

Prologue

Innovation and entrepreneurship have long served as catalysts for progress, shaping how societies evolve, adapt, and thrive in an ever-changing world. In the face of emerging global challenges—ranging from sustainability concerns to digital transformation—the role of research in fostering new economic paradigms has never been more crucial. The XV National Congress of the Red de Investigación y Docencia en Innovación Tecnológica (RIDIT) stands as a testament to the importance of academic collaboration in driving meaningful change. By providing a platform for scholars, educators, and industry professionals, RIDIT fosters critical discussions that shape the future of innovation and technology.

The Green Economy, a pioneer in aligning environmental stewardship with economic growth, reminds us that balancing natural resources and human progress is not only possible but imperative. Alongside it, the Blue Economy expands our horizons to the oceans, advocating for the responsible stewardship of marine ecosystems as a source of prosperity and ecological health. Yet the spectrum of colors extends further: the Purple Economy centers cultural vitality and social equity, challenging systemic inequalities by redefining production and labor through a lens of diversity and inclusion. Meanwhile, the Orange Economy celebrates the transformative power of creativity, positioning cultural and artistic industries—from gastronomy to digital media—as engines of innovation and economic resilience.

Emerging concepts like the Yellow Economy (focused on science and technology), the Silver Economy (addressing aging populations), and the Grey Economy (informal sectors) further enrich this vibrant mosaic. Each "color" represents a unique pathway to address global challenges, yet all converge on a shared vision: fostering development that harmonizes economic ambition with planetary and societal well-being.

This publication seeks not only to theorize these frameworks but to bridge theory with practice. By dissecting the nuances of each sector—its opportunities, contradictions, and synergies—we aim to forge a cohesive classification system that empowers policymakers, educators, and entrepreneurs to navigate the complexities of the 21st century.

As authors and organizers, we invite you to join this intellectual journey. Let us collectively reimagine innovation, redefine entrepreneurship, and co-create a future where economic progress is measured not merely in growth rates, but in its capacity to sustain, include, and inspire.

Honoring a Visionary Mind: Dr. Sergio Reyes Robinson "Canibal" (1981-2025)

Amidst the exchange of knowledge in this congress, we take a moment to honor the legacy of Dr. Sergio Reyes Robinson, fondly known as "Canibal." A visionary scholar and artist, he bridged science, education, and

creative expression. With a background in communications, he left an indelible mark on institutions such as UABC, El Colegio de la Frontera Norte, and CETYS Universidad, while his research in technological innovation shaped new perspectives in academia.

Beyond his academic contributions, Dr. Reyes was an artist at heart, channeling his creativity into caricature, illustration, photography, music, and even craft beer brewing. His passion extended to tattoo artistry and a deep love for wrestling, heavy metal and American football, particularly the Pittsburgh Steelers. His outstanding work was recognized with the "Leonel Corona Treviño 2023" International Distinction for Innovation Studies, awarded for his groundbreaking doctoral thesis on innovation environments in the comic industry.

Dr. Reyes Robinson's legacy is one of intellectual curiosity and interdisciplinary creativity. He challenged conventional boundaries, proving that innovation thrives not only in research but also in artistic and cultural pursuits. As we engage with the insights of the XV RIDIT Congress, may his memory inspire us to explore knowledge with the same passion and originality that defined his remarkable life.

In honor of a great colleague, friend, and human being.



Self-portrait. Dr. Sergio Reyes Robinson "Canibal"

Dr. Eduardo A. Durazo Watanabe