

BALAS 2019 ANNUAL CONFERENCE- PROGRAM AT A GLANCE

Wednesday, April 10, 2019

PAPER PARALLEL SESSION 1 11:00 - 12:30	Marketing Management I	<p>Effects of mother characteristics on purchase process in toy stores due to preadolescent social power</p> <p>Is Service Infusion always worth it? The association between SI of different nature and levels of intensity and the sales performance</p> <p>Generation Z perceptions about museums quality and E-WOM intentions - The role of technologies on visitor experience</p> <p>Effect of consumer evaluation of advertising on the dimensions of brand equity</p>	<p>Miriam Carrillo, ESAN University; Nestor U. Salcedo, ESAN</p> <p>Rafael Sanches; Carla Ramos; Rinaldo Artes</p> <p>WILIAN RAMALHO FEITOSA, IFSP; Robson Barbosa, IFSP</p> <p>Cássia Tavares Streb, Universidade Federal de Santa Maria; Marta Olivia Rovedder de Oliveira, PPGA/DCA/CCSH/UFMS; Luis Adriano Rodrigues, UFMS - Universidade federal de Santa Maria; Pedro Henrique Lima Marconato, Universidade Federal de Santa Maria</p>
	Financial Markets, Investment and Risk I	<p>Conflicts of interest in the underwriting of IPOs and price stabilization</p> <p>Underperformance of Individual Investors and Trading Intensity: Evidence from Colombia</p> <p>The Determinants of Art Prices: Analysis of Joan Miró</p>	<p>Antonio Gledson de Carvalho, Fundação Getulio Vargas - Sao Paulo Scholl of Business Administration; João Amaro de Matos, Nova School of Economics and Business; Douglas Beserra Pinheiro, Grupo Recovery; Marcio Sa Mello, Brazilian Federal Senate</p> <p>Urbi Garay, IESA Business School; Daniela Gracia, Universidad de La Sabana; Frey Pulga, Universidad de La Sabana</p> <p>Jennifer Cinefra, IESA Business School; Urbi Garay, IESA Business School; Claudia Mibelli, IESA Business School; Eduardo Pérez, IESA Business School</p>
	Entrepreneurship, family business, and Human Resource Management I	<p>Regional Indigenous Entrepreneurship – An Exploratory Comparison</p> <p>Entrepreneurs in Dark Ages: Persistence of Females Entrepreneurs in Afghanistan</p> <p>My Leader is Gritty – Me too?</p>	<p>Wayne Gordon Macpherson, School of Management, Massey Business School, Massey University, New Zealand; Alexei Tretiakov, School of Management, Massey Business School, Massey University, New Zealand; Jason Paul Mika, School of Management, Massey Business School, Massey University, New Zealand; Christian Felzensztein, Massey University, New Zealand</p> <p>Asghar Afshar Jahanshahi, CENTRUM Católica Graduate Business School; Stephen X. Zhang, University of Sydney; Hussain Gholami, Herat University, Herat, Afghanistan</p> <p>arménio Rego, ISCTE-IUL, and Católica Porto Business School; Flávia Cavazotte, IAG Escola de Negócios, Pontifícia Universidade Católica do Rio de Janeiro; Miguel Pina e Cunha, Nova School of Business and Economics, Universidade Nova de Lisboa, Portugal; Marcel Meyer, Instituto de Empresa Y Humanismo, Universidad de Navarra, Spain; Luca Justiniano, LUISS Guido Carli University</p>
PAPER PARALLEL SESSION 2 14:00 - 15:30	Corporate Finance I	<p>Firm profitability and expected stock returns: Evidence from Latin America</p> <p>Optimal ownership structure and monitoring in entrepreneurial firms</p> <p>The information content of dividend announcement under a mandatory dividend rule</p> <p>Effects of CSR and CR on Business Confidence in an Emerging Country</p>	<p>Edmundo Lizarzaburu, ESAN University; Luis Berggrun, Universidad Icesi; Emilio Cardona, Universidad de los Andes</p> <p>Yolanda Portilla</p> <p>Giovanna Segantini, Universidade Federal do Rio Grande do Norte; Vinício Almeida; Giorgio Gotti</p> <p>Edmundo Lizarzaburu, ESAN University; Jesus del Brio, Universidad de Oviedo</p>
	Consumer Behavior	<p>Sharing Economy Versus Collaborative Consumption: What Drives Consumers Towards New Forms of Exchange?</p> <p>Environmental social influence, pro-environmental personal norms and environmental self-identity as determinants of ecological buying behavior in Peruvian consumers</p> <p>Multi Store Brands Strategy, Company Image and Strategic Positioning Inconsistency and their effects on price and quality expectations</p> <p>Gender differences in the impact of service failure types and service recovery on satisfaction</p>	<p>Adriana Luri Minami; Carla Ramos; Adriana Bruscato, Inspr</p> <p>Aldo Alvarez-Risco, Universidad de San Martin de Porres; Dennis López-Odar, Universidad de San Martin de Porres; Raquel Chafloque-Céspedes, Universidad de San Martin de Porres; Shyla Del-Aguila-Arcentales, Universidad Nacional de la Amazonía Peruana; Marc Rosen, University of Ontario Institute of Technology</p> <p>Sergio Olavarrieta, University of Chile; Daniela Nuñez, Universidad de Chile; Eduardo Torres, Universidad de Chile</p> <p>Eduardo Torres, Universidad de Chile; Pablo Farias, Universidad de Chile; Sergio Olavarrieta, University of Chile</p>

	Culture, Social and Ethical Issues	<p>Underrepresentation of Women in Science: A Literature Review</p> <p>Determinants of the Adoption of the Labor Rights by MNCs' Suppliers Operating in Latin America</p> <p>Analysis of the MNEs' Social Practices in Latin America: Implications for Development Studies Research</p> <p>Spillovers of Environmental Performance among Mexican Industrial Facilities: The Case of Greenhouse Gases</p>	<p>Beatrice E. Avolio, CENTRUM Catolica Graduate Business School; Carlos Vilchez, CENTRUM Catolica Graduate Business School; Jessica Chávez, CENTRUM Catolica Graduate Business School</p> <p>Ana Beatriz Salas, ITESM</p> <p>Anabella Davila, Tecnológico de Monterrey</p> <p>Ana R. Leal, Tecnológico de Monterrey; Bryan W. Husted, Tecnológico de Monterrey; Miguel Alejandro Flores Segovia, Tecnológico de Monterrey</p>
	Thursday, April 11, 2019		
PAPER PARALLEL SESSION 3 14:00 - 15:30	Corporate Finance II	<p>Effect of corporate governance and country-level governance quality on the level of cash holdings in Latin America</p> <p>Governance, sentiment analysis and IPO underpricing</p> <p>How Institutional Development News Move an Emerging Market?</p>	<p>Maximiliano los González, Universidad de los Andes; Alexander Guzman, CESA School of Business; Eduardo Pablo, Minnesota State University Moorhead / Paseka School of Business; Maria-Andrea Trujillo, CESA School of Business</p> <p>Diego Fernando Tellez-Falla, Universidad de EAFIT; Maximiliano los González, Universidad de los Andes; Alexander Guzman, CESA School of Business; Maria-Andrea Trujillo, CESA School of Business</p> <p>Alexander Guzman, CESA School of Business; Vikas Mehrotra, University of Alberta School of Business; Randall Morck, University of Alberta School of Business; Maria-Andrea Trujillo, CESA School of Business</p>
	Marketing Management II	<p>Brand Equity Chain and Brand Equity Measurement Approaches</p> <p>Model dependency on customer lifetime value estimation</p> <p>Firm Generated Content in Social Media Marketing and its impact on Brand Image, Purchase Intention and eWOM for Complex Decision Making</p>	<p>Marta Olivia Rovedder de Oliveira, PPGA/DCA/CCSH/UFSM; Fernando Bins Luce, PPGA/EA/UFRGS; Rodrigo Heldt, PPGA/EA/UFRGS</p> <p>MAURICIO POZZEBON DE LIMA, UFRGS; Fernando Bins Luce, PPGA/EA/UFRGS</p> <p>Estuardo Lu, Universidad ESAN; Brenda Chombo, Universidad ESAN</p>
	Management Education and Teaching Cases I	<p>Banca Comunitaria Banesco: the bank goes to the "barrio"</p> <p>TCC: Urban Distribution of Goods in Medellín</p> <p>A view of value at Davivienda</p>	<p>Nunzia Auletta, IESA; Rosa Amelia González, IESA</p> <p>Giuseppe Vanoni Martínez, CEIPA Business School; Julián Andrés Zapata Cortés, CEIPA Business School; Geovanny Perdomo-Charry, CEIPA Business School</p> <p>Rosa Isabel Gonzalez, Universidad de los Andes; Norma Ortiz, Universidad de los Andes; Luis Perera</p>
PAPER PARALLEL SESSION 4 16:00 - 17:30	Lighting the Future in Latin America in Times of Uncertainty: Fostering Innovation and Employability	<p>Optimal financing of highly innovative projects under double moral hazard</p> <p>Virtual Education and Internships: New Forms for New Landscapes</p> <p>Regional Indigenous Entrepreneurship: A South-to-South Exploratory Comparison</p>	<p>Yolanda Portilla</p> <p>Francisco Javier Montoya-Ríos, Bussiness School /CEIPA/ Management; Berenice Huertas, Bussiness School /CEIPA/ Management; Mónica Marcela Moreno, Facultad de Estudios Empresariales y de Mercadeo/Esumer/internships</p> <p>Christian Felzensztein, Massey University, New Zealand; Wayne Gordon Macpherson, School of Management, Massey Business School, Massey University, New Zealand; Jason Paul Mika, School of Management, Massey Business School, Massey University, New Zealand; Alexei Tretiakov, School of Management, Massey Business School, Massey University, New Zealand</p>
	Management and Strategy	<p>How Cognitive Institutional Dimension affects Leadership Structures of Corporate Boards: A Post-Crisis Ibero-American Study</p> <p>The extension as an opportunity for the construction of an innovative university</p> <p>How Can Inherent Cross Border M&A Integration Risks Be Addressed And Mitigated? A Case Study</p>	<p>Nestor U. Salcedo, ESAN; Miguel A. García-Cestona, Universitat Autònoma de Barcelona</p> <p>YURI BORBA VEFAGO, UFSC; Andrea Cristina Trierweiler, UFSC; Mauricio Jose Ribeiro Rotta, UFSC</p> <p>Thiago Brandão, Coppead/ UFRJ; Renato Dourado Cotta de Mello, Coppead/ UFRJ; Clarice Secches kogut, Coppead/ UFRJ</p>

		Women on Boards and Corporate Financial Performance in Iberoamerica: Exploratory study on MILA and IBEX	Nestor U. Salcedo, ESAN; Katherina Kuschel, Universidad Tecnológica Metropolitana, Chile; Miguel A. García-Cestona, Universitat Autònoma de Barcelona
	Management Education and Teaching Cases II	Case: The Competitive Advantage of Panama Barbarians at Smithfield's Gate. A Teaching Case	Jose Torres, INCAE; Niels Ketelhohn, INCAE Business School J Ernesto Gallo, PAD Business School UDEP
	Financial Markets, Investment and Risk II	Commodity Prices Uncertainty and the Peruvian Stock Market: A GARCH-in-mean VAR analysis The out-sample predictive power of convenience yields Firm profitability and expected stock returns: Evidence from Latin America	Jose Luis Ruiz Vergara, Universidad de Chile; Yessenia Portal, Universidad de Chile Viviana Fernandez, Universidad Adolfo Ibañez Edmundo Lizarzaburu, ESAN University; Luis Berggrun, Universidad Icesi; Emilio Cardona, Universidad de los Andes
PAPER PARALLEL SESSION 5 9:00 - 10:30	Friday, April 12, 2019 Accounting, Management Information and Control Systems, and Operations	Post-Earnings Announcement Drift in Latin America Analysis of Ethics Training: A Study of the Theory of Planned Behavior	Ervin Black, University of Oklahoma; Gerlando Lima, University of Illinois; Veronica de Fatima Santana, University of Sao Paulo Ervin Black, University of Oklahoma; Greg Burton, Brigham Young University; Joshua Cieslewicz
	Entrepreneurship, family business, and Human Resource Management II	Entrepreneurship as therapy for necessity-driven women entrepreneurs. A Case Study of the entrepreneurial and institutional level in Chile The Role of Resilience in the Creation of Meaningful Work for Young Brazilian Workers, Victims of Moral Harassment Family business growth study with life history methodology: Cremoladas Angélica case	Rocio Ruiz-Martínez, Universitat Rovira i Virgili, Spain; Katherina Kuschel, Universidad Tecnológica Metropolitana, Chile; Inmaculada Pastor, Universitat Rovira i Virgili, Spain Alice de Freitas Olete, São Paulo School of Business Administration/Fundação Getúlio Vargas/Organizational Studies; Diego de Sousa Guerra, São Paulo School of Business Administration/Fundação Getúlio Vargas/Marketing; José Vitor Palhares, CEPEAD/Federal University of Minas Gerais/Organizational Studies; Kelly Cesar Martins de Paiva, CEPEAD/Federal University of Minas Gerais/People Management Marta Lucia Tostes, Pontificia Universidad Católica del Perú, Department of Management Sciences; Briguette Yosselin Sandoval, PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ; Enrique Victor Macedo, PUCP; Andrea Patricia Melgar, PUCP
	Strategies for Global Competitiveness	Propoais: striving for the Future of Micro-Franchising in Colombia The internationalization of young and small service firms: Views from the southern hemisphere The Botero Museum and Bogotá: Branding History and Place. Innovation, business innovation, and commercialization in Latin America: A literature review based on bibliometric analysis	Nunzia Auletta, IESA; Omar Fernando Cifuentes, Universidad de los Andes, School of Management; Nathalia Franco, Universidad de los Andes, School of Management; María Helena Jaén, Universidad de Los Andes School of Management Christian Felzensztein, Massey University, New Zealand; Soledad Etchebarne, Universidad de Chile; María Alejandra Gonzalez-Perez, EAFIT Medellín; Tanya Jurado, Massey University, New Zealand Kenneth R Deans, La Rochelle Business School, Pôle de Marketing.; Bradley James Wilson, Universidad de Los Andes; Jaime Ruiz, Universidad de Los Andes, Facultad de Administración; Charles Ray Taylor, Villanova University, School of Business. Jose Humberto Ablanado Rosas, University of Texas at El Paso; Michael S. Garcia, University Of Texas at El Paso