DIAGNOSTIC AND METHODOLOGICAL STRATEGY FOR RESEARCH SKILLS BASED ON AUDIOVISUAL DISSEMINATION

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KEYWORDS
Networks
Innovation
Innovation Networks
Transfer
Knowledge
Management
Information

ABSTRACT
An analysis is made of coffee organizations as associative structures based on an organizational thread that optimizes knowledge and internal actions with the objective of transferring knowledge in innovation networks in the management of information in the coffee producers of Utcubamba - Amazonas - Peru. The proposed is instituted through an applied-basic analysis, approached with the technique of contrastation-explanatory with a succession design. Knowledge, information and communication, strong identity and rules of coordination and articulation are articulated as a source of innovation networks.

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1. Introduction

In view of the constant technological changes, the need to be able to spread its agricultural and technological potential and the constant need to promote a better quality of life for coffee producers driven by the rapid development of Information and Communication Technologies (ICT), the province of Utcubamba, through its Agricultural Agency, an entity that permanently promotes agricultural technological development in the region, has the urgent need to narrow the gap that separates them from the new perspectives demanded by the new markets.

To this end, a new strategy based on innovation as a development factor is sought, particularly in the rural sector, taking into account the different realities and national efforts made to increase the coverage of the communications infrastructure and the continuous evolution of computer technology towards greater efficiency at lower cost. The problem, in addition to being technological, is of a cultural nature and the tools developed to contribute to its solution must be adjusted to this reality. As a result of these activities, the fluidity and dynamics of Human Resources will increase in the generation of information channels and technologies, boosting their commercial exchange, cultural and productive development, marketing and better decision making.

It is difficult to adequately define human knowledge because of its abstract nature. Both philosophy and science have studied this phenomenon from different perspectives. However, for the purposes of the study, the definition of (Elkhidir et. al. (2022), which states that knowledge can be defined as understanding, awareness or familiarity acquired by study, research, observation or experience over time, is appropriate. It is distinguished from culture as it is an individual phenomenon of interpretation of information based on one's own experiences, skills and competencies. Knowledge can be explicit or implicit. The former is characterized by being clearly formulated or defined, easily expressed, free of ambiguities or irrelevance and codified and stored in a database. On the other hand, implicit knowledge refers to disjointed knowledge, which is found in a person's mind, but which is difficult to describe and transfer. Modern society is a knowledge society, in which the use and production of knowledge has become the main resource of its economies (Jansen, 2017, as cited in (Mao et. al., 2020).

Basnuevo (2005), in an article on the development of organizational intelligence, explains that people incorporate a certain set of technical, scientific, craft, etc. knowledge, which they call "tacit knowledge", and which is very individual and internal, and sometimes difficult to express. On this subject, in the same article, the author exposes four fundamental ideas: a) Organizations, based on knowledge management methods, must provide spaces for the externalization and socialization of tacit knowledge and its transformation into explicit knowledge (that is, into knowledge that is described in a support), which makes it available to the whole organization and other interested parties; b) The knowledge of different people, once socialized, combines with each other and gives rise to new knowledge and procedures: c) The combined set of knowledge, through continued use and praxis in problem solving, is internalized by people and enriches the level of their own tacit knowledge; d) All the processes described above are inscribed in the documentary memory and culture of the organization, forming the organizational knowledge.

Communication services, lack of knowledge of own methodologies for their information needs, illiteracy 12.8% (INEI, 2017) and the lack of network coverage in several rural areas, suggest the need to identify ICT strategies with differentiated innovations, considering the user, the information they require and the type of technology they use. Because of their portability and low cost, mobile devices with or without Internet are ideal for the agricultural sector. Radio and television continue to be the most widely used technologies in rural areas and should be exploited more intensively. Development in the countryside requires a rational use of natural resources, the introduction of technologies, the improvement of production quality, taking into account that agricultural activity in the Amazon region has an accumulated participation of 4.24% in the period January to March 2021, with respect to the Gross Value of Agricultural Production according to Geographic Zones and Agricultural Regions (preliminary information, Regional Directorate of Agriculture-MIDAGRI), ICT can be considered as tools to improve productivity and efficiency. They will allow us to obtain timely, reliable and quality information, access markets and have financial opportunities, identifying the harvest calendar, which will allow us to take priority actions in the production cycle, optimize management at the agribusiness level, identify and protect environmentally sensitive areas, know the potential of each zone, control pests and diseases, etc. For this, we can use technologies such as: remote sensors, GPS, GIS, IP networks,
specialized software, decision support systems, mobile telephony, etc. as well as new methodologies in the agricultural sector.

In addition, the constant changes in the international environment characterized by globalization, economic integration, trade liberalization and institutional reforms have had an impact on the agricultural sector, especially in the Amazon Region, a border region, where its main activity is limited to agriculture, livestock and agrotourism, and where agricultural development models have relegated its local development plans. Information and Communication Technologies (ICTs) constitute an area of technological development of vertiginous expansion worldwide if we take into account socioeconomic indicators such as percentage of GDP, employment generation, investment in research and development, among others. (Marcelo Boch, 2007)

However, and more specifically, this research work is directed towards the two groups most closely linked to an agricultural information system - coffee growers as users and generators of information and the providers of integrated information services. A fundamental problem affecting the development of efficient management information systems is poor communication between these two groups. This guide attempts to improve this communication by assisting information users in defining their needs and to "educate" each stakeholder about the activities of the other. It also introduces key concepts and terms, describes the needs of managers, and explains the limitations of computerized information systems.

The various experiences in offering these services have shown that in most regions there are a number of institutions and/or projects that seek to support rural business development, but in general these services are offered in an uncoordinated and ineffective manner. These experiences (both partially successful and unsuccessful) have not been sufficiently systematized in order to identify a series of lessons learned and criteria that should be taken into account in the design and implementation of support systems, and to allow their replication in other regions and on a larger scale. Therefore, it can be concluded that there is currently a methodological gap on how these support services should be offered from the organizational processes (Nieto et al., 2022).

From this perspective, the present research work focuses on the notion of innovation in a business network, supported by Information and Communication Technologies (ICT), which have become the basis of a new type of society: the information and knowledge society. These technologies, which directly affect the human capacity for the generation and economic application of knowledge, make information a resource and commodity of progressive importance in all economic activities and organizational development of the enterprise, supported by: a) Strengthening of social networks, human and virtual information networks; b) Generation of capacities of local actors for information management; c) Generation of local contents for the development of the agricultural information system.

From this structure, the different actions of the innovation networks can be configured by identifying the actors, coffee producers among others, the Information and Communication Technologies: Distributed Systems and Platforms (GRID) or mobile services; as well as the contents of the information: another value of modern society, it can be shaped and made available to more people, it can be updated and generated by different collectives in a far-reaching collaborative process (use of mail, chat, text messaging and the editorial possibilities of the web, blog, etc.), as well as the modeling of the agricultural information system in the province of Utcubamba that allows coffee producers to make decisions in real time (Montes de Oca, 2022).

A transfer of knowledge is then proposed with a taxonomy of business networks that are present in productive systems, emphasizing networks in local, district, provincial and regional environments. As a mechanism for the development of coffee companies and organizations and the relevance of their existence in geographically localized environments. The object of research is approached from the transfer of knowledge based on innovation networks and their influence on information management in coffee producers in the province of Utcubamba - Amazonas - Peru.

The socio-cultural importance of information dissemination services through a new management information system using innovation networks in the agricultural sector, and having the social actors identified as the municipality, institutes, cooperatives, local actors and having as a fundamental pillar the coffee producers among others will allow them to operate and manage from their home/plot, as the case may be. Likewise, the Information and Communication Technologies (ICT) continues to evolve, the
internet tool that allows shortening the digital divide associated with the insertion of innovation networks will improve or obtain a new management information system, it is intended to create a natural and enriched interface with the needs of information in the sector, optimizing the productivity of administrative management in the strategic areas of marketing especially in the area of dissemination which allows disseminating the productive potential in the province of Utcubamba.

The technological platform of the new rural communication network, with emphasis on improving the articulation and dissemination of the information system, will allow greater reliability and better management of the administration with the use of a human network, social networks, internet, e-mail, mobile devices (cell phones). This will make it possible to have real-time information, new ideas-experiences and know-how or fundamental knowledge. Coffee producers, social actors in the province of Utcubamba, will be able to access the regional portal interface as a means of improving the management information management system, which will be totally user-friendly.

Current academic literature focuses on cases of knowledge transfer in which organizations are the main actors in favor of economic benefit (Leite, 2022). However, society and government can be participants in knowledge transfer and enjoy the benefits that it entails. Universities, for example, are considered important sources of learning in emerging economies (Ma and Li, 2022). There are models such as Knowledge Transfer Offices, which streamline the transfer of knowledge, in these offices, for example, knowledge is intermediated with the invention and the results obtained can be commercialized (Pohle et al., 2022).

An important point to highlight is how knowledge is transferred. Kirchner and Krott (2022) point out that, currently, many of the knowledge transfer programs do not take into account the power factors, interests and relationships of the actors involved. In view of this, they suggest the creation of Integration Forum models, where participants in technology transfer are evaluated bidirectionally.

Interorganizational knowledge transfer is widely considered an important source of competitiveness in the extensive literature and by innovation policy makers (Wang et al., 2020). Its main advantages are the reduction of Innovation and Development [R&D] costs, facilitates knowledge generation, allows access to external knowledge that benefits from non-proprietary sources, complements competencies, mitigates risk and improves innovation capacity (Majuri, 2022). Given the benefits of knowledge transfer, it is logical that the attention of academia should focus on studying the identification and analysis of the conditions conducive to knowledge transfer. Moreover, with the increasing complexity of innovations, organizations need more types of knowledge and also urgently- more knowledge acquisition channels (Wang et al., 2020).

It refers to those processes that are carried out to capture, classify, preserve, retrieve, share and disseminate the information that an organization generates, receives and/or acquires (Gonsalves et al., 2006). O’Brien (1999) defines information as data that has been converted into a meaningful and useful context for specific end users.

In this sense, information is passive and its active character is attributed precisely to knowledge, to the aggregation of value expressed in the generation of services and products (Sanchez, 2006). It is also catalogued according to the nature of the data, from the internal information for decision making and for the communication and coordination of individuals, as well as of the company’s activities (Paños, 1999), that is to say that the management of information will be oriented by the diverse administrative processes on which the information that is relevant for the operability of the decisions is oriented (Paños, 1999), that is to say that the management of information will be oriented by the diverse administrative processes on which the information that is relevant for the operability of the decisions is oriented (Paños, 1999).

The traditional perspective on business networks explains the reasons for cooperation between parties. First, technological development occurs only if it is perceived as a way to solve a problem or achieve a goal for users. Second, the resources needed for production are controlled by different actors, the need arises to form networks that favor the flow of resources (Leite, 2022).

Contemporary societies have experienced a growing urbanization and environmental crisis, which has generated concern from society, governments and science. In addition, there is a growing crisis in consumer confidence in food quality (Coelho et al., 2021). In view of the fact that industrial agriculture has not been able to solve the problems raised, options have emerged from innovation networks between farmers and consumers. The results in this case have been agroecology and organic production. This innovation network has taken the form of organic markets and is on the rise around the world.
Diagnostic and Methodological Strategy for Research Skills Based on Audiovisual Dissemination

(Murphy et al., 2022). Currently, generating innovations is largely done thanks to the connections offered by the modern world (Hurmelinna-Laukkanen and Pikkarainen, 2021). In the same direction, knowledge transfer has been aided by digitization (Ma and Li, 2022).

Generally, cooperation for innovation involves strategic alliances, large companies and innovative start-ups; consequently, the role of government and society has been relegated (Leite, 2022). However, there are models of innovation networks between government and society that have resulted in new solutions for society, known as social innovations, which then take the form of public services (Desmarchelier et al., 2021). Another case is that of University-Industry innovation networks, which promote innovation, and play an important role in driving innovation through knowledge (Mao et al., 2022).

Although economies in the higher income region clusters remain the most network-ready, some of the most notable efforts in overall performance identified this year are found among African middle- and low-income country groups. Economies such as South Africa (70), Rwanda (101), Nigeria (103), Mali (118) and Madagascar (120) show performances in certain NRI dimensions that are on par with or even above some economies in the more developed regions of Asia-Pacific, the Arab States and Europe. In particular, the economies that exceeded expectations showed higher proficiency in governance, people and technology. Yet, this trend is less clear in terms of impact, evidencing some of the pressing problems often endemic to emerging economies (Soumitra and Bruno, 2021).

Education and policies supporting technology, investment and innovation in enterprises

Connectivity is not an end in itself, it is a tool designed to create value for societies, even among regions that have achieved Internet connectivity, barriers such as connection speed, availability, affordability of connected and fragmented devices, and regulatory environments persist, unless individuals harness the power of digital technologies to create economic and social value. While connectivity is critical, it is also important to go beyond that and focus on additional aspects such as education (to improve skills and support content creation) and policies that support technology, investment and innovation in businesses, both small and large. Finally, it is critical that economies address the digital divide and ensure that Internet access contributes to equality of opportunity, rather than becoming a means that increases inequality in social and economic benefits (Soumitra and Bruno, 2021).

2. Materials and Methods

In order to approach the study of organizations focused on coffee producers, a multiple case study was carried out. Of the seven seven districts identified (fig. 1), intervening in each one of them, in many cases identifying the producers and coffee grower organizations, which presented a continuous process in their activities as producers within the research. The study variables that were evaluated were the transfer of knowledge in innovation networks and information management, being the emerging and determining categories in the analysis in terms of coffee producers: study focused on agroindustrial companies; cooperatives; universities and organizations that integrate them; framed within public policies characterized at national, regional, provincial and district levels and a documentary analysis on derivations of cases obtained from the application of innovation network policies focused on organizations.

In terms of information management: a documentary analysis was also carried out on human capital, a vision of the structural, relational and organizational approach fragmented within a procedural aspect and within a perspective on innovation networks generated from the organizations formed. From it consented to understand all the characterizations, perspectives and interactions and the study that assists the understanding of the coffee organizations and their articulation from the innovation networks with the transfer of knowledge in the management of information in the different organizations. Having for it a study applied - basic, according to the technique of contrastation is explanatory the design is in succession or line, also called pre-test or post-test with a single group. The population 15,952 producers of this research is constituted by two groups of the urban and rural areas of the province of Utcubamba, whose inclusion criteria will be participants in ages from 18 to 60 years old.
The first group is made up of companies and/or institutions (social actors) linked to the agricultural sector. The second group are the qualified coffee producers in the province of Utcubamba in the Amazon Region. The sample in the present research is 99 people between the ages of 18 and 60, involving qualified coffee growers and social actors, a sample obtained according to the methodology for obtaining a finite sample size, which allowed us to estimate the entire population of the 7 districts, with a reliability of 95%.

**Figure 1.** Political Map of the Province of Utcubamba according to districts.

The instruments used were: Interviews applied to 2 national experts from the public and private sectors, 7 coordinators of the organizations and qualified producers. The interview consisted of 5 questions. For the interpretation, Osgood's semantic space analysis technique was used, which by means of a classification scale measures the variation of meaning. They stipulate that each subject has a peculiar way of seeing things and in each concept there is a common cultural meaning (Osgood, Suci, Tennenbaum, 1957: 78). From another point of view, there is the documentary analysis of primary and secondary sources, sources of research works and publications. Likewise, the description and analysis of the empirical data of the case studies and in situ observation of the organizations: main actors; associations and organizations in the north of the region; coffee producers based on a questionnaire of 25 questions.

In order to comply with the coverage of the intervention, taking into account that more than 70% of the province of Utcubamba is rural, a triangulation of the main needs, priority individualizations, potential and information of the coffee growers was applied as a priority. Figure 2 illustrates this triangulation, which allowed for an in-depth approach to the topic under investigation, making it possible to cross variables and evaluate the different positions provided by the different sources of information obtained in the fieldwork.
3. Results

Based on the interviews in each of the organizations, those responsible for the organizations, with the documentary analysis of primary and secondary sources, allowed the elaboration and characterization of the following cases generated in each of the districts of the province of Utcubamba. As can be seen, the various associations, cooperatives and companies provide work to many people, and are also in network with different government agencies: national, regional and local, as well as research centers, universities and chambers of commerce.

The following is a description of the cases according to the questions posed and relevant characterizations within the research.

**Table 1.** Summary by problems with their respective analysis and hypothesis testing.

<table>
<thead>
<tr>
<th>Problem</th>
<th>Media</th>
<th>Correlation</th>
<th>Related Difference</th>
<th>Test gl.</th>
<th>Decision Statistics</th>
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<tbody>
<tr>
<td></td>
<td>Pre Test A</td>
<td>Post Test B</td>
<td>Media Correlation</td>
<td>Standard deviation</td>
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<td>Level of organization of local stakeholders, Producers (Questions 01 - 05)</td>
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<td>01 Organization level</td>
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<tr>
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<td>0.68</td>
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<td>02 how you rate your district organization</td>
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<td>2.47</td>
<td>0.505</td>
<td>-1.010</td>
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<td>03 organizations respond immediately to producers' information needs.</td>
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Source: Own elaboration based on the situational diagnosis of Utcubamba province-Peru.
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<th>1.58</th>
<th>2.56</th>
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<th>0.076</th>
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<td>04 the quality of leadership has played an important role in the implementation of the strategic plan.</td>
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<td>05 How do you think the communication relations are in your local organization - district of your province?</td>
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<td>Flow of insertion of local stakeholders (Questions from 06 - 07)</td>
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<td>06 In your opinion, how do you see citizen participation in improving the information system?</td>
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<td>07 How do you see the participation of new actors in the information network benefiting the development of the agricultural sector?</td>
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<td>Degree of satisfaction of local stakeholders with respect to the flow of information for dissemination (Questions 08 - 17).</td>
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<td>08 How would you rate the access, use of the information provided by the Local Support Network - Agrarian Agency?</td>
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<td>09 How would you rate the dissemination of information provided by the Agricultural Agency - Local Support Network?</td>
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<th>1.031</th>
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<td>10 What is your appreciation of the management documents, generation of statistical information that is subsequently disseminated by the Agricultural Agency - Local Support Network.</td>
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<td>12 Internet access or connectivity is</td>
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<td>13 How is the availability of internet booths in your area?</td>
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<td>14 How would you rate your knowledge of ICT, social networks, etc.?</td>
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<td>15 How do you obtain automated information?</td>
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</table>
It was analyzed whether the social actors improved their answers in the post-test with respect to the pre-test. For this purpose, we have the evolution process according to the proposed questionnaire consisting of 25 questions. As shown in Table 1, this survey was conducted from February - August 2022.
Figure 3. Local Support Network Operation Diagram

Figure 4. Characterization of innovation networks and their impact on information management in coffee producers in the province of Utcubamba - Amazonas - Peru.

Source: Author, 2023
According to Dittrich (2005), he distinguishes two basic strategies for acquiring external resources. Exploration strategies and exploitation strategies. Both can lead to different positions in innovation networks. Weak ties are extremely powerful in innovation networks since innovation depends on new combinations of knowledge. However, lack of trust and commitment in such actors can seriously restrict their importance. Thus the exploration strategy can be associated with radical innovation and the exploitation strategy can be associated with incremental innovation (March, 1991) which are expected to be used in a balanced way within the corporate strategy portfolio in order to survive and thrive in a changing environment.

To initiate such an important process, it is necessary to define the criteria according to the objectives to be achieved, as the following section will propose the activities to be undertaken to improve the management of agricultural information.

From the transfer of knowledge based on innovation networks and their influence on information management in coffee producers in the province of Utcubamba - Amazonas - Peru. Within this process key elements are articulated such as: knowledge, information and communication, strong identity and rules of coordination and articulation, trust in sharing knowledge, information and communication technologies (ICT), linked to social networks.

To strengthen the Local Support Network by identifying the following strategic competence: - Capacity building in innovation networks in the districts (annexes) of the province of Utcubamba. - Create a Local Support Network so that local actors and producers share timely and quality information. - Progressively create the use of information and communication technologies (ICT), with a culture of social networks for the community under study. - Propose a methodology to improve agricultural information management. Based on this, the Strengthening Process is important: criteria, ideas and work concepts aimed at all local actors, formal and informal producers who are in the process of strengthening the Local Support Network to share the same vision, a mission that is proposed within the research work. Within the strengthening process, the following are foreseen: -Innovation networks. - The importance of information. - The organization. - Information Management. - Social networks. - Rural Business Development.

In this regard, it is important to note that agriculture plays a decisive role in the region's economy; it is the main axis of the economic system and not only provides food and raw materials, but is also the main source of employment for a significant number of the population, representing an average of 25% of the Economically Active Population (Polo et al., 2021).

The idea is to assume the first scenario proposed, which envisions a global society where associativity and interrelation between companies (networking) is necessary for better business development (Levy and Alayón, 2002). In this regard, it is important to consider the benefits that companies obtain by participating in a network (Mifflin, 2005): Economies of scale: through the efficient use of productive technologies and access to markets. Flexibility: which implies greater capacity to respond to changes in demand, without increasing installed capital or fixed costs. Dissemination of information: exchange of knowledge and experiences, improving their strategic management capacity and accelerating their learning process. Lower entry barriers: by specializing in the different stages of production. Relevance of support actions: i.e. greater probability of success thanks to the fluid communication between public institutions and the private sector.

Every network is built with the purpose of generating an abundant flow of information, sharing productive experiences and knowledge. The relationships that arise between companies are materialized through contracts (formal and informal) with specifications not only of financial conditions and prices but also of higher and intangible aspects such as the experiences and knowledge mentioned above (Bisang and Kasacoff, 2006).

We have then that a Human Network is a group of people who count on a group of collaborators with whom they maintain strong and frequent communication links that allow them to use the possibility of knowing other points of view, accessing other resources, and obtaining a greater benefit than that which would be obtained in the individual solution of different problems.

Now, whether a Human Network formed for certain purposes originates from an Organization (formal or not), or whether it is the Organization that originates from the network, a set of essential elements come into play at the time of undertaking the analysis of the relationships that occur both within the organization and between it and the outside world, such as: culture, structure and
The purpose of this research is "A Connectivity Model for Human Networks", which seeks to generate two specific results. First, a conceptual and methodological model that allows the observation of the communicational elements of the Local Support Network with networking perspectives and that are essential to configure connectivity systems. Secondly, it should be a connectivity tool that allows a validation of the research proposal at low cost. Virtual networks are those that are mediated by technological support. A virtual social network is a social structure of relationships between users through the Internet. They are web-based sites that allow users to share content, interact and create communities with similar interests. Lessons learned from different experiences indicate that it is important to strengthen human networks in order for virtual networks to work.

In an information system for the development of innovation networks, the following can be defined as functions of these networks: - Strengthen the concepts associated with innovation networks. - Facilitate the exchange of information and knowledge. - To promote socialization mechanisms and the exchange of information at the level of the entire provincial network. - Facilitate access to information for small producers, local stakeholders and organizations. - Strengthen communication mechanisms with local radio stations, newspapers, information boards, internet booths and municipal libraries. - Promote the different social actors in the construction of knowledge. - Promote capacity building of social actors and producers in information management. - Strengthen the dynamics of organizational culture with a rural entrepreneurial approach.

This research work seeks to improve information management by improving the quality of information and therefore its dissemination. Based on alliances with different institutions: municipal governments, local, district, provincial, regional, national and other organizations.

3. Conclusions

The realization of an Innovation Network Plan for the agricultural sector with emphasis on coffee producers in the province of Utcubamba - Amazonas region, aims to ensure the adequacy between the strategic objectives of the agricultural sector and the information needed to support these major objectives. The discovery of opportunities to innovate the administrative processes in the Information Management related to the agricultural sector in the province of Utcubamba of the Amazon region has as an alternative to information technologies, thus allowing to relate technology and business strategies, using procedures that will allow us to facilitate the processes of information management and its subsequent dissemination with the use of information and communication technologies (ICT) for the good of coffee producers.

The use of Information and Communication Technologies (ICT) as a support for new strategies in the Information Management process requires identifying the internal strengths and weaknesses of the Institution (agricultural agency) and managing, through the Local Support Network, a visionary panorama contemplating the various technical risks that may arise and, based on this, having adequate strategies. The technological development in the innovation and communication networks continues to develop permanently and at an impressive pace allowing to have them as technological support and as a means to improve the information system and dissemination of the same and thus be able to improve decision making, planning and control of the Network of Local Actors within the province of Utcubamba in the Amazon region.

Innovation networks play a key role in the local organization to improve the information management system and decision making with quality information. Agricultural Information Management helps to improve decision making by officials and/or producers by providing them with the necessary information and solving optimization problems in order to offer them a succinct guide, with orientations and models that allow them to support them in management decisions. Quality can be measured by many factors, including timeliness, speed, synthesis and accuracy, among others, but the objective of innovation networks and their influence on agricultural information management is to provide information in line with market requirements with the support of those who make up the local support network.

In recent years the technological policies in the country are recovering a differentiating space that allows us to achieve global strategies, but with the work we identified a strategy that was the application of innovation networks with coffee producers and other actors that drive innovation.
processes with great effort and that allows us to design district, provincial and regional innovation systems; having as support the connectivity of Human Networks.

This research identifies the relevance of knowledge transfer and a set of strategies, articulated with coffee producers and diverse actors taking advantage of the infrastructure they have in the agricultural sector in purely rural territories that are less developed in order to find a means of insertion into global markets. With the application and justification of the proposed problems, it is demonstrated that the influence of the Innovation Networks evidences its impact on the Agricultural Information Management in the coffee producers of the province of Utcubamba, with direct testimonies of some specialists, producers, local actors that provide and use information, improving communication with new tools and accessing opportunities with the Local Support Network.
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