Editorial

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Receive a very special greeting from the editorial board of the magazine *Comunicaciones en Estadística*. We have successfully published the special issue on statistics in the evaluation of education. We have received good comments as well as constructive criticism; we thank the community for the continued support it has given us, and we continue to work to consolidate the magazine as a serious and friendly space for the publication of the works. In this issue we bring readers a variety of original articles; We hope they will be useful for the professional development of all.

The journal begins with a paper of the graduate of our university Roberto Romero and the Dean Giovanny Babativa. It illustrates the use of structural equations in the determination of factors that have an influence on the customer's loyalty, a highly important topic for big companies that need to meet their clients and obtain a greater profitability.

In a joint effort, researchers Luzardo, Márquez, Segovia and Rangel show a new way to calculate a poverty index using the data of the III National Survey of Family Budgets 2004-2005 from Venezuela; the analysis of multiple correspondences and the analysis of principal components are the main statistical tools used. Authors show that by combining these methods, it is possible to create a novel and easily implementable index.

In the third paper, professors Sánchez, Sarzoza and González of universities from Colombia and Chile have considered an activity which is known by all statisticians: teaching and learning of regression models. This article introduces alternative methods to facilitate this valuable labor. We expect it to be helpful for the readers, especially for teachers.

Professors of the Universidad Francisco de Paula Santander, Colombia, contribute with their research results on the evaluation of the validity and reliability of the instrument CREA to evaluate creative learning. Through statistical techniques as factorial analysis, they find the already mentioned instrument appropriate in Cúcuta, Colombia.

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The fifth document comes from researchers Romero Ríos and Correa who address the problem of parameter estimation in mixed models using evolutionary algorithms; they perform comparisons between traditional methods and evolutionary algorithms and identify the situations in which one method is better than the other.

Finally, the Spanish researcher Polanco introduces a detailed summary about the application of the techniques of principal components in the control of air quality. Despite being a topic of great interest for society, there are not many bibliographical references about the application of these statistical techniques. We expect this article to be useful for environmental entities.

We hope this issue of the journal is of pleasure for all. Your comments are very valuable to us, and we are open to any suggestion and feedback for further improvement. Remember that you can also send articles and letters to the editor to communicate your reflections and contributions to published articles.