

BALAS 2021 PROGRAM & SCHEDULE (tentative)

The conference will be held in the HOPIN.to platform. TIMES ARE US CENTRAL time / COLOMBIA Bogota Time (-5 GMT)

TUESDAY Jul 27.

15:00	17:00	TESTING Preparation Session
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WEDNESDAY, Jul 28.

MORNING

07:45 15:45 LOGIN

08:00 08:20 P1 DOCTORAL COLLOQUIUM OPENING SESSION & Orientation

08:20	09:40	1	Session 1.A: Doctoral Colloquium				
			<table border="1"> <tr> <td>Diana Rocio Moreno Hernandez</td> <td>Analysis of the influence of social support, emotions and emotional regulation on business labour productivity</td> </tr> <tr> <td>Juan Sosa Godina</td> <td>SOCIAL CRM CAPABILITIES AND CUSTOMER RELATIONSHIP PERFORMANCES IN TWO LATINOAMERICAN COUNTRIES: A CONTINGENT PERSPECTIVE OF THE RESOURCE BASED VIEW</td> </tr> </table>	Diana Rocio Moreno Hernandez	Analysis of the influence of social support, emotions and emotional regulation on business labour productivity	Juan Sosa Godina	SOCIAL CRM CAPABILITIES AND CUSTOMER RELATIONSHIP PERFORMANCES IN TWO LATINOAMERICAN COUNTRIES: A CONTINGENT PERSPECTIVE OF THE RESOURCE BASED VIEW
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09:40 10:00 The Cafeteria 1

10:00	12:00	2	Session 2.A: Doctoral Colloquium						
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Marelyby Armado	RELATIONSHIP BETWEEN PERCEIVED VALUE, CLIENT EXPERIENCE AND REPUTATION IN PRIVATE UNIVERSITIES								
Cesar Cam	Successful Implement KAM programs								

Session 2.B: Doctoral Colloquium	
Milton Alberto Cuaspad Guzmán.	Decision Architecture in Public Policies for the Design of Nudging Strategies in the Department of Casanare
Yemith Ortiz G.	Impact of the ISO 9001 Quality Mgmt
Carlos Hernan Villa	ON THE MASSIVE ADOPTION OF SOLAR PHOTOVOLTAIC-BASED DISTRIBUTED GENERATION SYSTEMS AND THEIR POTENTIAL

WEDNESDAY, Jul 28.

AFTERNOON

14:00 14:25 **BALAS 2021 CONFERENCE OPENING**

14:25	15:15	3	Session 3.A: Information Technology Management and BI				
			<table border="1"> <tr> <td>Jonathan Vasquez Verdugo and Cesar Ortega</td> <td>Developing a Fair Approach for Preventing Academic Warnings in a Latin America University</td> </tr> <tr> <td>Alvaro Chacon, Edgar Kausel, Tomás Reyes and Stefan Trautmann</td> <td>Preventing Algorithm Aversion? People Are Willing to Use Algorithms They Perceive as Learning</td> </tr> </table>	Jonathan Vasquez Verdugo and Cesar Ortega	Developing a Fair Approach for Preventing Academic Warnings in a Latin America University	Alvaro Chacon, Edgar Kausel, Tomás Reyes and Stefan Trautmann	Preventing Algorithm Aversion? People Are Willing to Use Algorithms They Perceive as Learning
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SPEAKER DOCTORAL to be Confirmed

Session 3.C Financial Markets, Investments and Risk	
Daniel Mantilla-Garcia, Manuel E. Garcia-Huitron, Julian R. Aldana-Galindo and Alvaro Concha-Perdomo	Is My Pension Fund More Expensive? Estimating Equivalent AUM-based and Contributions-based Management Fees
Jaime Bastias and Jose Ruiz	Equity fire sales and volatility: The Chilean case

Session 3.D: Management Education and Teaching	
Camilo Peña Ramírez	Pegas con Sentido: Proceso de rediseño de un portal de empleo.
Becky Andujar-Roldán, Miguel González-Portalatín, Ramón Ramos-Chevres and María Amador-Dumois	The Abarca Leadership Journey Program

15:15 15:30 The Cafeteria 3

15:30	16:45	4	Session 4.A: ST1-China, Asia & Latam Business		
			<table border="1"> <tr> <td>Anderson Sant'Anna, Fátima Oliveira and Daniela Diniz,</td> <td>PROFESSIONAL COMPETENCIES DEVELOPMENT AND MANAGEMENT POLICIES AND PRACTICES: A CROSS-CULTURAL STUDY INVOLVING BRAZIL, CHINA, INDIA, AND RUSSIA</td> </tr> </table>	Anderson Sant'Anna, Fátima Oliveira and Daniela Diniz,	PROFESSIONAL COMPETENCIES DEVELOPMENT AND MANAGEMENT POLICIES AND PRACTICES: A CROSS-CULTURAL STUDY INVOLVING BRAZIL, CHINA, INDIA, AND RUSSIA
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Session 4.C: Consumer Behavior	
Gonzalo R. Llanos-Herrera, Cristóbal Barra and Eduardo Torres	BRAND RELATIONSHIP OPENNESS SCALE: CAPTURING THE SCOPE OF THE SATISFACTION OF SOCIAL NEEDS THROUGH BRANDS

Session 4.D: Management Education and Teaching Cases	
Camilo Peña Ramírez	Innovación social en Empresa Nacional del Petróleo - Chile

Carlos Fernando Morales Sanchez and Irma Liliana Vasquez Merchan	ANALYSIS OF THE NORMALIZED REVEALED COMPARATIVE ADVANTAGE (NRCA) OF COLOMBIAN EXPORTS TO CHINA: CHALLENGES FOR GROWTH
Ricardo Buitrago and Maria Inés Barbosa Camargo	The moderating role of IFDI on institutional quality factors influence on OFDI in Latin America.

Maria Christina Saksanian and Juan Timaná	EXPLAINING ECO-SUSTAINABLE HABITS AND PRACTICES AT HOME THROUGH THE PROTECTION MOTIVATION THEORY (PMT)
Sergio Barta, Carlos Flavián and Raquel Gurrea	The double side of online flow. Examining product returns from the consumer regret perspective

Francisco Sánchez, Juan Pablo Torres, Maria Pilar Pizarro and Ema Oyarce	VIÑA CONCHA Y TORO AND ITS RESTRUCTURING CHALLENGE
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THURSDAY, Jul 29

MORNING

08:00 09:00 5

Session 5.A : Culture, Social & Ethical Issues	
Edmundo Lizarzaburu and Jesus Del Brio	CSR in education on business confidence. Mediation effect of corporate reputation in the Peruvian banking sector
Enrique Ogliastrì, Carlos Quintanilla and Sara Benetti	INTERNATIONAL NEGOTIATIONS PROTOTYPES: THE IMPACT OF CULTURE AND INCOME

Session 5.B.: Marketing Management	
Marta Olivia Rovedder Oliveira, Cássia Tavares Streb, Luis Felipe Dias Lopes, Tamires Silva da Silva and Luis Adriano Rodrigues	The Relevance of Brand Loyalty to Brand Equity: One Dimension or The Main Driver?
Walter Palomino-Tamayo	The Effect of Organizational Inertia on Export Intensity and Customer Asset: Structural Internal Forces and Lack of Gender Diversity as a Source of Inertia

Session 5.C: Accounting, Taxation & Control Systems	
María Consuelo Pucheta-Martínez, Isabel Gallego-Álvarez and Inmaculada Bel-Oms	AUDIT COMMITTEES AND CSR REPORTING: THE MODERATING ROLE OF BOARD GENDER DIVERSITY
Deanne Butchey, Jerry Haar, Robinson Reyes-Pena and John Zdanowicz	Tax Avoidance, Tax Evasion and Capital Flight in International Trade: Towards a Research Agenda

09:00 09:15

The Cafeteria 4

09:15 10:30 6

Session 6A: Culture, Social & Ethical Issues	
Jeffrey McClellan	Post-pandemic leadership in Latin America: Changing paradigms and practices to address wicked problems
Edmundo Lizarzaburu and Jesus Del Brio	Effects of CSR Business Confidence in an Emerging Country
Arménio Rego, Dustin J. Bluhm, Camilo Valverde and Miguel Pina Cunha	ARE GRITTY LEADERS UNHAPPIER? IT DEPENDS ON HOW PRUDENT THEY ARE

Session 6.B: Marketing Management	
Nivea Heluey and Luis Fernando Morales Morante	The One Thousand and One Days: Why SMEs and Startups in Brazil should know how to better communicate trustworthiness after COVID-19
Pedro Hidalgo, Pablo Farias, Sergio Olavarrieta and Enrique Manzur	Consumer responses to exaggerated claims for utilitarian and hedonic products
Lucas Tadeu Rojo José, Carla Ramos and Adriana Bruscato Bortoluzzo	OWN, OUTSOURCED AND HYBRID SALESFORCE: A STUDY OF BEST PRACTICES IN THE REAL ESTATE DEVELOPMENT AND BUILDING SECTOR

Session 6.C: Financial Markets, Investments and Risk	
Luis Berggrun, Emilio Cardona and Edmundo Lizarzaburu	Industry Momentum in Latin America
Christian Espinosa	Business groups and herding behavior during the COVID-19 pandemic
Jose Ruiz and Pablo Tapia	Financial Letter, Financial Literacy, and Retirement Planning

10:30 10:45

The Cafeteria 5

10:45 12:00 P1

MEET THE EDITORS SESSION

THURSDAY, Jul 29

AFTERNOON

14:00 15:15 7

Session 7. A. : St2. Innovation, Entrepreneurship, Technologies: Gateway to Recovery & Relief for the Latam	
Saul Alfonso Esparza Rodriguez and Jaime Apolinar Martinez-Arroyo	Influence of stakeholders in organizational innovation of SMEs in Michoacan, Mexico.
Gonzalo Valdés and Juan Pablo Torres	Motivations for Innovation based on a Neo-Institutional Approach

Session 7.B: Human Resources & Gral. Management	
Jorgelina Marino, Guillermo Dabos, Andrea Rivero and Lucas Pujol-Cols	The role of self-efficacy, networking abilities, and perceived employability in the negotiation of i-deals
Claudio Barral, Annibal Scavarda, Ana Claudia Ana Claudia, Atef Harb and Fang Zhao	THE TURNOVER OF EMPLOYEES AND THE IMPACTS ON THE QUALITY INN CALL CENTERS

Session 7.C: Strategies, Ib & Global Competitiveness	
Mari Luz Zapata-Ramos, Maria A. Amador-Dumois, Moraima De Hoyos-Ruperto, Michelle Hernandez and Liz Bonilla	Cell Therapies Manufacturing Landscape in the United States and Puerto Rico: Understanding Marketing, Public Policy, and Entrepreneurial Opportunities and Limitations
Roberto Alvarez	Firm-Level Evidence on Exporters of Goods and Services in Chile
José Aguilar and Juan Timaná	ORGANIZATIONAL AMBIDEXTERITY AND OPEN INNOVATION: A RESOURCE-BASED VIEW

15:15 15:30

The Cafeteria 6

15:30	16:45	8	Session 8.A: St2. Innovation, Entrepreneurship, Technologies: Gateway to Recovery & Relief for the Latam Region
	Cristian Yepes-Lugo		INTERPLAY BETWEEN THE ORGANIZATIONAL CHANGE AND, THE REINSTITUTIONALIZATION, THE PRODUCTION AND THE PROFITABILITY WITHIN THE COLOMBIAN COFFEE INDUSTRY. IS THERE A GATEWAY TO RECOVERY?
	Christian Felzensztein and Eli Gimmon		Facilitating entrepreneurship in a failing economic model?

Session 8.B: Human Resources & Gral. Management	
Waldemir Paschoiotto, Simone Sehnem, Viviana Jesus, Valentina Berka, Jacir Casagrande and Nei Nunes	LEADERSHIP IN PUBLIC SECTOR: AN ANALYSIS IN A PANDEMIC ENVIRONMENT
Rosa Maria Fuchs, Oswaldo Morales and Juan Timana	WORK-LIFE BALANCE AND WORK VALUES AS ANTECEDENTS OF JOB EMBEDDEDNESS: THE CASE OF GENERATION Y

Session 8.C: Consumer Behavior	
Ignacio Vargas, Sergio Olavarrieta and Cristóbal Barra	Do sustainability claims pay? A response from motivating conditions
Irene Troccoli and Vitor Manhães	PERCEPTION OF QUALITY AND IMPLICITNESS OF PROMISES IN MEDICAL SERVICES: A STUDY IN THE MILITARY POLYCLINIC OF RIO DE JANEIRO

FRIDAY, July 30 MORNING

08:00 09:00 P2

ENTERPRENEURSHIP AND NEW TECHNOLOGIES IN COLOMBIA: LESSONS LEARNED FOR THE POSTPANDEMIC RECOVERY, Felipe Buitrago, Former Minister of Culture and Former Vice-minister of Creativity and Orange Economy of

09:00 09:15

The Cafeteria 8

Session 9.A: Culture, Social & Ethical Issues	
Edmundo Lizarzaburu and Jesus Del Brio	The relationship between corporate social responsibility and the social impact: A case study Emerging Market Oil Industry
Bryan Husted	RECONSTRUCTING CORPORATE SOCIAL RESPONSIBILITY IN MEXICO USING BUEN VIVIR
Tania Barboza and Angela Da Rocha	A TALE OF CORRUPTION AND PUNISHMENT: INSTITUTIONAL DISCOURSE OF A BRAZILIAN MULTINATIONAL ENTERPRISE

Session 9.B: Entrepreneurship and Family business	
Vivian Steinhauser and Angela Maria Cavalcanti da Rocha	INSTITUTIONAL THEORY AND INTERNATIONAL ENTREPRENEURSHIP: A REVIEW
Luis Berggrun, Samuel Mongrut and Carlos Enrique Ruano	DETERMINANT VARIABLES FOR VENTURE CAPITAL ACTIVITY, A BIBLIOGRAPHIC REVIEW
John Rosso	Effect of ownership structure and concentration on business opacity

Session 9.C: Strategies, Ib & Global Competitiveness	
Jorge Lechuga	Export geographical diversification and economic growth between Pacific Alliance countries and G-10
Esteban R. Brenes, Luciano Ciravegna and Caleb A. Pichardo	The drivers of internationalization—a configurational perspective
Ryan Bruchou	THE ROLE OF LATIN AMERICA IN GLOBAL PROTEIN PRODUCTION: CAN ARGENTINA TAKE THE LEAD?

Session 9.D: Marketing Management	
Marta Olívia Rovedder de Oliveira, Igor Bernardi Souza and Tamires Silva da Silva	Brand Equity and Company Performance: Evidence from a Quasi-Experiment in an Emerging Market
Rodrigo Heldt, Cleo Schmitt Silveira and Fernando Bins Luce	Unifying customer, product, and brand performance management
Sofia Gelaín da Cunha, Fernando Bins Luce and Marta Rovedder Oliveira	Place brand equity: a multiple stakeholder perspective

10:30 10:45

The Cafeteria 9

Session 10.A: Management Education and Teaching Cases	
Mauricio Villena, Maria Jose Quinteros and Sergio Olavarrieta	A Strategic Impact Model for Latin American Business Schools
Juan Ernesto Pérez	TRADITION OR INNOVATION? CAFÉ GALAVIS, A BRAND WITH AN INTERNATIONAL VISION
Octavio Martínez and Gaudy Solorzano	Costa Rica Coffee: Traceability & Sustainability Statement

Session 10. B: Entrepreneurship and Family business	
Nicolás Gambetta and Robyn Eversoles	The Transformative Power of the Sustainable Development Goals for Small Businesses in Global Value Chains
Ana Cristina González, Yeny E. Rodriguez and Carol Sánchez	Women in the family business: A Socioemotional Wealth perspective on their perceptions of financial performance
John Rosso, Yenny Rodriguez and Maria Luisa Granda	RESILIENCE OF FAMILY FIRMS ACROSS THE WORLD DURING COVID-19 PANDEMIC

Session 10. C.: Corporate Finance	
Carlos Maquieira, Orlando Llanos-Contreras and José Arias	Family-firms Cash holding determinants: Empirical Evidence for Chile
Alina Gomez Mejia and Jhonny Grajales Quintero	Evaluation of strategic isomorphism and financial performance as determinants of regulatory financial legitimacy of commercial banks.
Mariana Oreng and Richard Saito	Credit assignment and bank efficiency: a quasi-natural experiment

12:15 13:00 P5

Awards and Closing Ceremony
