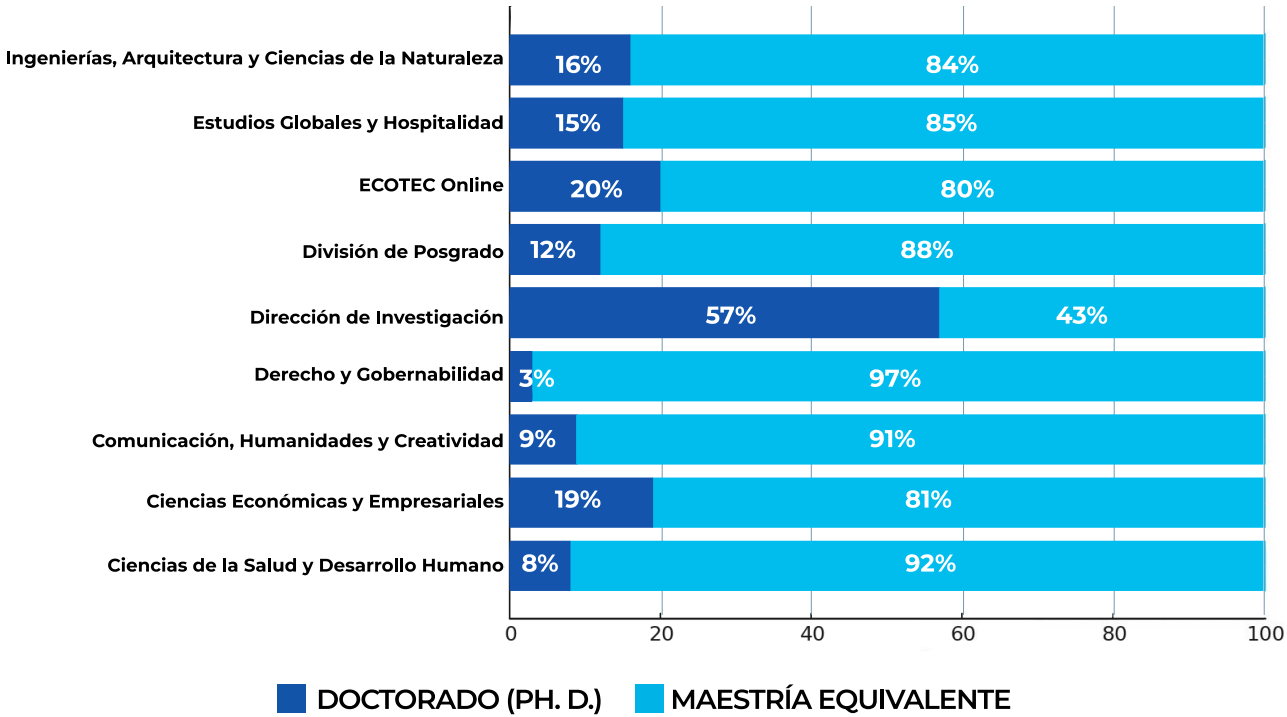
1.3.4. Faculty Members by Level of Education

All faculty members of Universidad ECOTEC hold a graduate-level degree (fourth level). Of the total, 14% hold a doctoral degree (Ph.D.), while 10% are currently pursuing doctoral studies — evidencing the institutional commitment to academic excellence and continuous improvement of its faculty.



The distribution by academic unit responds to the specific characteristics of each disciplinary field, the academic portfolio, and the optimal level of integration between academic education and professional

Figure 20
Faculty members by academic unit and level of education



Source: Institutional Information System

1.3.5. Scientific Update Courses for Faculty Members

The institution organized various training courses for faculty members, with the goal of contributing to their professional development, scientific updating, and the strengthening of their technical, technological, teaching, and methodological skills.

Table 9.
Training courses for faculty members

TRAINING PROGRAM / COURSE	DURATION (Hours)	No. OF PARTICIPANTS
Pneumatics, Electropneumatics, and PLC & HMI Courses 2024	32	3
Origins of Global Value Chains	20	26
Workshop on the Use of Pedagogical Case Studies	9	23
Training on the Graduate Profile Assessment Procedure	6	75
Training on the Graduate Profile Assessment System Implementation Guide	7	75
Training on Graduate Profile Assessment Instrument Application Guides	13	130
Database Management: FIEL WEB + PLUS; VELEX; EUREKA; Digitalia/Hispanica; Proenfermería; Eureka; Profisio/Eureka; Promedicina/Eureka; Virtualex	12	187

TRAINING PROGRAM / COURSE	DURATION (Hours)	No. OF PARTICIPANTS
Training on Presentation of Graduate Profile Assessment Results	6	75
Training on Competency Definition, Description, Components, and Rubrics	4	55
Training for VRAC Delegate Faculty on Methodological Class Evaluation of Applicant Faculty	4	62
Diploma in Training for Clinical Simulation Technicians and Assistants	120	4
Course Syllabus Development for Core Formation Subjects	4	10
Training on Curricular Design of Undergraduate Programs	40	65
Development of Quality Digital Resources Using Generative Artificial Intelligence	12	44
Intensive Didactic Electropneumatics	32	3

Source: 2024 Training Plan Execution Report

1.4. Graduate Tracking, Pre-Professional Internships, and Employment Bank (Banca Laboral)

Through the graduate tracking process, Universidad ECOTEC maintained ongoing communication with its alumni. Information was gathered on their work environment with the objective of obtaining feedback that contributes to the continuous improvement of undergraduate and graduate programs, to the strengthening of academic processes, and to the development of competencies and skills in line with the demands of the labor market in each field of knowledge.

1.4.1. Graduates in In-Person or Hybrid Modality (by Academic Unit)

Table 10.

Percentage of graduates by academic unit

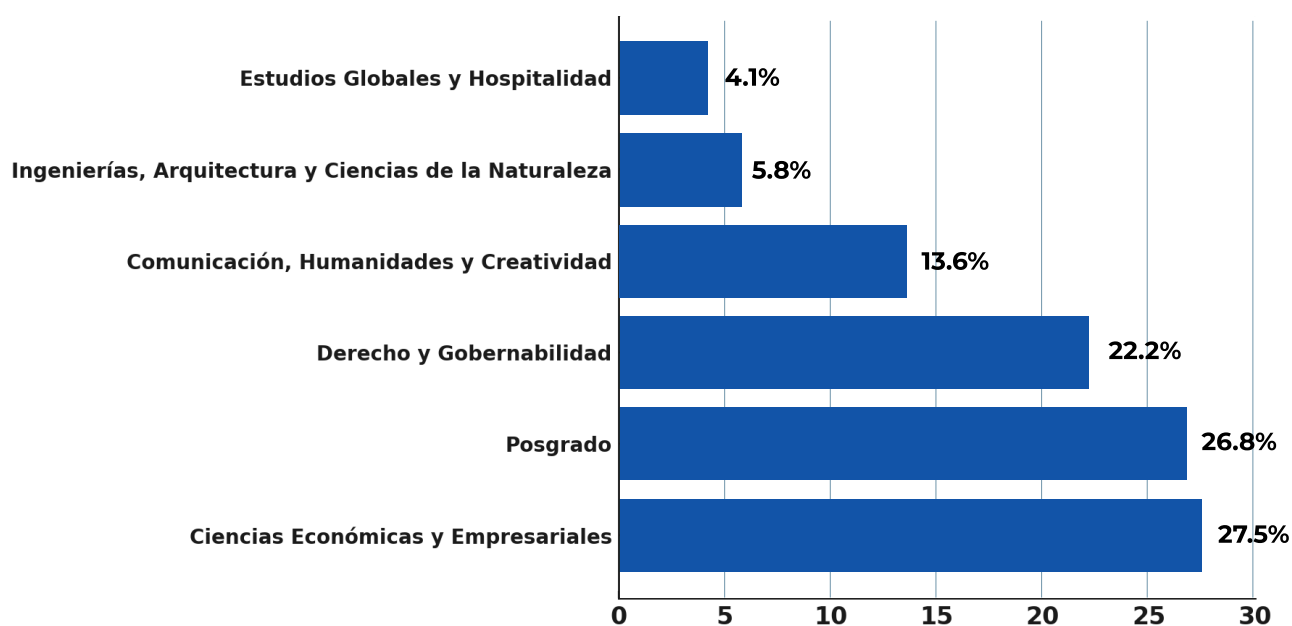
ACADEMIC UNIT	% OF GRADUATES
Graduate Studies Division	27%
Faculty of Economics and Business Sciences	27%
Faculty of Law and Governance	22%
Faculty of Communication, Humanities and Creativity	14%
Faculty of Engineering, Architecture and Natural Sciences	6%
Faculty of Global Studies and Hospitality	4%
Faculty of Health Sciences and Human Development	First cohort projected to graduate in 2025

Source: Graduate Tracking, Pre-Professional Internships, and Employment Bank Coordination

[Chart 21 — Percentage of graduates by academic unit. Source: Graduate Tracking Coordination]

Figure 21

Percentage of online graduates



Source: Graduate Tracking, Pre-Professional Internships, and Employment Bank Coordination

1.4.2. Online Graduates

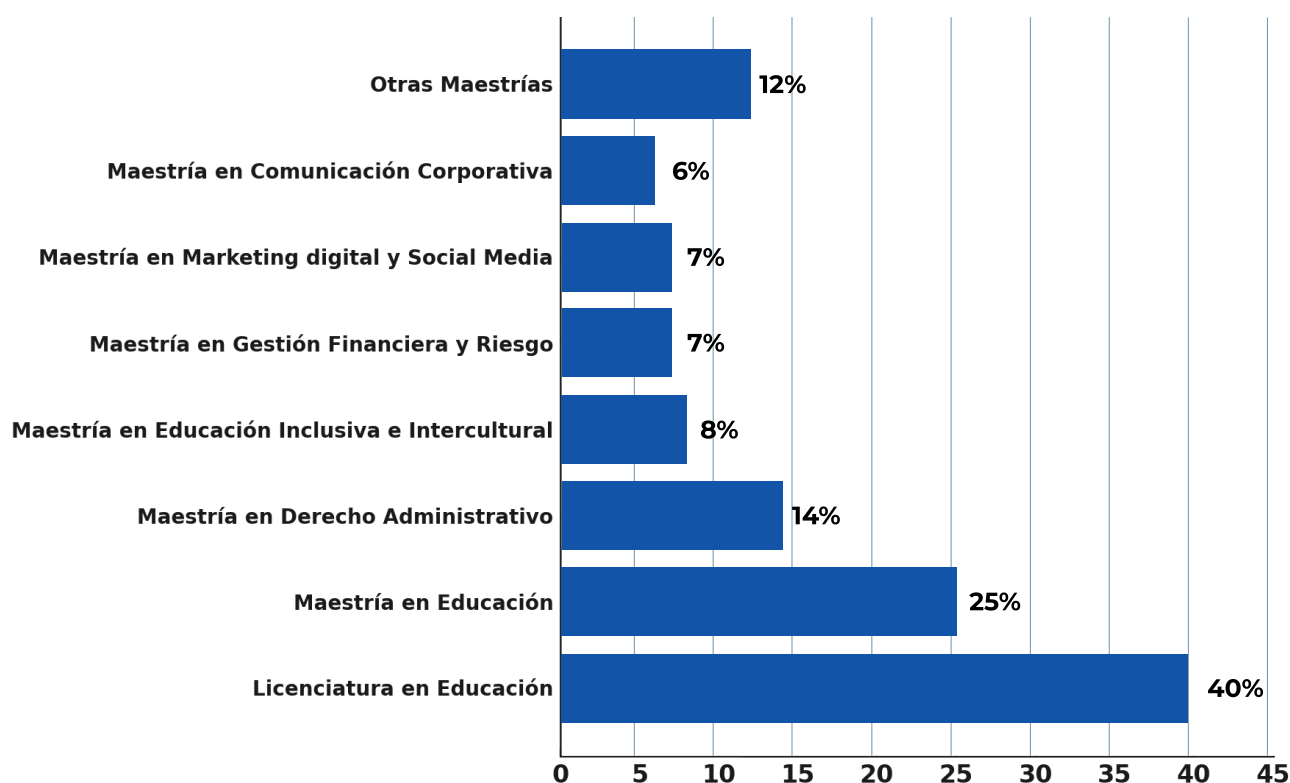
Table 11

Percentage of graduates in online modality

DEPARTMENT	PERCENTAGE OF GRADUATES
Bachelor in Education	40%
Master in Education	25%
Master in Administrative Law	14%
Master in Inclusive and Intercultural Education	8%
Master in Finance and Risk Management	7%
Master in digital Marketing and Social Media	7%
Master in Corporate communication	6%
Other Graduate Programs	12%

Source: Graduate Tracking, Pre-Professional Internships, and Employment Bank Coordination

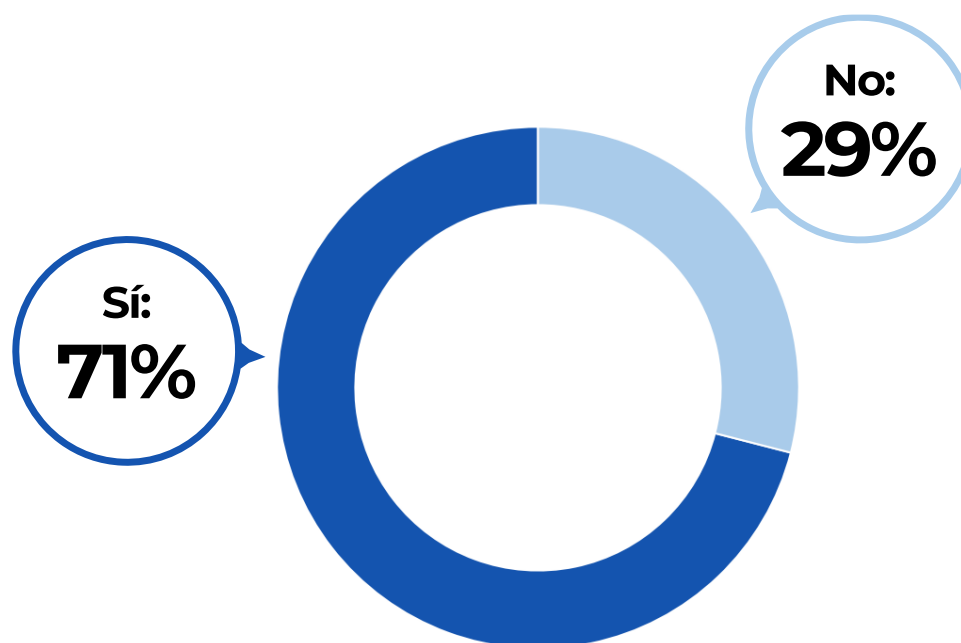
Figure 22
Graduate satisfaction level with university services



Source: Graduate Tracking, Pre-Professional Internships, and Employment Bank Coordination

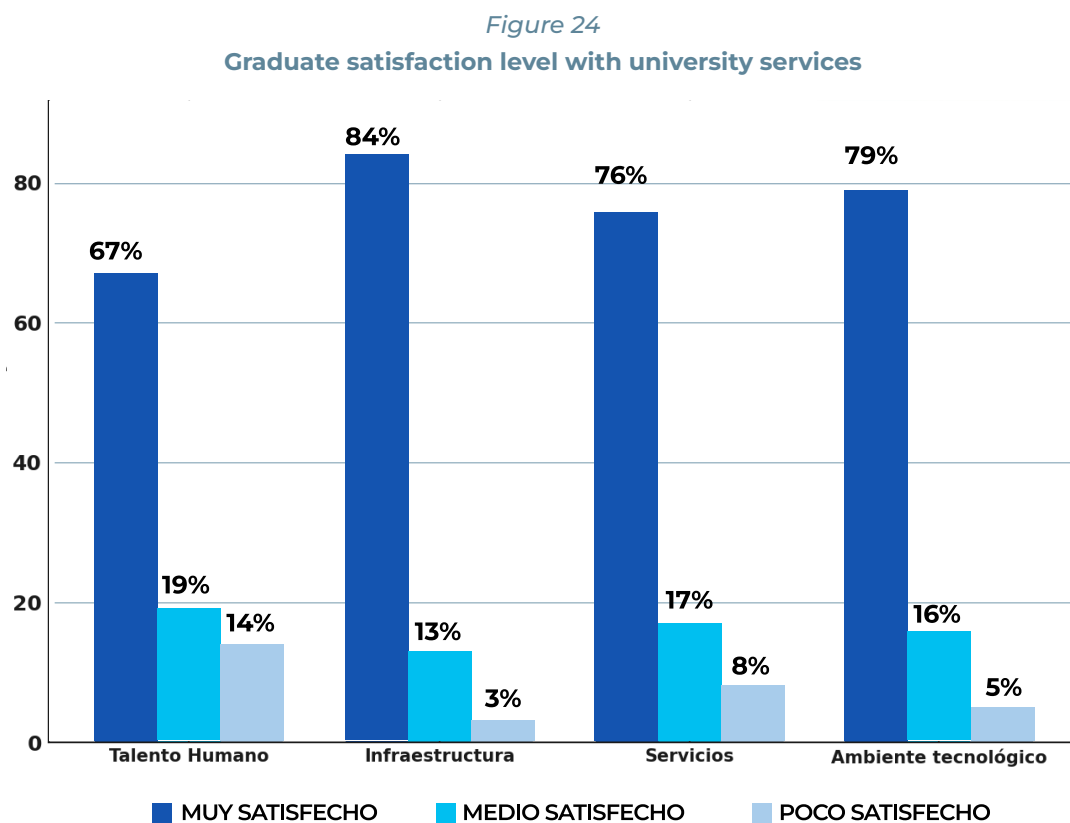
1.4.3. Graduate Employability

Figure 23
Graduate Satisfaction with Their Studies



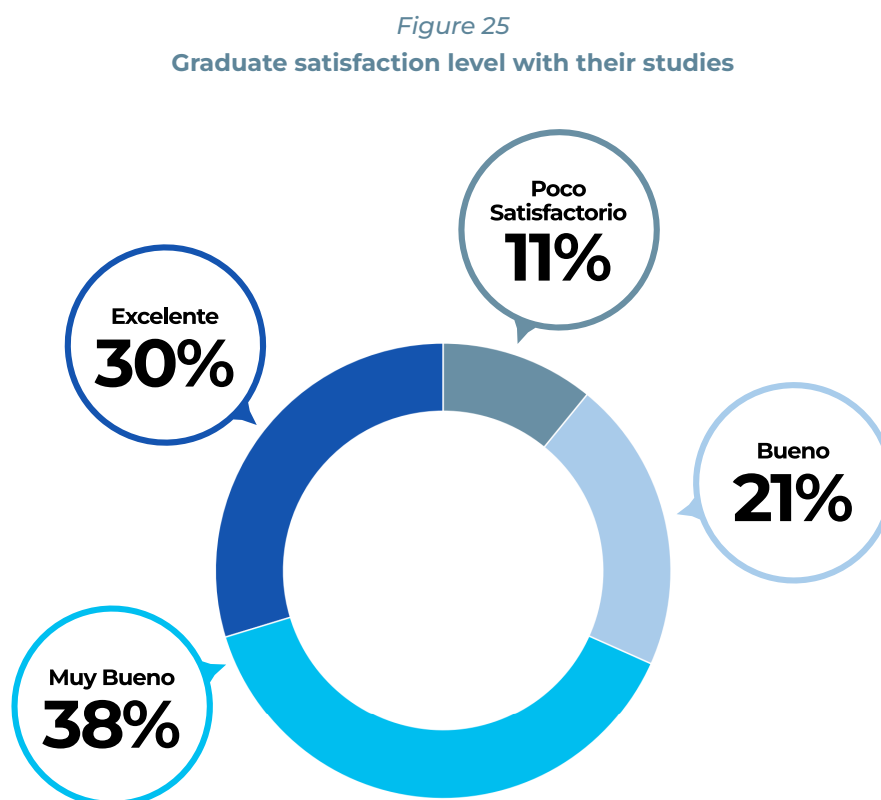
Source: Graduate Tracking, Pre-Professional Internships, and Employment Bank Coordination

1.4.4. Graduate Satisfaction with University Services



Source: Graduate Tracking, Pre-Professional Internships, and Employment Bank Coordination

1.4.5. Graduate Satisfaction with Their Studies



Source: Graduate Tracking, Pre-Professional Internships, and Employment Bank Coordination

1.4.6. Students who Completed Pre-Professional Internships

During pre-professional internships, students demonstrated the competencies defined in the graduate profiles of their programs. The number of students who completed pre-professional internships by academic unit was:

Table 12.
Students who completed pre-professional internships by academic unit

ACADEMIC UNIT	TOTAL STUDENTS
Health Sciences and Human Development	29
Economics and Business Sciences	360
Communication, Humanities and Creativity	294
Law and Governance	413
Global Studies and Hospitality	39
Engineering, Architecture and Natural Sciences	134
TOTAL	1.269

Source: Graduate Tracking, Pre-Professional Internships, and Employment Bank Coordination

1.4.7. Employment Integration Program

The Employment Integration Program aims to promote the employability of students and graduates of Universidad ECOTEC, through actions that facilitate their entry into the labor market in both the public and private sectors. The following strategies were implemented:

- **Employability training:** training activities such as talks, seminars, and courses, developed by the university or in partnership with companies, aimed at strengthening key skills for access to internships and employment.
- **Connecting students and graduates with organizations:** creating spaces and using technological tools that connect companies from various sectors with students and graduates around opportunities for pre-professional internships and employment.
- **Monitoring and feedback:** systematic evaluation of executed actions to identify improvement opportunities and continuously strengthen institutional employment integration strategies.

One of the central activities of the program was the 2024 Job Fair, held July 9–11 in hybrid modality: in-person at the Samborondón, Guayaquil, and La Costa campuses, and online through the Employment Bank (Banca Laboral) platform. Students and graduates had the opportunity to apply to job and internship offerings and to interview with company representatives.

During the event, specialized conferences were held to strengthen the employability and professional profile of students.



Feria Laboral 2024

Before beginning pre-professional internships, students participated in a Job Readiness Workshop, aimed at strengthening their employability through ongoing training in: CV writing, interviews, selection processes, personal branding, and verbal and non-verbal communication.



Conferencias en Feria Laboral 2024

Coordination was carried out with recognized companies for scheduling training sessions and disseminating their trainee and talent acquisition programs.

- In partnership with Deloitte Ecuador, the virtual workshops 'Innovation in Auditing' and 'How to Create a Professional LinkedIn Profile' were organized.



Capacitaciones con el sector empresarial

- Talent acquisition programs from recognized companies such as Cervecería Nacional, Unilever Andina, Bimbo Ecuador, and others were disseminated.



Difusión de programas de captación de talentos

1.4.8. Employability Platform: Employment Bank (Banca Laboral)

The 'Banca Laboral' (Simplicity platform) is an employability platform with a presence at several universities worldwide, where students, graduates, and national and international companies converge.



Plataforma de empleabilidad para estudiantes y graduados



Acceso a oportunidades laborales de empresas nacionales e internacionales



Herramientas para potenciar perfiles profesionales

Difusión de programas de captación de talentos



Banca Laboral ECOTEC

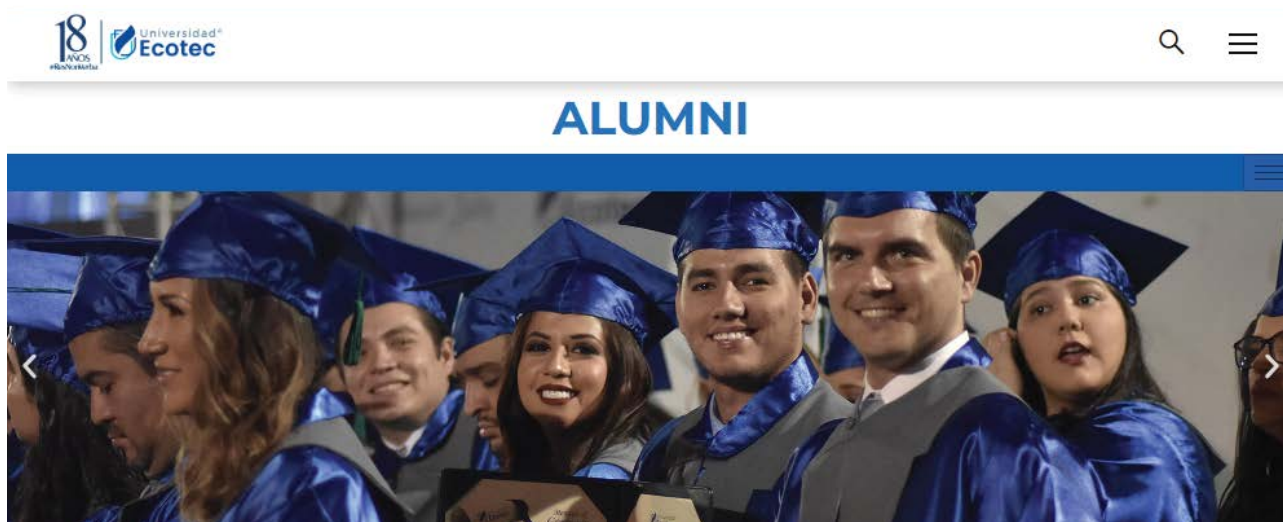
¿Qué puedes hacer?

- A. **Postular** a las vacantes de empleos y pasantías
- B. **Generar** tu currículum profesional
- C. **Acceder** al simulador de entrevistas
- D. **Recibir** orientación profesional
- E. **Utilizar** recursos multimedia

bancalaboral@ecotec.edu.ec

1.4.9. Communication Channels

As part of strengthening the bond with its graduates, Universidad ECOTEC maintained ongoing communication throughout the year through the ECOTEC Alumni web portal (<https://ecotec.edu.ec/alumni/>), its official social media channels (Facebook and Instagram), and conventional media. Through these channels, graduate scholarships abroad, institutional events, job offers, conferences, and other benefits were disseminated.



Portal web ECOTEC Alumni

1.5. Free Legal Clinics

The Free Legal Clinics (CJG) provided services to people of limited economic means and in vulnerable situations, in a timely, responsible, and cost-free manner. At the same time, they constituted a space for pre-professional internship practice for students of the Law undergraduate program.

The CJG operate under the oversight of the Public Defender's Office of Ecuador, which authorizes their operation and supervises them annually through a rigorous evaluation process aligned with its Management Strengthening Plan, incorporating both internal and external management criteria.

During the year, the hybrid pre-professional internship modality was maintained, combining in-person attention with remote work and research. This modality allowed for expanded reach and a significant increase in the number of cases handled and intern students.

Key highlights of the 2024 management:

- Free legal assistance to a total of 1,466 users at both locations, with the participation of 349 pre-professional intern students from the Law undergraduate program (157 at the Samborondón location and 192 at the Guayaquil location).
- 1,510 legal advisory sessions were provided in response to queries from members of priority attention groups, and 289 judicial sponsorships were conducted, with legal process accompaniment for beneficiaries.
- Specialized legal tutoring processes were developed for intern students, focused on case management tools, case tracking, hearing report preparation, and methodological tutorials in legal research.
- Community Legal Brigades were held to expand community outreach. From the Guayaquil location: Parque Samanes, Malecón 2000, Parque Seminario, Parque Centenario, and Plaza San Francisco; from the Samborondón location: Tarifa, Boca de Caña, and surrounding areas.
- Renewal of the operating authorization of the Guayaquil Legal Clinic (Resolution No. DP-DPG-DASJ-2024-128), in Civil Law; Family, Women, Children and Adolescents Law; Labor Law; Human Mobility; and Domestic Violence.
- Renewal of the operating authorization of the Samborondón Legal Clinic (Resolution No. DP-DPG-DASJ-2024-053), in Family, Women, Children and Adolescents Law.

Participation in specialized workshops and training sessions, including: the Mediation Day organized by the National Mediation Center of the Judicial Branch; the 'Sentence Execution' training organized by the Public Defender's School; and the Workshop on Human Mobility, Right to Asylum and Refuge, organized by the Public Defender in coordination with the Constitutional Court and the United Nations High Commissioner for Refugees (UNHCR).

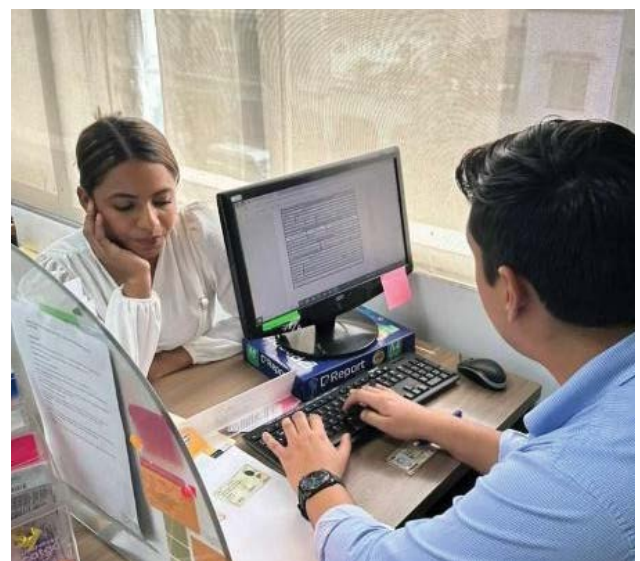




Brigadas Jurídicas Comunitarias



Difusión de servicios



Atención a usuarios



Asistencia a audiencias

1.6. International Relations and Cooperation

1.6.1. Agreements and Networks

During 2024, 14 new agreements or renewals were signed with foreign universities and organizations, including:

- Universidad Isabel I (Spain)
- Universidad Privada del Norte – UPN (Peru)
- Instituto Universitario Italiano de Rosario – IUNIR (Argentina)
- Fundación Carolina (Spain)
- San Ignacio University – Disney Program (United States of America)
- Universidad de Cádiz (Spain)
- UEMC Business School (Spain)
- Universidad Europea del Atlántico (Spain)
- Universidad de Oviedo (Spain)
- Universidad del Magdalena (Colombia)
- University of Dresden (Germany)
- Continental University of Florida (United States of America)

By virtue of the agreement signed with Fundación Carolina, financial resources were granted for housing and living expenses for faculty members and researchers who received scholarships.

Regarding international networks, ECOTEC maintained its participation in the following organizations and associations:

- CEDALC Network
- CONAHEC — Consortium for North American Higher Education Collaboration
- RECLA — Continuing Education Network of Latin America and Europe
- OUI-IOHE — Inter-American Organization for Higher Education

- LASA — Latin American Studies Association
- CLADEA — Latin American Council of Management Schools
- AUIP — Ibero-American University Association for Postgraduate Studies
- Red Universidad 2030
- Real Cup
- ARCA — Association of Rectors of the Caribbean and the Americas

1.6.2. Strategies to Promote Participation in International Experiences

During the period, four calls were launched for international mobility programs (two regular and two extraordinary), accompanied by a dissemination plan coordinated with academic units through information events and social media posts.

Eight internationally-focused events were organized to encourage interest and participation by the university community in academic experiences abroad:

- Six information sessions on programs and international opportunities:
 - Information session on the SII 2024 Exchange Program
 - Information session on the SIU–ECOTEC Disney Program
 - Second information session on the SII 2024 Exchange Program
 - Information session on the Bogotá 2024 Academic Mission
 - Information session on San Ignacio University – Disney Program
 - Information session for SI 2025 exchange students
- One cultural event: Celebration of U.S. Independence Day
- One internationalization-at-home workshop: directed at faculty members

These activities formed part of the institutional strategies to strengthen international projection and interest in academic mobility among students and faculty members.

1.6.3. International Student Mobility

As a result of agreements with international institutions, ECOTEC students participated in outbound mobility programs. Within this framework, 10 students were admitted to complete a semester of exchange at universities around the world.

Table 13
Students who completed a semester of exchange at foreign universities

ESTUDIANTE	FACULTAD	UNIVERSIDAD DE DESTINO	PAÍS
Ilene Damaris Gómez Cobos	Health Sciences and Human Development	Universidad Mayor	Chile
Ingrid Ximena Enríquez Choez	Economics and Business Sciences	Western New Mexico University	USA
Ana Paula Lemos Saavedra	(Law and Governance)	Universidad Católica San Antonio de Murcia	Spain

ESTUDIANTE	FACULTAD	UNIVERSIDAD DE DESTINO	PAÍS
Jennifer Daniela Pozo González	Economics and Business Sciences	Lenoir Rhyne University	USA
Javier Emilio Salazar Díaz	(International Business)	College of the Rockies	Canada
Katherine Geovanna Andrade Yépez	(Law and Governance)	Universidad de Granada	Spain
Nicolás Alejandro Córdova Morales	Communication, Humanities and Creativity	Univ. Católica San Antonio de Murcia	Spain
Keyla Camila Euvín Olaya	(Global Studies and Hospitality)	Universidad de Oviedo	Spain
Elías Rafael Narvaez Solís	Engineering, Architecture and Natural Sciences	Univ. de Ciencias Aplicadas y Ambientales	Colombia
José Alberto Muñoz Zaldumbide	Engineering, Architecture and Natural Sciences	West Virginia University	USA

Source: Directorate of International Relations and Cooperation

- Student Javier Emilio Salazar Díaz (International Business) received an ELAP (Emerging Leaders in the Americas Program) scholarship from the Government of Canada, which provides financial support to Latin American students to complete a semester in that country. Thanks to this recognition, Javier studied at College of the Rockies during the first semester of 2024.



Estudiante ganador de Beca ELAP del Gobierno de Canadá

- Students Stefany Michelle García Veliz, Mateo Abel Rubio Mero, and Gabriela Lizbeth Peralta Zerna (Faculty of Economics and Business Sciences / Communication, Humanities and Creativity), and Emilio Daniel Ramos Castañeda (Faculty of Engineering, Architecture and Natural Sciences) participated in the International Program 'Business in Argentina 2024' at Universidad del CEMA (Argentina).

- Students María José Caballero Cedeño, Cristhian Fernando Sarmiento Wong, and George Emilio Córdova Yépez (Faculty of Engineering, Architecture and Natural Sciences) participated in the International Program 'Engineering 4D: Interdisciplinary Approaches for the Future
- Students Doménica Daniela Reyna Flores, Elsa Annabel Chaguay Mendoza, Génesis Noemy Reyes Toledo, Raúl Adolfo Samaniego Pazmiño, and Glenda Águeda Alvarado Pinoargote (Faculty of Communication, Humanities and Creativity) participated in the virtual program 'Marketing Edge' at Universidad del Rosario (Colombia).
- Students Angie Sarita Larco Guerrero and Karol Denisse Plaza Ponce (Faculty of Economics and Business Sciences) participated in the International Program 'Innovation, Leadership, and Personal Development' at Universidad Católica Argentina, through Open Metier.



Estudiantes ECOTEC en programas internacionales

Regarding inbound mobility, the university received students from institutions abroad who completed studies at the institution:

- Three students from Universidad Anáhuac (Mexico), Universidad Santo Tomás (Chile), and Unidades Tecnológicas de Santander (Colombia) completed an academic period of studies at the institution.



Andrea Soto Aponte, estudiante de intercambio en ECOTEC

- Seven students from Universidad Antonio Nariño, Cali campus (Colombia), completed a short-duration course at the Samborondón Campus, delivered by the Faculty of Economics and Business Sciences.



Estudiantes de la Universidad Antonio Nariño, sede Cali (Colombia)

1.6.4. Internationalization at Home

Internationalization at home is a key strategy to strengthen international alliances, incorporate global approaches into the curriculum and teaching practice, and enrich educational processes with new pedagogical perspectives. It also contributes to the development of skills such as critical thinking, effective communication, collaboration, and global awareness.

Various international academic activities were carried out within this strategy, including: mirror classes, lectures with international experts, collaborative online projects, and global academic competitions.

One of the pillars of this modality is the COIL (Collaborative Online International Learning) program — a virtual educational experience that connects ECOTEC faculty members and students with their peers at foreign universities, within the context of a course subject. Participants work jointly on academic activities collaboratively designed by the faculty involved. This year, projects were executed in collaboration with Tecnológico de Monterrey (Mexico), with the participation of 99 students from various ECOTEC academic units..

Mirror classes were also developed in collaboration with the following universities

- Universidad Católica Andrés Bello (Venezuela)
- Unidades Tecnológicas de Santander (Colombia)
- Universidad Nacional de Córdoba (Argentina)
- Tecnológico de Monterrey (Mexico)
- Universidad de San Buenaventura (Colombia)
- Universidad San Ignacio de Loyola – USIL (Peru)

ECOTEC faculty members also delivered keynote lectures at foreign universities including:

- Escuela Opina (Colombia)
- Universidad de Córdoba (Argentina)
- Universidade Portucalense (Portugal)
- Universidade de Fortaleza (Brazil)
- Rollins College (United States)
- Tecnológico de Monterrey (Mexico)
- Eötvös Loránd University (Hungary)



CLASE ESPEJO:
APLICACIÓN DE PRINCIPIOS DE CONTABILIDAD EN COLOMBIA Y ECUADOR

Dictado por:



Luis Pedraza
UNICAFAM



Giovanni Parra
Universidad San Buenaventura



Eduardo Ron
Universidad ECOTEC

07-11-2024 07H30





CLASE MAGISTRAL

PRINCIPIOS DE ORATORIA Y RETÓRICA FORENSE

Facultad de Derecho y Gobernabilidad

Universidad de Córdoba



Dr. José Jesús Albert Márquez

- Profesor Titular de la Universidad de Córdoba, España.
- Doctorado en Derecho
- Licenciado en Derecho
- Líneas de Investigación: teoría de la representación política, retórica jurídica, derechos humanos, bioética-bioderecho y derecho deportiva.

Andrea Soto Aponte, estudiante de intercambio en ECOTEC

1.7. Library and Learning/Information Resources

1.7.1. Number of Books and Contracted Databases

The bibliographic collection available at the ECOTEC Library comprises a total of 552,758 books, distributed across 7,668 physical copies and 545,090 digital books. Noteworthy is the acquisition of 32 new titles strengthening the economic development and applied economics research line. During 2024, contracts were maintained with the Scopus, E-Books, and Fielweb databases.

1.7.2. Training Sessions

Training processes were developed for the educational community to promote the effective use of databases and other resources available at the ECOTEC Library.

Table 14
Training sessions conducted by the Library

No.	BASE DE DATOS	ASISTENTES	CAPACITADOS
1	Fiel Web + Plus	Faculty members	7
2	Library Induction	Faculty members and students	50

No.	BASE DE DATOS	ASISTENTES	CAPACITADOS
3	McGraw-Hill	Faculty members and students	58
4	Ebsco	Faculty members	9
5	Eureka	Faculty members	6
6	Vlex	Faculty members and students	48
7	Digitalia Hispanica	Faculty members and students	53
8	Eureka platforms (Profisio, Proenfermería, Promedicina)	Faculty members and students	57

Source: ECOTEC Library

2. SCIENTIFIC RESEARCH

Research processes at ECOTEC were developed within the framework of its institutional research lines:

1. Economic Development and Applied Economics
2. Business Development and Innovation
3. Marketing, Technology, and Society
4. Communication, Culture, and Technology
5. Psychology, Society, and Well-Being
6. Tourism, Hospitality, and Heritage
7. International Relations and International Cooperation for Development
8. Information and Communication Technologies
9. Environment and Society
10. Management of Agricultural Production Processes
11. Management of Industrial Production and Operational Processes
12. Management of Legal Relations
13. Health and Well-Being
14. Management of Educational Processes

2.1. Research Projects

Institutional projects were selected through internal calls led by the Directorate of Research and evaluated through a rigorous double-blind peer review process.

In 2024, three new high-impact academic and environmental projects were approved, framed within the Environment and Society research line. These were added to five projects approved in 2023 that continued their execution during the year.

Table 15
Research projects in execution during 2024

No.	PROJECT TITLE	ACADEMIC UNIT / RESEARCH LINE /GROUP	APPROVAL YEAR
1	Nutritional assessment and its association with cardiovascular risk factors in post-COVID inhabitants of Guayaquil	Faculty of Health Sciences and Human Development / Health and Well-Being / Research in Health Sciences	2023
2	Neurological and neuropsychiatric sequelae following SARS-COV-2 infection in urban parishes of Guayaquil	Faculty of Health Sciences and Human Development / Health and Well-Being / Research in Health Sciences	2023
3	Optimization of waste treatment from rice planting, harvesting, and processing for conversion into value-added products	Faculty of Engineering, Architecture and Natural Sciences / Industrial Production and Operations Management / Industry and Technology	2023
4	Advanced catalytic processes in continuous flow using green chemistry principles	Faculty of Engineering, Architecture and Natural Sciences / Industrial Production and Operations Management / Industry and Technology	2023
5	Bioremediation of the estuary using a multi-technique approach (microbiological treatments, phytoremediation, and POAS)	Faculty of Engineering, Architecture and Natural Sciences / Environment and Society / Environment and Conservation Management	2023
6	Floating Islands for phytoremediation of the Northern Salado Estuary Protected Forest	Faculty of Engineering, Architecture and Natural Sciences / Environment and Society / Environment and Conservation Management	2024
7	Characterization and quantification of microplastics and micro-sludge in the waters of the Salado Estuary	Faculty of Engineering, Architecture and Natural Sciences + Sustainable Development Studies Center / Environment and Society / Environment and Conservation Management	2024
V	Evaluation of the evolution of the native ecosystem (flora and fauna) through monitoring in the Salado Estuary branch at the Guayaquil campus	Faculty of Engineering, Architecture and Natural Sciences + Sustainable Development Studies Center / Environment and Society / Environment and Conservation Management	2024

Source: Directorate of Research

2.2. Research Results

The table below presents the research results achieved in 2024. Outstanding is the production of 171 high-impact publications, consolidating the institutional commitment to quality research and the generation and dissemination of knowledge with international visibility.

Table 16
Research results: Publication

Research results: Publication	No. OF PUBLICATIONS
High-Impact Scientific Output (Scopus / Web of Science)	171
Regional Scientific Output	36
Conference Presentations	45
Books	31
Book Chapters	36
TOTAL	319

Source: Directorate of Research

Notable participation was evidenced across faculties in the institutional scientific output. The Faculty of Engineering, Architecture, and Natural Sciences led in high-impact article publications, while the Faculty of Economics and Business Sciences excelled in regional scientific output and book chapters. The Faculty of Law and Governance had significant participation in book publications. These results reflect the diversity of academic contributions and the research commitment of the institution's various academic units.

Table 17
Distribution of scientific output by academic unit

UNIDAD ACADÉMICA	ARTÍCULOS DE ALTO IMPACTO	ARTÍCULOS REGIONALES	LIBROS	CAPÍTULOS DE LIBROS
Economics and Business Sciences	44	16	7	18
Global Studies and Hospitality	3	4		2
Communication, Humanities and Creativity	13	4		3
Engineering, Architecture and Natural Sciences	98	8	8	9

UNIDAD ACADÉMICA	ARTÍCULOS DE ALTO IMPACTO	ARTÍCULOS REGIONALES	LIBROS	CAPÍTULOS DE LIBROS
Law and Governance	3	1	9	1
Health Sciences and Human Development	4	3	4	
Graduate Studies Division	4		2	2
ECOTEC Online	2		1	1
TOTAL	171	36	31	36

Fuente: Dirección de Investigación

2.3. X Student Scientific Conference (JCE)

The X Student Scientific Conference (Jornada Científica Estudiantil) was held under the premise that scientific research must originate in the classroom, through course subjects taught by faculty members as facilitators of the teaching-learning process, and through the active participation of students in implementing research work with academic rigor.

The event was held based on an open call, in which 13 institutional thematic lines were proposed:

- Well-Being and Health
- Communication, Culture, and Technology
- Economic Development and Applied Economics
- Business Development and Innovation
- Management of Legal Relations
- Management of Agricultural Processes
- Management of Industrial Production and Operational Processes
- Marketing, Technology, and Society
- Environment and Society
- Psychology, Well-Being, and Society
- International Relations and International Cooperation for Development
- Information and Communication Technologies
- Tourism, Hospitality, and Heritage

As a result of the call, 98 research papers were submitted, distributed across thematic lines as shown in the chart.

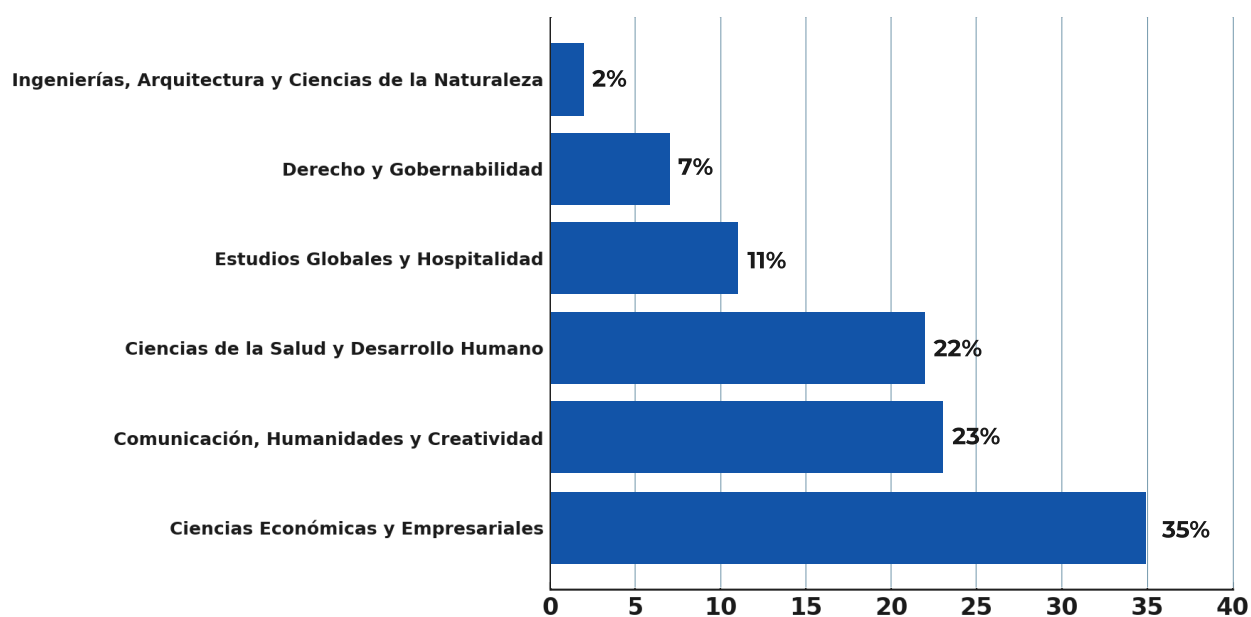
Figure 26
Distribution of papers submitted to the JCE by thematic line



Source: Directorate of Research

The event drew the participation of 341 students from the various academic units. The chart below details the distribution of participants by academic unit.

Figure 27
Students participating in the JCE by academic unit



Source: Directorate of Research

2.4. ECOTEC Research, Scientific Output, and Innovation Awards

In September 2024, the Award Ceremony for the ECOTEC Research, Scientific Output, and Innovation Awards was held for the years 2022 and 2023. Winners were:

Category: Faculty Member with Greatest Scientific Output (Overall)

2022: Arnaldo Vergara Romero, Ph.D. (c).

2023: Iris Pérez Almeida, Ph.D.

Category: Faculty Member with Greatest Scientific Output (by Academic Unit)

2022:

- Ana María Padrón, Ph.D. — Faculty of Economics and Business Sciences
- Johanna Navarro Espinosa, Ph.D. — Faculty of Engineering, Architecture and Natural Sciences
- Ámbar Murillo Mena, Mgtr. — Faculty of Law and Governance
- Vilma Raffo, Mgtr. — Faculty of Health Sciences and Human Development
- Julia Villacreses, Mgtr. — Graduate Studies Division
- María Belén Morales, Ph.D. — Faculty of Communication, Humanities and Creativity
- César Santana Moncayo, Mgtr. — Faculty of Global Studies and Hospitality

2023:

- Guido Macas, Mgtr. — Faculty of Economics and Business Sciences
- Manuel Ramírez, Mgtr. — Faculty of Engineering, Architecture and Natural Sciences
- Soledad Murillo, Mgtr. — Faculty of Law and Governance
- Vilma Raffo, Mgtr. — Faculty of Health Sciences and Human Development
- Julia Villacreses, Mgtr. — Graduate Studies Division
- María Belén Morales, Ph.D. — Faculty of Communication, Humanities and Creativity
- César Santana Moncayo, Mgtr. — Faculty of Global Studies and Hospitality

Category: Faculty Member with Greatest Number of Conference Presentations (Overall)

2022: Arnaldo Vergara Romero, Ph.D. (c).

2023: Betty de la Hoz, Mgtr.

Category: Faculty Member with Greatest Number of Conference Presentations (by Academic Unit)a)

2022:

- Mónica Llanos, Ph.D.; Guillermo Granja, Mgtr.; and Pablo San Andrés, Mgtr. — Faculty of Economics and Business Sciences
- Johanna Navarro Espinosa, Ph.D.; and Erika Ascencio, Mgtr. — Faculty of Engineering, Architecture and Natural Sciences
- Soledad Murillo, Mgtr. — Faculty of Law and Governance
- Vilma Raffo, Mgtr. — Faculty of Health Sciences and Human Development
- Daniel Oleas, Mgtr.; and Silvia Aguirre, Ph.D. — Faculty of Communication, Humanities and Creativity
- César Santana Moncayo, Mgtr. — Faculty of Global Studies and Hospitality
- Julia Villacreses, Mgtr. — Graduate Studies Division

2023:

- Betty de la Hoz, Mgtr. — Faculty of Economics and Business Sciences
- Manuel Ramírez, Mgtr. — Faculty of Engineering, Architecture and Natural Sciences
- Paolo Domínguez, Mgtr. — Faculty of Law and Governance
- Vilma Raffo, Mgtr. — Faculty of Health Sciences and Human Development
- Daniel Oleas, Mgtr. — Faculty of Communication, Humanities and Creativity
- César Santana Moncayo, Mgtr. — Faculty of Global Studies and Hospitality
- Julia Villacreses, Mgtr. — Graduate Studies Division

Category: Faculty Member with Greatest Number of Indexed Publications (by Academic Unit)

2022:

- Ana María Padrón, Ph.D. — Faculty of Economics and Business Sciences
- Beatriz Loor, Ph.D. — Faculty of Communication, Humanities and Creativity
- Vilma Raffo, Mgtr. — Faculty of Health Sciences and Human Development
- Johanna Navarro, Ph.D. — Faculty of Engineering, Architecture and Natural Sciences
- Mónica Pérez, Mgtr. — Graduate Studies Division

2023:

- Ana María Padrón, Ph.D. — Faculty of Economics and Business Sciences
- María Belén Morales, Ph.D. — Faculty of Communication, Humanities and Creativity
- Vilma Raffo, Mgtr. — Faculty of Health Sciences and Human Development
- Marcos Espinoza, Ph.D. — Faculty of Engineering, Architecture and Natural Sciences
- Mónica Pérez, Mgtr. — Graduate Studies Division

Category: Most Significant Publication

2022: Iris Pérez Almeida, Ph.D.

2023: Hégira Ramírez Padilla, Ph.D.

Category: Researcher with Greatest Number of Publications

2022 y 2023: Arnaldo Vergara Romero, Ph.D. (c).

Category: Book of Greatest Academic Contribution

2022

Libro. 'Biology Questions Solved to Understand Medical Problems'

Autor. Hégira Ramírez Padilla, Ph.D.

2023

Libro. 'Occupational Safety and Health: A Holistic Vision in the New Century'

Autores. Karles Hoffman, Mgtr.; Carlos Flores, Mgtr.; y Alida Vallejo, Mgtr.

Category: Book of Greatest Scientific Contribution

2022

Libro. 'Justice as a Legal Principle and its Foundation in Ecuadorean Law'

Autores. Carlos Alcívar Trejo, Mgtr.; y Ámbar Murillo Mena, Mgtr.

2023

Libro. 'Organizational Economics: Micro, Small, and Medium Enterprises in Guayaquil-Ecuador'

Autores. Guido Macas Acosta, Mgtr.; y Arnaldo Vergara Romero, Ph.D. (c).

Category: Most Outstanding Scientific Research Group

2022: Economic Thought and Analysis

2023: Innovation and Sustainable Development in Agriculture

Category: Faculty with Greatest Scientific Work Relevance

2022 y 2023: Faculty of Economics and Business Sciences

Category: Recognition for Defended Doctoral Dissertations

2022: Johanna Navarro, Ph.D.; Nory Pinela, Ph.D.; y Marcos Espinoza, Ph.D.

2023: Paula Villagómez, Ph.D.

3. COMMUNITY ENGAGEMENT

3.1. Calls for Community Engagement Projects

In 2024, a call was launched for the submission of funded community engagement projects, directed at the institutional academic community.



Convocatoria para proyectos de vinculación 2024

Additionally, open calls were made for student participation in community engagement projects:

- **Open call Period 1 – 2024:** January 2–12, 2024
- **Open call Period 2 – 2024:** May 6–14, 2024
- **Open call Period 3 – 2024:** September 2–13, 2024

As a result of the calls, 1,353 undergraduate students and 897 graduate students completed Community Engagement service-learning practice, with the support of 65 faculty members from the various academic units who participated in these projects.



CONVOCATORIA ABIERTA

PERIODO 1 - 2024

DESDE EL 2 HASTA EL 12 DE ENERO



CONVOCATORIA ABIERTA

PERIODO 1 - 2024

Requisitos:

- Mínimo 20 materias aprobadas
- Estar registrado en INTENSIVO I - 2024
- Disponibilidad Sábados 09H00-13H00

Registros:

- Acércate al Delegado de tu Facultad
- Dirección de Vinculación
Campus Samborondón
Horario: 09H00 - 18H00

Convocatoria abierta Período 1 – 2024



CONVOCATORIA ABIERTA

PERIODO 2 - 2024

DESDE EL 6 HASTA EL 14 DE MAYO



CONVOCATORIA ABIERTA

PERIODO 2 - 2024

Requisitos:

- Mínimo 20 materias aprobadas
- Estar registrado en SEMESTRE I - 2024
- Disponibilidad Sábados 09H00-13H00

Registros:

- Acércate al Delegado de tu Facultad
- Acércate a la Dirección de Vinculación
Campus Samborondón
Horario: 09H00 - 18H00
- Envía un correo a vinculacion@ecotec.edu.ec

Convocatoria abierta Período 2 – 2024



CONVOCATORIA ABIERTA

PERIODO 3 - 2024

Desde el 2 al 13 de Septiembre

REQUISITOS

- Mínimo 20 materias aprobadas
- Estar registrado en Semestre II - 2024
- Disponibilidad Sábados 09h00 a 13h00

REGISTROS

- Acércate al Delegado de tu facultad
- Acércate a la Dirección de Vinculación
Campus Samborondón
Horario: 9h00 a 18h00
- Envía un correo a vinculacion@ecotec.edu.ec

Convocatoria abierta Período 3 – 2024

3.2. Preparation Courses for Students

Preparation workshops were held for students participating in community engagement projects, including::

- 3 workshops on 'Tools for Community Project Development,' directed at students in undergraduate programs



Taller de Herramientas para el desarrollo de proyectos comunitarios

- 1 workshop 'Connect with Success: Communication Skills,' directed at students in online modality.



Taller Conéctate con Éxito: Taller de Habilidades de Comunicación

- 25 workshops on 'Construction of Social Proposals,' directed at students in graduate programs.



Taller de Construcción de Propuestas Sociales

3.3. Interinstitutional Cooperation Agreements

Two interinstitutional cooperation agreements were signed:

- Framework Interinstitutional Cooperation Agreement between the Municipal Water and Sewerage Company of Guayaquil (EMAPAG EP) and Universidad Tecnológica ECOTEC.
- Framework Interinstitutional Cooperation Agreement between Fundación Diseña Futuro and Universidad Tecnológica ECOTEC.

3.4. Community Engagement Projects

During the year, 20 Community Engagement projects were executed, formulated by academic units with the participation of faculty members and students from the institution's various programs. Of these, five projects were approved in 2024, while the remainder corresponded to calls from previous years and continued in execution.

Table 18
Community Engagement Projects in execution

No.	PROJECT TITLE	EXPECTED RESULTS	APPROX. BENEFICIARIES
1	Productive development through community gardens for food security in rural populations of Samborondón Canton	Training for Samborondón residents on creating and maintaining community gardens	50
2	Formation of community first-response brigades (BPRC) for risk prevention and collective safety in Guayas	Forming first-response brigades in the Tarifa parish	70
3	Free legal advisory and consulting services for vulnerable communities in partnership with ECOTEC Legal Clinics (Guayaquil and Samborondón)	Dissemination of legal information aligned with the Legal Clinic axes	800
4	Business training for small agro-producers in Guayas Province	Publication of 3 volumes of Boletín Agrodatos 2024 for Guayas agro-producers	100
5	Social inclusion of migrants and NGO beneficiaries in vulnerable situations in Guayaquil	Training of HIAS beneficiaries in specific labor competencies and entrepreneurship	80
6	Strengthening digital competencies to reduce digital illiteracy in Samborondón Canton	Training Samborondón residents in digital competencies and office tools	100
7	Construction of an economic, financial, and social bulletin for small and medium entrepreneurs in Guayas Province	Publication of the final volume of the EcoData 593 Economic Bulletin	50

No.	PROJECT TITLE	EXPECTED RESULTS	APPROX. BENEFICIARIES
8	Creating a professional profile for Guayas high school graduates to foster labor market integration	Virtual training course in labor competencies for Guayas Province high school graduates	30
9	Legal workshops and advisory for formalization of businesses in urban Guayaquil	Legal training for entrepreneurs on business formalization	40
10	Technical criminology training through digital resources for Samborondón and Guayaquil populations	2 volumes of EcoForense journal; dissemination of accident investigation information	100
11	Cognitive training program for adults to improve fluid intelligence and executive functions	Cognitive training for elderly users of the Carlos Luis Plaza Dañín Home	50
12	Itinerant physical therapy and physical rehabilitation spaces for priority and vulnerable groups in Guayas Province	Rehabilitation for pediatric patients with cancer (Ronald McDonald Foundation); health prevention campaigns	180
13	Strengthening the student virtual space through creation of open educational resources	Open educational resources to democratize knowledge through the Community Engagement virtual space	120
14	Digital products for socializing the knowledge and professional experience of ECOTEC graduate students	Digital resources for knowledge sharing by ECOTEC graduate students in the virtual space	120
15	Strengthening primary health care through the nursing care process (PAE) in Guayas Province	Vaccination campaigns, disease prevention, and health promotion in Samborondón	120
16	Training program in marketing competencies on new marketing and communication trends for vulnerable populations in Guayaquil	Training for entrepreneurs benefiting from Fundación Cleotilde Guerrero	25
17	Training program in communication and journalism competencies to develop cognitive, linguistic, and body-language skills in high school students in Guayaquil	Training for students at Liceo Los Delfines in communication and journalism competencies	20

No.	PROJECT TITLE	EXPECTED RESULTS	APPROX. BENEFICIARIES
18	Creating the ECOTEC Entrepreneurship Profile to foster market growth based on technology and innovative business ideas	Preparation of the ECOTEC Entrepreneur's Guide	20
19	Strengthening and tourist promotion of the montubio community and agro-rural sector of Samborondón Canton	Diagnostic study and tourist routes to enhance the montubio community and agro-rural sector	20
20	Strengthening specific labor competencies for entrepreneurs in Guayas Province	Finance training for FISDACE Foundation beneficiaries	20

Fuente: Dirección de Vinculación con la Sociedad



Taller de Construcción de Propuestas Sociales



Ejecución de proyectos de Vinculación con la Sociedad

3.5. Community Engagement Fairs 2024

The objective of this activity was to disseminate Community Engagement activities to the ECOTEC community, presenting the projects, activities, and results at all university campuses.



Ferias de Vinculación con la Sociedad

3.6. Academic Publications

Within the framework of community engagement projects developed during 2024, the article 'Emotional Coping Strategies for Informal Caregivers of Hospitalized Patients: A Study of Distress and Overload' was published in the journal Psychology Research and Behavior Management (Scopus Q2). The research, led by faculty members from the Psychology program in collaboration with international institutions, analyzes emotional coping strategies used by informal caregivers of hospitalized patients and their relationship with psychological burden and distress.

The findings demonstrate that certain strategies can act as protective factors against depression, anxiety, and stress, contributing to scientific advancement and reflecting the social impact of university community engagement. This publication represents an institutional milestone that reaffirms the capacity to generate relevant knowledge through work with vulnerable communities.

Additionally, as a result of the project 'Business Training for the Strengthening of Small Agro-Producers in Guayas Province,' faculty members Elena Piedra-Bonilla, Ph.D. and Marilyn Muñoz Mayorga, Ph.D. (Faculty of Economics and Business Sciences) presented the paper 'Connecting Knowledge through the Agrodatos Bulletin: A Business Innovation Tool for Farmers' at the XII International Scientific Congress on Technology, University, and Society – TUS 2024. This work highlights the effectiveness of the bulletin as an instrument that helps improve farmer decision-making through the dissemination of relevant socioeconomic information, consolidating the university-rural community bond.

3.7. Publications in the Community Engagement Virtual Space

The following publications were made available in the virtual space:

Boletín Agrodatos: A socioeconomic bulletin for farmers including economic, social, and environmental analyses of rural areas of Guayas Province. Its objective is to reduce information asymmetry and improve productive decision-making in the agricultural sector.



Boletín Agrodatos

Revista Ecoforense: A publication created by Criminology students, centered on three axes: cybercrime, traffic accident investigation, and forensic toxicology. It aims to strengthen technical and practical knowledge in these specialized areas.



Revista Ecoforense

Entrepreneur's Guide (Guía del Emprendedor): A practical manual offering tools and strategies for entrepreneurs, focused on market analysis, trend identification, and customer segmentation.

Syllabus: An academic journal created by Education Sciences students, addressing topics in pedagogy, educational technology, inclusion, and social promotion, with a formative and reflective approach.



Revistas Guía del Emprendedor y Syllabus

3.8. Complementary Activities

- Training for community leaders in partnership with EMAPAG EP.



Capacitación a líderes comunitarios

- Children's Day Event, in collaboration with the U.S. Consulate in Guayaquil.



Evento del Día del Niño

- Donation campaign.



Entrega de donaciones

4. SUSTAINABILITY

Within the framework of its commitment to sustainability, various initiatives were consolidated to strengthen institutional environmental performance. These include training activities, execution of innovative projects, and comprehensive actions that foster a culture of environmental responsibility. These actions reaffirm the university's commitment to sustainable development and the creation of a community that is conscious and respectful of the environment, for the benefit of current and future generations.

4.1. Awareness Campaigns

- Implementation of messages on environmental commemorative days.



Mensajes sobre días conmemorativos del medio ambiente

- Promotion of sustainability and carbon footprint reduction through collective transportation.



Promovemos la **movilidad sostenible** a través de **transporte colectivo**. Contribuimos al ODS #13 "Acción por el Clima".



Mensajes sobre días conmemorativos del medio ambiente

4.2. Projects Proposed and in Execution

- **Green Projects Lab:** A learning space that transcends traditional classrooms through the implementation of flagship projects that drive sustainability and contribute to the fulfillment of the institutional mission. In this laboratory, students directly apply sustainability principles, integrating theory and practice, and demonstrating how these can translate into economic, social, and environmental benefits.

- **Solar Energy Plant:** This project reaffirms Universidad ECOTEC's commitment to sustainability through the generation of energy from renewable sources. Initiated in 2021, it reached full operational capacity in 2022 with the installation of 2,500 solar panels on the roofs of all campus buildings. It currently supplies approximately 85% of campus electricity demand, reducing more than 500 tons of CO₂.
- **Electric Vehicle Charging Station (Electrolinera):** The charging station continues in operation, benefiting students, administrative staff, and neighboring community members who have chosen to use electric vehicles.
- **Sustainability Club:** This student club is composed of students from various programs, aimed at strengthening their holistic development through practical and collaborative sustainability-focused experiences.
- **Integrated Recyclable Waste Management System:** With the support of specialized companies, this system ensures a second useful life for recyclable waste generated at ECOTEC.
- **Integrated Electronic Waste Management Systems:** A strategic partnership was consolidated for the responsible management of electronic waste, ensuring its correct and safe disposal in compliance with environmental regulations, reducing impact and fostering the circular economy.
- **Wastewater Treatment Plant (PTAR):** Ensures the proper treatment of 1,500 m³ of wastewater per day, which is reused for irrigation of the university's gardens. Generated sludge is also used as composting input, giving it a second useful life. This fulfills the objective of enhancing and guaranteeing the institution's water resources.
- **ECOTEC Composting Plant:** Produces high-quality fertilizer for the institution's green areas, using pruning waste, coffee grounds, cafeteria surpluses, and dehydrated sludge from the PTAR. The mixture of these elements yields a complete and efficient fertilizer for maintaining the plant landscape.
- **Recycling Points:** Implementation of recycling points continues, aimed at guaranteeing the circularity of various materials — plastic bottles, paper, cardboard, batteries, cell phone chargers, plastic bags, and cans — actively contributing to an institutional culture of sustainability.

4.3. Certifications Achieved

Punto Verde (Green Point): ECOTEC es la única universidad privada del país que cuenta con tres Puntos Verdes certificados. Esta distinción avala el accionar ambiental de la institución a través de sus proyectos emblemáticos: la Planta Solar ECOTEC, la Planta de Tratamiento de Aguas Residuales y la Compostera institucional.

Ministerio del Ambiente,
Agua y Transición
Ecológica



Certificación Punto Verde

Carbon Neutral: ECOTEC remains the only university nationally that maintains a carbon neutral certification. This is achieved through the rigorous measurement, reduction, and offset of greenhouse gas emissions generated by its operations.



Certificación Carbono Neutro

100% Tobacco-Free Space: ECOTEC maintains its commitment to the well-being and integral health of its university community, sustaining its certification as a 100% Tobacco-Free Space.



Espacio 100% libre de humo de tabaco

4.4. Rankings Participation

UI GreenMetric Ranking: ECOTEC continues to stand out as the leading private university in Ecuador in the global UI GreenMetric ranking, which evaluates the environmental commitment of higher education institutions.



Ranking UI Green Metric

THE Impact Rankings: ECOTEC ranked first nationally in SDG 16: Peace, Justice and Strong Institutions. It also placed among the top three universities in the country in SDG 6: Clean Water and Sanitation, and SDG 13: Climate Action.



THE Impact Rankings

Chamber of Commerce Awards, Second Edition: ECOTEC won first and second place in the Educational Contribution category for its sustainable projects, and third place in the Member Experience category, thanks to ECOTEC Online



Premios de la Cámara de Comercio, Segunda Edición

Green Awards: ECOTEC achieved third place in the SDG 13: Climate Action category, thanks to its Solar Plant, which supplies 85% of its electricity demand and has reduced more than 500 tons of CO₂.



Premios Verdes

UN Global Compact Network Ecuador Members: ECOTEC maintains its active participation in the Global Compact Network Ecuador; within this framework it submitted its COE Report, detailing its actions based on the 10 Global Compact Principles and its contributions to the 17 SDGs.



Pacto Global Red Ecuador

Red Pacto Global Ecuador

4.5. Studies Conducted

To strengthen the institutional commitment to environmental awareness, an analysis of environmental management indicators was executed. This enabled the establishment of metrics and suggestions for continuous improvement actions, oriented toward integral sustainable development.

- Carbon footprint study: Measurement and reduction of the carbon footprint through initiatives such as campus reforestation, solar energy generation, efficient water and waste management, and electronic recycling partnerships.
- Energy efficiency and solar energy use study: Analysis and evaluation of the university's energy consumption, identifying opportunities to optimize energy efficiency and promote the use of renewable energy sources.
- Water consumption and water efficiency study: Detailed examination of water consumption across the university's facilities, identifying usage patterns and opportunities for optimizing water resource management.
- Forest biomass baseline study: Survey and measurement of forest biomass on campus to calculate the total CO₂ captured through the carbon fixation processes of the institutional reforestation plan. These results are key to reducing the institutional carbon footprint.

5. INSTITUTIONAL MANAGEMENT, RESOURCES, AND INFRASTRUCTURE

Universidad ECOTEC has the infrastructure as well as the physical and digital resources to guarantee quality educational processes.

5.1. Infrastructure

The institution's security system was strengthened through the installation of 242 surveillance cameras at the institutional campuses: Samborondón, Guayaquil, and La Costa.

Additionally, significant progress was made in infrastructure growth and equipment at each campus, as detailed below:

Samborondón Campus

- Installation of piling and advances in the foundation construction of Building A.



- Advances in the construction of the Bus Terminal, which will have approximately 51 stations and be monitored by a state-of-the-art closed-circuit video system, specialized facial recognition access, and X-ray and metal detector inspection.



Construction of the main campus perimeter fence, following design and landscaping criteria.

- Construction of the main campus perimeter fence, following design and landscaping criteria.



Construcción del cerramiento principal del Campus Samborondón

- Advances in the construction of the new Sports Complex, which will feature a semi-Olympic swimming pool, crossfit area, gymnasium, green areas, multi-purpose court, padel court, and rooftop.

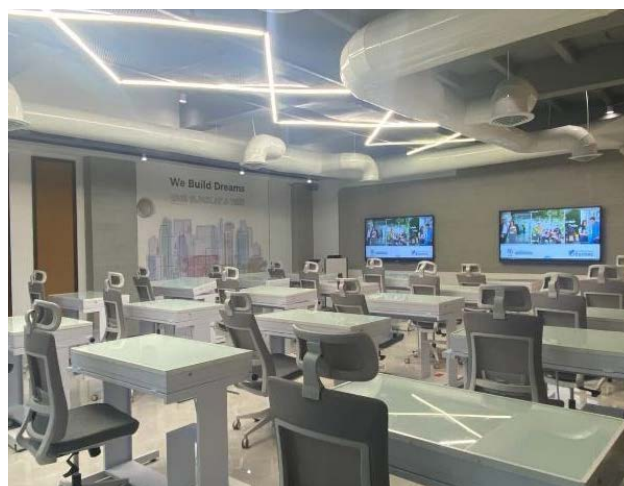


Advances in the construction of the new Sports Complex



Advances in the construction

- Construction of the Architecture classroom, equipped with 23 illuminated workstations and 2 interactive screens.

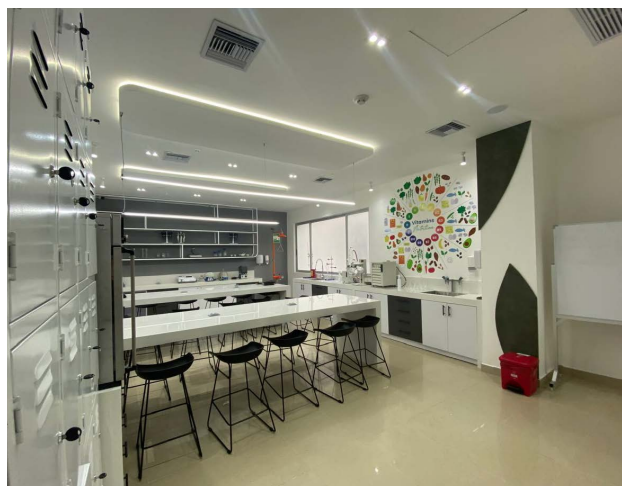


Aula de Arquitectura

- Construction of the Bromatology laboratory — NUTRITION LAB, with 20 workstations, 1 interactive screen, and student lockers.



Laboratorio de Bromatología – NUTRITION LAB



Laboratorio de Bromatología – NUTRITION LAB

- Construction of the Gamer Lab 2 — INSPIRE LAB, equipped with 43 gaming computers and 2 interactive screens.



Laboratorio Gamer 2 – INSPIRE LAB

- Renovation of INNOVADATA LAB-1, LAB-2, and LAB-3, each with 30 computers and 1 interactive screen.



INNOVADATA LAB-1, LAB-2 y LAB-3



INNOVADATA LAB-1, LAB-2 y LAB-3

- Renovation of the REDES LAB (Networks Lab), equipped with 18 state-of-the-art laptops and 1 interactive screen.



Laboratorio REDES LAB

- Renovation of ECOTEC Online offices, with a meeting room and 64 workstations organized by units, acoustic conditioning, and technological design.



Remodelación de oficinas de ECOTEC Online



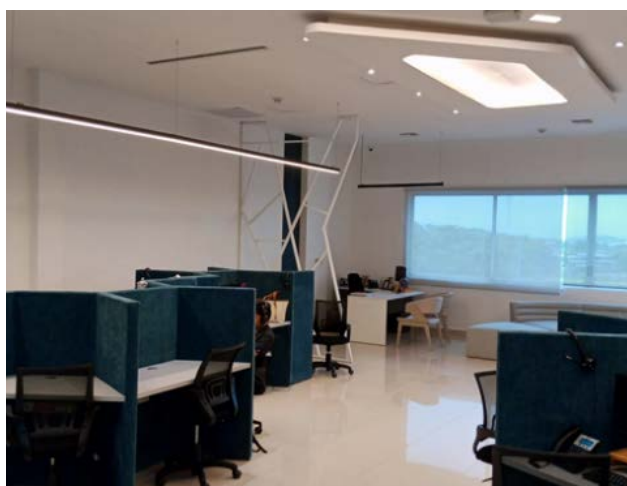
Remodelación de oficinas de ECOTEC Online

- Construction of 4 new classrooms in Block B, each with 35 workstations, 1 interactive screen, and an audio-video system.



Nuevas aulas en el Bloque B

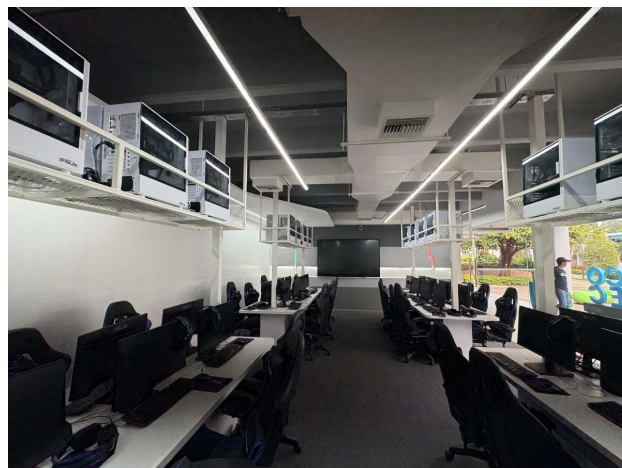
- Construction of new Directorate of Research offices, with technological design and 25 workstations.



Nuevas oficinas de la Dirección de Investigación

Campus Guayaquil

- Renovation of laboratories with 85 equipped workstations and 3 interactive screens.



Laboratorios remodelados en Campus Guayaquil

- Renovation of Biochemistry and Cell Biology laboratories, with 30 workstations in Cell Biology, 16 in Biochemistry, and updated ceilings, benches, and sinks.



Remodelación de laboratorios de Bioquímica y Biología Celular

- Renovation of Graduate Studies classrooms: 3 Harvard-style rooms, 2 collaborative work classrooms, and 7 standard classrooms — all with smart screens, integrated audio systems, and garden social areas.



Remodelación de aulas de Posgrado

- Renovation of the Architecture laboratory with 24 illuminated work tables, corkboards, and double electrical outlets.



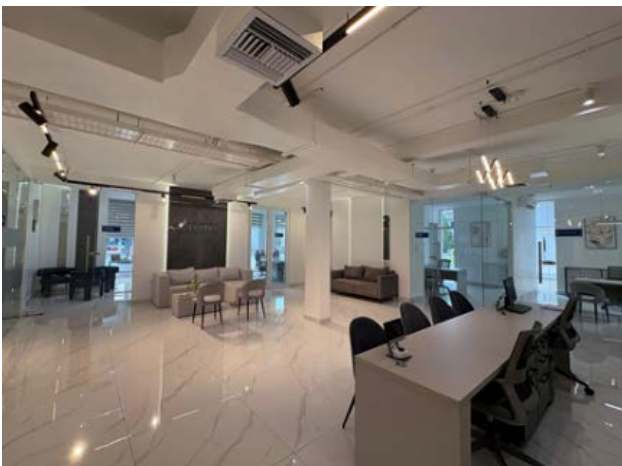
Remodelación de laboratorio de Arquitectura

- Renovation of the campus Dean's office: space redistribution, new flooring, and lighting.



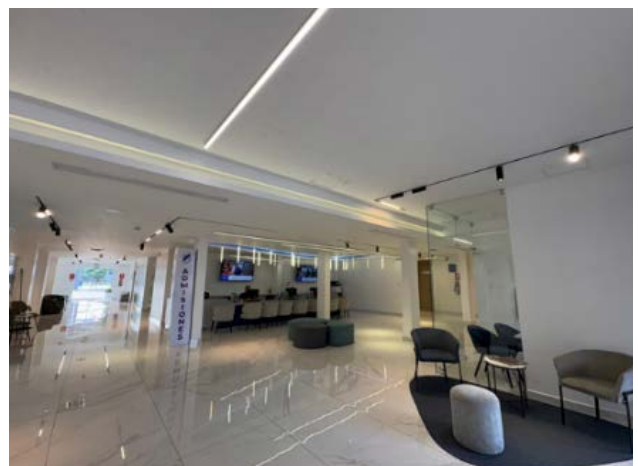
Remodelación de oficina de Decanato del Campus

- Renovation of Directorate offices: 5 workstations, 2 meeting rooms, 1 cafeteria, 1 waiting room, and 2 bathrooms.



Remodelación de oficinas de Dirección

- Renovation of administrative offices: 31 workstations with glass dividers and new furniture.



Remodelación de oficinas administrativas

- Construction of the Caramel Coffee cafeteria and the Tinta Café dining area, with food service area and furniture.



Cafetería Caramel Coffee y Comedor Tinta Café

- Renovation of the Sunset Lounge: intervention in the social area, fountain, and audio system.



Remodelación de Sunset Lounge

- Renovation of the parking area, with spaces for 86 vehicles across approximately 4,000 m², new road design with signage and planters.



Área de estacionamientos

- Construction of the transformer room in the Graduate Studies area: 1 three-phase 350 kVA transformer, 1 generator without cab, and new switchgear.



Cuarto de transformador en Posgrado

- Installation of the fire suppression system: sensor replacement, updated control panel, exterior and hallway cabinets, and 1 hydraulic pump room.



Instalación de sistema contra incendios

- Improvements to common areas and open spaces of the campus:
 - Construction of the Linear Park: 567 m² intervened, stamped design, and intermediate planter.
 - Renovation of the open auditorium: installation of non-slip porcelain tile, LED lighting, and fiber cement facade at the stage.
 - Installation of a stamped cement and tempered glass wall at the pool and behind the grotto, with stainless steel accessories.
 - Installation of LED screens at Entrance 1 and at the main soccer field, with reinforced structures.
 - Restoration of the volleyball court: new concrete layer, full painting, and edge repairs.
 - Replacement of flooring in the general courtyard with stamped concrete.
 - Renovation of security staff bathrooms: showers and sinks, lockers, and general painting.
 - Renovation of stormwater drainage boxes.



Adecuaciones en espacios abiertos del campus

Campus La Costa

- Renovation of the INNOVADATA LAB-1 laboratory with 30 equipped workstations and 3 interactive screens.



Laboratorio INNOVADATA LAB-1

- Implementation of the Veterinary Simulation Laboratory, with specialized anatomical pieces, high-precision microscopes, venipuncture simulators, and 1 equine simulator — enabling students to develop clinical skills in a controlled environment.



Laboratorio de Simulación Veterinaria

- Implementation of a new open-air bar with Lebanese cuisine.



Nuevo bar al aire libre

5.2 Institutional Events

As part of strengthening meaningful learning and university life, more than 90 academic events were organized at the institutional and academic unit level. These activities complemented curricular program execution and promoted analysis of current topics, connection with the real professional context, and outreach of the learning achieved to society. These events consolidated as key spaces for the holistic development of students and the strengthening of the institution-society bond.

Tabla 19
Eventos institucionales (primer trimestre)

MONTH	EVENT	ACADEMIC UNIT / INSTITUTIONAL
February	Masterclass: E-Commerce	ECOTEC Online
	Masterclass: Digital Marketing and Artificial Intelligence	
	Masterclass: Guayaquil in the Sight of Insurgent Corsairs	Facultad de Estudios Globales y Hospitalidad
	Masterclass: Leadership in Restaurant Management in the UAE	
	Discussion Forum: The Value of Being Human (Speaker: Úrsula Strenge Chávez, Mgtr., Systemic Family Therapy)	Facultad de Ciencias de la Salud y Desarrollo Humano
March	Masterclass: The Escalation of Violence in Haiti: MINUSTAH	Facultad de Estudios Globales y Hospitalidad
	Conference: Implementation of Technology 4.0 — Success Story: Agrosoft	Facultad de Ciencias Económicas y Empresariales
	Conference: Economic Efficiency Law and Job Creation: Impacts and Opportunities	
	Panel: Women Pioneers	Facultad de Comunicación, Humanidades y Creatividad

Source: Public Relations / Academic Units

In February, the Faculty of Health Sciences and Human Development organized the discussion forum "The Value of Being Human," with the participation of Úrsula Strenge Chávez, Master's in Systemic Family Therapy. This event sought to promote reflection on human values and their ethical application in personal and professional life.



Discussion Forum: The Value of Being Human (Faculty of Health Sciences and Human Development)

Tabla 20
Eventos institucionales (segundo trimestre)

MES	EVENTO	UNIDAD ACADÉMICA / INSTITUCIONAL
April	Masterclass: Ecuador's Role in the World Trade Organization (WTO) — Ambassador José Valencia, Permanent Representative to WTO and UNCTAD	Facultad de Estudios Globales y Hospitalidad
	Conference: Interactive Tools for Population and Housing Census Analysis	Facultad de Ciencias Económicas y Empresariales
	Conference: Economic Laws in Ecuador: Impacts and Opportunities	
	Conference: Change Makers by Startup Grind	Facultad de Comunicación, Humanidades y Creatividad
	Workshop: Effective Communication — Human Mobility and Inclusion	
	Workshop: Midsommar Camp	
	Workshop: Audiovisual Resources and Strategic Tools to Promote Vertical-Format Entrepreneurships	
May	Clase magistral. Experiencias de promoción comercial y turística del Ecuador en el exterior.	Facultad de Estudios Globales y Hospitalidad
	Clase magistral. Experiencias de promoción comercial y turística del Ecuador en el exterior.	
	Clases espejo. Fundamentos de Administración Financiera.	ECOTEC Online
	Conferencia. Desafíos y oportunidades de las mujeres profesionales.	Facultad de Ingenierías, Arquitectura y Ciencias de la Naturaleza
	Panel. Día Internacional de la Biodiversidad.	
	Conferencia. Justicia abierta: Un camino necesario para el Ecuador.	
	Conferencia. La igualdad constitucional, desafíos contemporáneos y su impacto en la democracia.	Facultad de Derecho y Gobernabilidad
	Conversatorio. Ética y libertad de expresión en los medios de comunicación.	Facultad de Comunicación, Humanidades y Creatividad
June	Foro Académico ECOTEC: Principios fundacionales y visión institucional ECOTEC. Roberto Passailaigue Baquerizo, Ph. D. Canciller ECOTEC y ex Ministro de Educación.	Institucional
	Clase magistral. Ciberseguridad en la era de la internet de las cosas (IoT): protegiendo los dispositivos conectados.	Facultad de Ingenierías, Arquitectura y Ciencias de la Naturaleza
	Conferencia. Abriendo el mapa de la ciberseguridad: ¿qué caminos explorar?	
	Masterclass: Cybersecurity in the IoT Era: Protecting Connected Devices	Facultad de Derecho y Gobernabilidad
	Conference: Opening the Cybersecurity Map: What Paths to Explore?	ECOTEC Online
	Masterclass: Urban Fauna in Guayaquil Canton — Infractions and Sanctions	Facultad de Ciencias Económicas y Empresariales
	Mirror Classes: Administrative Accounting	Facultad de Estudios Globales y Hospitalidad

MES	EVENTO	UNIDAD ACADÉMICA / INSTITUCIONAL
June	Conference: Financial Cluster: Current and Future Opportunities	Facultad de Estudios Globales y Hospitalidad
	Conference: Gender-Based Violence	

Source: Public Relations / Academic Units

In April, the Masterclass "Ecuador's Role in the World Trade Organization (WTO)" was held, led by Ambassador José Valencia, the country's Permanent Representative to the WTO and UNCTAD. The session explained the process of Ecuador's integration into this body and its role in promoting international trade.

In May, the Conference "Open Justice: A Necessary Path for Ecuador" was held, with the participation of Dr. Enma Tapia Rivera, President of the National Court of Justice. The open justice model was analyzed as a means of strengthening transparency, citizen participation, and accountability within the Ecuadorian judicial system.



Conference: Open Justice: A Necessary Path for Ecuador (Faculty of Law and Governance)

Additionally, a discussion forum was organized with renowned journalist Rafael Cuesta Caputti on "Ethics and Freedom of Expression in the Media." The speaker reflected on the evolution of journalism and the impact of digitalization, highlighting how technology has transformed communication and the relationship with audiences.



Discussion Forum: Ethics and Freedom of Expression in the Media
(Faculty of Communication, Humanities and Creativity)

On the occasion of U.S. Independence Day, an academic and cultural event was held with the participation of representatives from the U.S. Marines and the U.S. Consulate General in Guayaquil. The program included food tastings, jazz performances, and various commemorative activities.



Event: U.S. Independence Day (Faculty of Global Studies and Hospitality)

Tabla 21
Eventos institucionales (tercer trimestre)

MES	EVENTO	UNIDAD ACADÉMICA / INSTITUCIONAL
July	ECOTEC Academic Forum: 'Do I Know the National Reality?' — Ec. Alberto Dahik Garzozí, MSc.	Institutional
	ECOTEC Academic Forum: 'The Cultural Battle' — Rector Joaquín Hernández Alvarado, Ph.D.	
	ECOTEC Academic Forum: 'Our Role as a University' — Carlos Ortega Maldonado, Ph.D., Chancellor UEES	
	Masterclass: Genetic Diversity of Corn in the Ecuadorian Littoral	Engineering, Architecture and Natural Sciences
	Masterclass: Genetic Improvement of Rice	
	Masterclass: Beneficial Microorganisms in Agriculture: Trichoderma spp. and Beauveria bassiana	
	Masterclass: Strategic Planning aligned with Design Thinking	ECOTEC Online
	Masterclass: Principles of Oratory and Forensic Rhetoric	Law and Governance
	Panel: Global Trends and Challenges in Corporate Reputation	Communication, Humanities and Creativity

MES	EVENTO	UNIDAD ACADÉMICA / INSTITUCIONAL
August	ECOTEC Academic Forum: 'Institutions and Freedom' — Ec. Alberto Acosta Burneo, MSc.	Institucional
	ECOTEC Academic Forum: 'Impact of Climate Change and Genetic Engineering on Human Survival' — Fernando Espinoza Fuentes, Ph.D.	
	ECOTEC Academic Forum: 'Foundational Principles and ECOTEC Institutional Vision' — Roberto Passailaigue, Ph.D.	
August	Masterclass: International Cooperation with Asia	Global Studies and Hospitality
	Masterclass: The Art of Designing Tourist Experiences: Innovation in Itinerary Creation	
	Masterclass: International Law from a Constitutional Perspective	Law and Governance
	Discussion Forum: Legislative Technique and Strategy	
	Masterclass: CO ₂ Utilization — Nanomaterial Strategies for Methanol Production	Engineering, Architecture and Natural Sciences
	Conference: Quality as an Economic Driver for SMEs — Mgtr. Mauricio Rodríguez, Undersecretary of Quality	Economics and Business Sciences
	Masterclass: Organizational Culture — Competency Assessment in Organizations	Communication, Humanities and Creativity
	Discussion Forum: Political Marketing — Strategies for Successful Campaigns	

Fuente: Relaciones Públicas / Unidades Académicas

Source: Public Relations / Academic Units

In August, the academic event "Quality as an Economic Driver for Small and Medium Enterprises" was held, chaired by Mgtr. Mauricio Rodríguez, Undersecretary of Quality of the Ministry of Production. The talk addressed the impact of quality as a strategic axis in business and entrepreneurship, from its conception through to organizational consolidation.



Conference: Quality as an Economic Driver for Small and Medium Enterprises (Faculty of Economics and Business Sciences)

In September, the Conference "Economic and Commercial Opportunities and Challenges in Ecuador" was held, delivered by Miguel Ángel González, President of the Guayaquil Chamber of Commerce. The country's commercial situation was analyzed and the main economic opportunities and challenges facing the near future were assessed.



Conference: Economic and Commercial Opportunities and Challenges in Ecuador (Faculty of Economics and Business Sciences)

From September through November, the ACBSP CompanyGame 2024 Business Simulation Tournament was held, with the participation of 839 teams from educational institutions in 58 countries. The ECOTEC delegation, composed of students from the Business Administration, International Business, Finance, and Accounting programs, achieved ninth place in the overall ranking.



Participation in the ACBSP CompanyGame 2024 Tournament
(Faculty of Economics and Business Sciences)

Table 22
Fourth Quarter (October – November)

MONTH	EVENT	CADEMIC UNIT / INSTITUTIONAL
October	ECOTEC Academic Forum: 'Challenges of Ecuadorian Industry' — Ec. Francisco Jarrín Rivadeneira, MSc., President of the Guayaquil Chamber of Industries	Institucional
	ECOTEC Academic Forum: 'Culture of Legality' — Pablo Alarcón Peña, Ph.D.	
	ECOTEC Academic Forum: 'Innovation and Internationalization: University Challenge' — Josu Gómez Barrutia, CEO Red Business Market	
	Film Forum: From Black Mirror to the Multiverse and AI Psychoanalysis-Cinema	Health Sciences and Human Development
	Masterclass: Analysis of the Current Geopolitical Panorama	Global Studies and Hospitality
	Masterclass: Impact of Artificial Intelligence on Society and Education	ECOTEC Online
	Interuniversity Competition: Effie College 2024 — ECOTEC Marketing team won 1st place with 'Pilsener de una' campaign for Cervecería Nacional	Communication, Humanities and Creativity

MONTH	EVENT	CADEMIC UNIT / INSTITUTIONAL
October	Conference: The Right of Citizens to Access Public Information	Law and Governance
	Conference: Selection of Judges for Renewal of the Constitutional Court	
	Discussion Forum: Legal Mining and Sustainable Development (with national and international panelists)	
	Cultural Event: Spain Day (H.E. Pedro Sanz Serrano, Consul General of Spain)	Global Studies and Hospitality
	Festival: Inspire Vol.03	Communication, Humanities and Creativity
	Panel-Forum: PsycheNet — Unravelling the Mind: A Comprehensive Approach to Social Networks	
Noviembre	Masterclass: Foundations of Forensic Psychology Science	Institucional
	Discussion Forum: Bicentennial of the Battles of Junín and Ayacucho	Communication, Humanities and Creativity
	Award Gala: Communication, Art and Culture, 14th Edition (honoring Jeanette Hinostroza, Paula Barragán, and Pedro Aguayo)	Global Studies and Hospitality
	Workshop: Last-Generation Strategies for Managing Stress and Anxiety	Communication, Humanities and Creativity
	Talk Time (Tiempo de Tertulia): TikTok — Two Sides of the Same Coin	
	Masterclass: Psychopathologies in Older Adults — A Comprehensive Perspective	Health Sciences and Human Development
	Masterclass: International Situation and Foreign Trade	Communication, Humanities and Creativity

Fuente: Relaciones Públicas / Unidades Académicas

EMarketing students won first place in the Effie College 2024 International Competition, organized by Adlatina and Effie Worldwide, with the campaign "Pilsener de una," developed for Cervecería Nacional. The team, tutored by Mgtr. Marcelo Naht, received the recognition during the Effie Awards Ecuador ceremony, held on October 3 at Hotel Hilton Colón.



Winning team of the Effie College 2024 International Competition

The Faculty of Law and Governance organized the discussion forum "Legal Mining and Sustainable Development," a high-level space for analyzing the role of mining in Ecuador's sustainable development. The event featured prominent national and international panelists, including Carlos Cante, former Deputy Minister of Mines of Colombia and current Executive President of FENALCARBÓN, as keynote speaker; Jaime Becerra Luna (Solaris Resources), William Villalobos (Ibero-American Energy Association), Emilia Limongi (Coronel & Pérez Law Firm), and Luis Bustos (Universidad Externado de Colombia).



Discussion Forum: Legal Mining and Sustainable Development (Faculty of Law and Governance)

On October 8, the cultural event "Spain Day" was held at ECOTEC Guayaquil, with the aim of bringing students closer to Spanish history, art, gastronomy, and cultural heritage. The event was attended by the Consul General of Spain, Pedro Sanz Serrano, who joined Rector Dr. Joaquín Hernández and university authorities for a day of activities representative of Spanish culture, in a high-level academic setting. Students from the Tourism and Hospitality and International Relations programs participated actively.



Cultural Event: Spain Day (Faculty of Global Studies and Hospitality)

The Communication program celebrated the XIV edition of the event "Communication, Art and Culture," a formative experience that combined practical learning with recognition of outstanding figures. This edition paid tribute to Jeanette Hinostroza, Paula Barragán, and Pedro Aguayo, whose careers inspire and leave a lasting legacy in communication, art, and culture in the country.



Award Gala: Communication, Art and Culture, 14th Edition
Faculty of Communication, Humanities and Creativity)

The Communication program celebrated the XIV edition of the event "Communication, Art and Culture," a formative experience that combined practical learning with recognition of outstanding figures. This edition paid tribute to Jeanette Hinostroza, Paula Barragán, and Pedro Aguayo, whose careers inspire and leave a lasting legacy in communication, art, and culture in the country.



Casa Abierta 2024 Open House (all academic units)

5.3 Great Place to Work Certification

For the third consecutive year, Universidad ECOTEC was recognized as one of the best places to work through the Great Place to Work certification, which distinguishes organizations with outstanding organizational culture quality. Additionally, the institution achieved fifth place in the Great Place to Work



Certificación Great Place To Work 2024

5.4 Technology and Innovation

In 2024, the institution's information systems were optimized through the execution of the following activities:

- Upgrade of faculty and administrative computing equipment.
- Upgrade of classroom and laboratory computing equipment.
- Maintenance and improvements to the online admissions system for Online Undergraduate.
- Maintenance and improvements to the online admissions system for Medicine.
- Maintenance and improvements to the online admissions system for Online Graduate.
- Maintenance and improvements to the accounting system for integration with the NBS system.
- Acquisition and installation of Wi-Fi antennas across all campuses to improve coverage.
- Maintenance and improvements to the new institutional ERP NBS system.
- Migration of academic system data to the new NBS system.
- Maintenance and improvements to the new hyperconvergence application server to guarantee 24/7 continuous operation.

5.5 Institutional Planning and Evaluation

5.5.1 Institutional Planning

Institutional Strategic Development Plan (PEDI)

The Institutional Strategic Development Plan (PEDI) 2022–2026 was approved at the University Superior Council session by Resolution No. 8 of May 18, 2022, and explicitly represents the institution's mission and vision.

ECOTEC's strategic planning for the 2022–2026 period is framed around seven Institutional Strategic Objectives, articulated with the substantive axes of Higher Education and the relevance analysis conducted for its construction. The strategic axes of Universidad ECOTEC are:

Academic Formation, University Well-Being, and Graduates: Ensuring appropriate conditions for the development of a suitable educational, scientific, and cultural environment for the holistic well-being and scholarly development of students and graduates committed to social progress and development.

Scientific Research: Strengthening research, development, innovation, science, and technology at Universidad Tecnológica ECOTEC for the resolution of the country's and the territory's challenges.

Community Engagement: Developing multi-, inter-, and transdisciplinary community engagement programs and projects for knowledge transfer that respond to environmental needs, articulated with ECOTEC's academic portfolio.

Graduate Studies and Continuing Education: Offering graduate and continuing education programs relevant to local, regional, national, and international needs, responsive to scientific domains, considering new formative trends, and articulated with research and the Sustainable Development Goals.

Online Education: Developing innovative professionals with values and competencies through quality, relevant online education aligned to academic, technological, and operational standards, to contribute to the country's development. This guarantees Ecuadorian citizens — whether residing in the country or abroad, as well as foreign nationals — the opportunity to access undergraduate and graduate university studies.

Sustainability and Innovation: Organizing, improving, and making visible the institution's environmental management; generating and promoting new sustainability projects; increasing the influence of environmental criteria in administrative, teaching, and research decision-making; and building alliances and networks to engage the university community in creating a culture of sustainability.

Institutional Management, Resources, and Infrastructure: Managing policies and processes for the development of human talent, infrastructure, information and communication systems, oriented toward the continuous institutional improvement.

Annual Operational Plan (POA)

The Annual Operational Plan (POA) was approved at the University Superior Council session by Resolution No. 05 of June 25, 2024. It constitutes a systematic and organized short-term representation of the necessary activities, built in a participatory manner and articulated to support the implementation and fulfillment of the strategies of the Institutional Strategic Development Plan (PEDI) 2022–2026.

The POA 2024 presented strategies broken down into activities with their respective execution managers. Results achieved through the fulfillment of planned activities and strategies are evidenced through performance indicators that measure the level of POA execution.

Within the framework of quality management as the university's general policy, the following procedures are available:

- (i) Development, updating, dissemination, and monitoring of the Institutional Strategic Development Plan and strategic plans of academic and administrative units.**

(ii) Development, dissemination, and monitoring of the Annual Operational Plan.

(iii) Preparation of the Social Accountability Report.

These procedures enable the proper construction of institutional plans and the monitoring of their progress.

5.5.2 International Rankings

Innovatec Educational Ranking

Universidad ECOTEC participated for the second time in the Ibero-American Ranking of Academic and Innovative Excellence – Innovatec 2024, achieving fourth place in the Innovative Universities category and second place nationally — reaffirming its commitment to educational innovation and the strengthening of transformative academic practices.



Ranking Educativo Innovatec

5.5.3 Evaluation and Accreditation

Within the framework of continuous improvement, Universidad ECOTEC has implemented the Quality Assurance Plan, which has enabled greater efficiency and effectiveness in the fulfillment of institutional objectives, demonstrating the University's commitment to academic excellence and constant growth in pursuit of continuous improvement.

International Institutional Accreditation

Universidad ECOTEC achieved international accreditation by the Accreditation Council for Business Schools and Programs (ACBSP) for the Business Administration, Human Talent Management, International Business, and Economics undergraduate programs offered at the Faculty of Economics and Business



Certificado de acreditación ACBSP

5.5.4 Quality

In the area of the Integrated Management System (IMS), the strategic activities executed in 2024 were:

- Development of work plans and improvement plans for academic and administrative units..
- Mapping of processes, records, and other IMS documents..
- Update of institutional documents linked to strategic management and organizational structure: Functions and Position Description Manual, IMS Manual, and IMS Procedures.
- Development and update of procedures in collaboration with academic and administrative units, incorporating them into the IMS.
- Analysis and upload of information into the Higher Education Integrated Information System (SIIES).
- Dissemination to the academic community of the Functions and Position Description Manual, IMS Manual, and IMS Procedures..

6. PROJECTIONS FOR 2025

Universidad ECOTEC, in application of its quality management policy and continuous process improvement, as well as in response to the PEDI 2022–2026 strategies and its prospective vision, presents the following projections for 2025:

- Redesign of curricula to incorporate cross-cutting core formation subjects: Language Skills; Research Methodology; Ethics; Sustainable Development; National Reality and World Politics; Entrepreneurship; and Data-Based Decisions and Artificial Intelligence.
- Preparation for the various institutional, undergraduate, and graduate program accreditation processes — at the national level by CACES, and at the international level by ACBSP and EQUAA.
- Strengthening actions oriented toward internationalization.
- Obtaining recognitions, distinctions, and certifications in sustainability and innovation.
- Promoting actions oriented toward continuous improvement and quality assurance for purposes of national and international accreditation

Samborondón Campus:

- ④ Execute Building A construction works — Phase 2.
- ④ Build the new bus terminal.
- ④ Execute the new sports complex construction works — Phase 2.
- ④ Construct and equip specialized Physics laboratories.
- ④ Renovate and equip specialized computing laboratories.

Guayaquil Campus:

- Renovate and equip the auditorium.
- Renovate and equip the specialized computing laboratory.
- Construct and equip new undergraduate and graduate classrooms.