CURRENT HOME **ARCHIVES ANNOUNCEMENTS** ABOUT → HOME / ARCHIVES / VOL 2 NO 2 (2018): SEPTEMBER / Research Paper

Antique marketing vs digital marketing applied to the financial instruments of the Guayaquil Securities Bank

Barbera Burgos Darwin Lenin

Josue David Arana Espin

Estalin Vicente Herrera Tamayo

Georgina Janeth Encalada Tenorio

DOI: https://doi.org/10.46480/esj.2.2.16

Keywords: Stock Exchange, Financial Instruments, Dematerialization, Holders, Fractionation Of Securities, Self-Regulation, Decevale

ABSTRACT

The objective of the study was to investigate how technology influences the digital page of the Guayaquil Stock Exchange, from its appearance to the present, as well as how to attract investors from the country. It is worth noting that currently the stock exchanges are in a big change with respect to technology and information, which means that they must maintain a digital page updated, fast and effective so that any investor can acquire information from homes, also this would allow students with affinity to careers to participate in the study of this entity. Through the web-based research of the Guayaquil stock exchange, it was determined that the way to advertise to attract investors has improved since there are several options on the page where the future investor can quote and calculate possible growth standards of the values of any financial asset.

DOWNLOADS

Download data is not yet available.

METRICS

Metrics Loading ...



PUBLISHED 2018-09-30

STATS Abstract © 114

Darwin Lenin, B. B., Arana Espin, J. D., Herrera Tamayo, E. V., & Encalada Tenorio, G. J. (2018). Antique marketing vs digital marketing applied to the financial instruments of the Guayaquil Securities Bank. Ecuadorian Science Journal, 2(2). https://doi.org/10.46480/esj.2.2.16

More Citation Formats ▼

ISSUE Vol 2 No 2 (2018): September SECTION

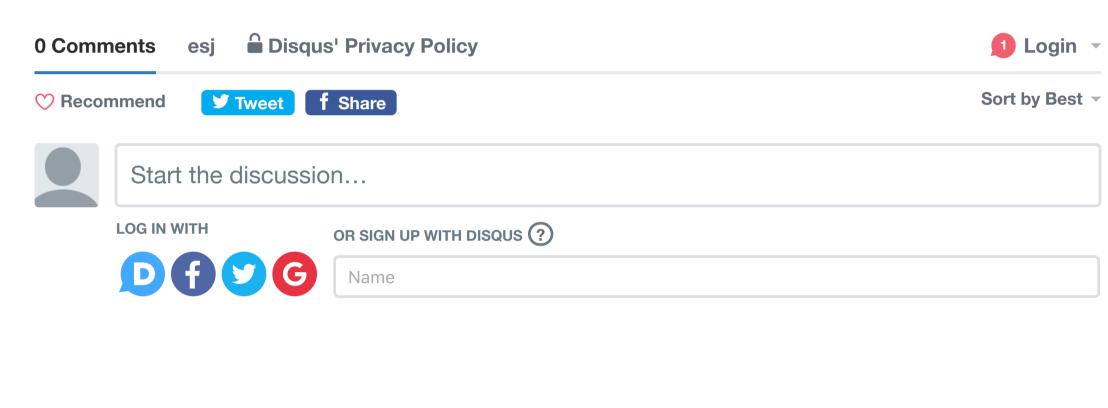
Copyright (c) 2018 Ecuadorian Science

© (\$)

Research Paper

This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

+Share | f y ⊕ ⊆



Be the first to comment.

Subscribe Add Disqus to your site

DISQUS ▲ Do Not Sell My Data

ABOUT THE JOURNAL ISSN 2602-8077 **Editorial Team** Focus and Scope Peer Review Process Open Access Policy Plagiarism Policy **Publication Ethics GUIDE FOR AUTHORS**

> Template Presentation letter Paper and authors information Copyright **LANGUAGE** English

Author Guidelines

Español (España)

Q SEARCH

MAKE A SUBMISSION

KEYWORDS Monte Carlo Algorithm

COPYRIGHT

INDEXING AT REDIB Red Iberoamericana de Innovación y Conocimiento Científico

Google

MIAR Actualidad Iberoamericana Indice Internacional de Revistas

Open Academic

OAJI

Latin REV
Red Latinoamericana de Revistas en Ciencias Sociales

Journals Index

ULRICHSWEB™ GLOBAL SERIALS DIRECTORY OpenAIRE EXPLORE

PKP INDEX Academic Resource Index

ResearchBib Crossref Content Registration

ZB MED Search Portal for Life Sciences LEIBNIZ INFORMATION CENTRE FOR SCIENCE AND TECHNOLOGY UNIVERSITY LIBRARY

STANDARD

INTERNATIONAL CENTRE

S WorldCat[®]

INDEX COPERNICUS I N T E R N A T I O N A L

SIGNED AT

Signatory of DORA **CURRENT ISSUE** ATOM 1.0

RSS 2.0 RSS 1.0

Platform &

Get Button