



BALAS CONFERENCE PROGRAM
This program is subject to adjustments

Tuesday March 31, 2020.

14:00 – 18:00

BALAS Executive Committee Meeting

Wednesday April 1, 2020.

07:00 – 09:00 Registration
6th Floor – Justo Ramón Building – Universidad de La Salle

09:00 – 10:30 Doctoral Colloquium
Session 1 – Room 407 Justo Ramón Building – Universidad de La Salle

Jesus Juyumaya	Big data and predictive analytics for work engagement, job satisfaction and performance
Andres Cruz and Andres Mora	Adaptive market hypothesis and predictability of Latin-American stock indices
Leopoldo Lopez, Lorena Bearzotti and Raymundo Forradellas	Model for the optimization of resources in an Emergency Service of a High Complexity Hospital.

Session 2 – Room 412 Justo Ramón Building – Universidad de La Salle

Anne Marie Zwerg	Diversity and satisfaction in global virtual teams
Christine Wimschneider, Alexander Brem and Vanessa De Marco	Gambiarra – an enabler for constraint-based innovation in Brazil? A theoretical examination of the concept and its value for managerial practice
Maria Lapeira	Family firms in the developing context: Essays on the role of socioemotional desires, women, and generational changes on internationalization decisions

10:30 – 11:00 COFFEE BREAK
6th Floor – Justo Ramón Building – Universidad de La Salle

11:00 – 12:30 Doctoral Colloquium
Session 1 – Room 407 Justo Ramón Building – Universidad de La Salle

Rodrigo Ortiz and Viviana Fernández	Public support effectiveness across different measures of innovation: Evidence from Latin American countries
Nuria Rojas	Problems around money in the Mexican Population: A comparative study of Financial Literacy

11:00 – 12:30 **Doctoral Colloquium**
Session 1 – Room 412 Justo Ramón Building – Universidad de La Salle

Marina Santucci	Interorganizational relations in technological districts
Maria Cecilia Henriquez Daza	Influencia de los factores individuales en las aspiraciones de crecimiento. Efecto moderador del entorno regulatorio, cognitivo y normativo en países emergentes

12:30 – 14:00 LUNCH
Social Room – 7th Floor

14:00 – 15:30 Opening Session BALAS 2020
Bro. Cristhian James Diaz Meza – Academic Vice-chancellor

Plenary Session
Dr. Pedro José Fernandez Ayala – Vice-president Innovation and Intelligence
PROCOLOMBIA

Houston Auditorium – Justo Ramón Building – Universidad de La Salle

15:30 – 16:00 COFFEE BREAK
6th Floor – Justo Ramón Building – Universidad de La Salle

16:00 – 17:30 Parallel Sessions
Justo Ramón Building – Universidad de La Salle

Track: Institutional determinants for (international) entrepreneurship
Room 606 – Justo Ramón Building – Universidad de La Salle

Juan Pablo Torres, José Ignacio Barrera and Gonzalo Valdes	Innovation Processes in Latin American Firms: A Dynamic Capability approach
Natalia Boliari and Jimena González Ramírez	Policy Brief on Assessing the Impacts of Institutions on the Evolution of Informal Entrepreneurship in Colombia
Justin Paul	Toward a 7-P Model for Entrepreneurial Internationalisation
Nicolas De la Peña, Julio Cesar Botero-Robayo and Jaime Edison Rojas Mora	Institutional quality and internationalization of Latin American firms

Track: Consumer Behavior / Marketing Management
Room 412 – Justo Ramón Building – Universidad de La Salle

Luis Adriano Rodrigues, Marta Olivia Rovedder de Oliveira and Julia Rodrigues Esmerio	The Awful Side of Brands: The State of the Art of Consumer Negative Brand Relations
Carla Ramos, Renato Germiniano and Danny Claro	Inside Sales and Hybrid Sales Channel Structures: An Empirical Study on the Impact on Sales Performance
Martín Hernani-Merino, Christian Fernando Libaque-Saenz, Sebastián Mur and Brian Yalle-Valencia	Gender differences on customer inspiration in the context of electronic devices
Sebastian Guzman and Sergio Olavarrieta	Determinants of Paid Collaborative Consumption in the Sharing Economy: The role of Concerns for Sustainability, Trust and Self Interest

Track: Corporate Finance / Financial Markets & Investment

Room 602 – Justo Ramón Building – Universidad de La Salle

Hernan Herrera-Echeverri, John Rosso-Murillo and Daniel Fragua	Effects of foreign private equity investment on local private equity industry: Evidence from OECD countries
Polux Diaz Ruiz, Renata Herrerias and Aurelio Vasquez	Anomalies in Emerging Markets: The Case of Mexico
Lucas Dreves Gimenes and William Eid Junior	Skepticism or reputation in stock repurchases?
Timur Bokari, Rafael Schiozer and Theo Martins	Performance and Persistence of Emerging Markets Equity Mutual Funds

Track: Entrepreneurship & Family Business

Room 408 – Justo Ramón Building – Universidad de La Salle

Jorge Aguirre and Jose Ruiz	Early Entrepreneurship and Financial Development
Esteban R. Brenes, Gabriel Rodríguez-Portuguez, Joseph Acuña and Yadira Villalobos	Neuropsychological profile of entrepreneurs
Felipe Pérez Pineda, Esteban R. Brenes and Joseph Acuña	Eco-granjas “Michín”, S.A. de C.V.

Track: Strategy & International Business / Management & H.R.

Room 407 – Justo Ramón Building – Universidad de La Salle

Arménio Rego, Marcel Meyer, Dálcio Reis Júnior, Miguel Cunha and Luca Giustiniano	Do wise leaders encourage employees to speak up?
Alina Gómez Mejía, Ximena Giraldo Villano and Bernard Cadet	Study of the relationship between work stress and organization stress in health sector organizations
Anamari Irizarry, Camille Villafañe and Javier Rodriguez	Cultural communication differences: evidence from initial public offering documentation
Rodrigo Costamagna, Sandra Idrovo, Pedro Mendi and Alfredo Rodriguez	Human Resource Management Practices and Innovation among Colombian Firms

Thursday April 2, 2020

08:00 – 09:00	Registration
09:00 – 10:30	Plenary Session Dr. Justin Paul Houston Auditorium – Justo Ramón Building – Universidad de La Salle
10:30 – 11:00	COFFEE BREAK 6th Floor – Justo Ramón Building – Universidad de La Salle
11:00 – 12:30	Parallel Sessions Justo Ramón Building – Universidad de La Salle

Track: Institutional determinants for (international) entrepreneurship
Room 602 – Justo Ramón Building – Universidad de La Salle

Esteban Vanegas	Skew index: descriptive analysis, explanatory power and short-term forecast.
Carolina Pan and Miguel Santos	Chiapas, Mexico: The case of the missing income and other mysteries
Carlos Siri, Juan Barahona and Ronald Arce	Using q-methodology to discover and capture stakeholder subjectivity
Cristian Pinto-Gutierrez, Gianni Romaní and Miguel Atienza	Ties that Bind: Love Money Investors' Decisions in Countries with Financing Constraints

Track: Consumer Behavior / Marketing Management
Room 412 – Justo Ramón Building – Universidad de La Salle

Walter Martin Palomino Tamayo and Juan Segundo Timana	Creating firm value, overcoming organizational inertia through the marketing value chain
Leandro Nascimento, Fernanda Steinbruch and Fernando Luce	Commercial, social and societal: Strategic marketing approaches for compensatory and transformative social enterprises
Rodrigo Heldt, Fernando Bins Luce and Sarang Sunder	Customer-centricity in a product-centric marketplace: a bottom-up approach to customer, brand, and category management

Track: Corporate Finance / Financial Markets & Investment
 Room 409 – Justo Ramón Building – Universidad de La Salle

Frederico Mourad, Rafael Schiozer and Toni Santos	Bank loan forbearance: evidence from a million restructured loans
Maximiliano Gonzalez, Alexander Guzman, Diego Tellez-Falla and Maria Andrea Trujillo	Determinants of corporate tone in the initial public offering: Powerful CEOs versus well-functioning boards
Mauricio Jara, Juan Pablo Torres and Sergio Olavarrieta	Family Firms, Contestability of Control, and Financial Constraints: Evidence from Latin America

Track: Culture Social Ethics
 Room 407 – Justo Ramón Building – Universidad de La Salle

Emmanouela Mandalaki and Miguel Pina Cunha	Embodied responses to Grand Challenges: Evidence from the refugee crisis in Greece
Ezequiel A. Reficco, Jaén María Helena, Carlos Trujillo, Jako Volschenk and Azlan Amran	Are emerging countries walking their talk? The internalization of responsible management education in Asia, Africa and Latin America
Miguel Cunha, Arménio Rego and Stewart Clegg	Employee-induced prosocial activism
Enrique Ogliastrri, Carlos Quintanilla and Ramiro Caso	Expats perceptions of integrative/ distributive negotiation strategies: a latent class analysis in Latin America

Track: Strategy & International Business / Management & H.R.
 Room 408 – Justo Ramón Building – Universidad de La Salle

Octavio Martinez	Adapting to economic crisis: firm boundary and location effects
Claudia Vélez-Zapata, Jacobo Ramírez, Juan Alejandro Cortés and Hugo Alvarez Bolivar	Building legitimacy in livestock sector: the case of CENCOGAN company
Edmundo Lizarzaburu and Jesus del Brio	Effects of CSR and CR on Business Confidence in an Emerging Country

12:30 – 14:00 **LUNCH**
Social Room – 7th Floor

14:00 – 15:30 **Plenary Session**
Meet the Editors

15:30 – 16:00 **COFFEE BREAK**
6th Floor – Justo Ramón Building – Universidad de La Salle

16:00 – 17:30

Parallel Sessions

Justo Ramón Building – Universidad de La Salle

Track: Institutional determinants for (international) entrepreneurship

Room 602 – Justo Ramón Building – Universidad de La Salle

Viviana Fernandez	Innovation in the mining sector
Cristian Yepes-Lugo	Organizational change through the institutional work within the coffee industry in Colombia since the creation of the icon Juan Valdez (1960-2018)
Patricia S. Sánchez-Medina, René Díaz-Pichardo and Joseph S. Guevara-Flores	Gender and Sustainability in Latin American Artisan Family Businesses

Track: Consumer Behavior / Marketing Management

Room 412 – Justo Ramón Building – Universidad de La Salle

Yolanda Ruiz-Vargas, Kurt Schindler and Joanmery Almodóvar-Medina	Financial Literacy and Financial Behavior among University Students
Rodrigo Uribe, Cristian Buzeta, Enrique Manzur and Martina Celis	Celebrity endorsement advertising on digital platforms: The effect of format and explicitness of the commercial message
Pietro Ferreira	Impact of product congruence and context congruence on digital media: Case of eSports digital platform

Track: Corporate Finance / Financial Markets & Investment

Room 409 – Justo Ramón Building – Universidad de La Salle

Carlos Diaz and Isabel Redondo	Efficiency of option market as a exchange rate risk hedging instrument: USD – COP case.
Jose A. Castillo, Andrés Mora-Valencia and Javier Perote	Moral hazard index for credit risk to SMEs
Urbi Garay, Gavino Puggioni, German Molina and Enrique ter Horst	A Bayesian Dynamic Hedonic Regression Model for Art Prices

Track: Entrepreneurship & Family Business

Room 407 – Justo Ramón Building – Universidad de La Salle

Katherina Kuschel	Demolishing the great myths of women's entrepreneurship in Latin America: Towards an agenda for women's empowerment and public policy
Maria Lapeira and Sumit Kundu	Daughters in the spotlight: a study on becoming legitimate members of the family business

Guilherme Monteiro, Andrea Minardi and Luiz Penno	Who is the boss? Entrepreneurial governance in private equity investments in emerging markets
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Track: Strategy & International Business / Management & H.R.
Room 408 – Justo Ramón Building – Universidad de La Salle

Edmundo Lizarzaburu and Kurt Burneo	Risk of Insolvency and Return of Shares: Empirical Analysis of Altman's Z-Score in the Peruvian Mining Sector Between 2008-2018
Fernando de Almeida, Maria Pimentel, Cecille Guieu and Gilles Guieu	Relationship between environmental scanning and strategic orientation
José Armando Deaza, María Inés Barbosa, Suelen Emilia Castiblanco and Néstor Fabián Díaz	International Market Selection models: a literature review

Track: China & LATAM / Economics & Global
Room 210 – Justo Ramón Building – Universidad de La Salle

Julián David Cortés-Sánchez	Innovation in China and Latin America: Bibliometric insights in Business, Management, Accounting, and Decision Sciences
Heyi Cheng, Jimena González-Ramírez, Veronica Cheng and Sierra Arral	Climate Change News Credibility and Awareness on Campus
Otto Regalado Pezua and Manuel L. Toro Galeano	Internationalization and distribution strategies of the Chinese automotive sector: The case of Colombia and Peru

Friday April 3, 2020

07:00 – 08:00	Registration
08:00 – 09:30	Plenary Session William Glick Houston Auditorium – Justo Ramón Building – Universidad de La Salle
9:30 – 11:00	Parallel Sessions Justo Ramón Building – Universidad de La Salle

Track: Institutional determinants for (international) entrepreneurship
Room 602 – Justo Ramón Building – Universidad de La Salle

Justin Paul	SCOPE Framework for SME internationalization
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Ricardo Buitrago and María Inés Barbosa Camargo	Institutional quality and outward FDI in emerging economies: Principal components analysis and panel data evidence
Christian Felzensztein, David Crick, Maria Alejandra Gonzalez-Perez and Tanya Jurado	Institutional determinants for the internationalization of entrepreneurial small firms
Yuri Borba Vefago, Andréa Cristina Trierweiller, Fabiana Santos Lima and Mauricio José Ribeiro Rotta	The Third Mission of Universities: The Entrepreneurial University

Track: Teaching Cases & Education

Room 606 – Justo Ramón Building – Universidad de La Salle

Luíza Fonseca, Angela da Rocha and Paula Sirimarco	Developing a global niche: the case of zee.dog
Fernando Nogueira, Malu Villela and Elisa Larroude	Combio and the Acai puzzle
Juan Perez	Analysis of the conceptual foundations of the international business strategy for the decision making: case café Galavis, Cúcuta, Colombia.
Luz Rivas-Montoya, Diana Londono-Correa and Jorge Velez-Castiblanco	Let there be synergy! But... how?
Mateo Castano-Sierra and Diego A. Restrepo-Tobón	Teaching Case "Hidroituango Hydro: Colombia's biggest infrastructure project at risk"

Track: Culture Social Ethics

Room 605 – Justo Ramón Building – Universidad de La Salle

Mario Vázquez Maguirre	Humanistic management that benefits the community: Evidence from Social Enterprises in Mexico, Guatemala and Perú
Shoeb Mohammad and Bryan Husted	The Effect of Skilled Labour Scarcity on Law-abiding Organizational Climates in Emerging Markets: Evidence from Mexico

Track: Strategy & International Business / Management & H.R.

Room 407 – Justo Ramón Building – Universidad de La Salle

Luz Elena Orozco Collazos and Victor Alonso Baldrich Mora	How female and male directors differentially influence firm performance: an information-processing approach
Fernando Parrado, Sebastian Rodríguez and Alejandro Lara	MODEL CONFLICT RESOLUTION FOR THE PACIFIC ALLIANCE
Nestor U. Salcedo and Miguel Ángel García-Cestona	CORPORATE GOVERNANCE, OWNERSHIP STRUCTURES AND IT INVESTMENTS. AN INSTITUTIONAL APPROACH ON IBEROAMERICAN STOCK EXCHANGES

Track: Entrepreneurship & Family Business

Room 412 – Justo Ramón Building – Universidad de La Salle

Fabian Osorio and Manoj Chandra Bayon	Entrepreneurial career choice intentions among secondary students: The role of entrepreneurial exposure.
Katherina Kuschel and Francisco Cotapos	Pivoting NuFlick in the film industry
Alejandro Lehmann, Mauricio Jara-Bertin and Juan Pablo Torres	Corporate Entrepreneurship in Chilean firms. How does ownership control affect unrelated diversification?

11:00 – 11:30 COFFEE BREAK
6th Floor – Justo Ramón Building – Universidad de La Salle

11:30 – 13:00 Parallel Sessions
Justo Ramón Building – Universidad de La Salle

Track: Consumer Behavior / Marketing Management

Room 407 – Justo Ramón Building – Universidad de La Salle

Wilian Feitosa, Carlos Eduardo Lourenço, Ligia Rezende, Henrique Campos Jr and Noemi Sunago	An experimental approach to analyzing sex appeal and gender in advertising
Ying-Kai Liao, Adriana Amaya and Hera Chen	Learning from Healthcare Service Failure to Improve Service Quality for a Hospital - An Integrated Application of QFD and AHP
Pedro Hidalgo and Pablo Farías	The effects of intensity of Facebook use on social capital and word-of-mouth

Track: Corporate Finance / Financial Markets & Investment

Room 606 – Justo Ramón Building – Universidad de La Salle

Caio Vieira Rego and Paulo Renato Soares Terra	Investor Protection and the Cash Flow Sensitivity of Cash
José Casanova, Urbi Garay, Michelle Kratochvil and Eduardo Pérez	Color Intensity, Luminosity and Contrast and Art Prices: The Case of Jean-Michel Basquiat
Claudia Paola Martín Bernal, Betty Johanna Garzon Rozo and Feizar Rueda	Modelling capital requirements for operational risk in financial institutions of emerging markets using the gaussian copula

Track: China & LATAM / Economics & Global

Room 412 – Justo Ramón Building – Universidad de La Salle

Sierra Arral, Jimena González-Ramírez, Veronica Cheng and Heyi Cheng	Green Behaviors and Preferences among College Students
Irma Liliana Vasquez Merchan	Effects of deglobalization and competitiveness on trade relations Latin America - China

Track: Paper Development Wokshop

Room 602 – Justo Ramón Building – Universidad de La Salle

Track: Information Systems, Technology & Operations Management

Room 605 – Justo Ramón Building – Universidad de La Salle

Lakshmi Goel and Steven Williamson	Instituting Organizational Change: The Case of PapiNet
Annibal Scavarda, Gláucya Daú, Ricardo Santa, Thomas Tegethoff, Pedro Reyes and Miguel Sellitto	Healthcare 4.0: Interprofessional Education, Practices, and Competencies
Ariel Alfonso Reyes Castro and Gustavo Adolfo Manrique Ruiz	The importance of regional knowledge maps within the municipal development experience of Santa Sofia Boyacá.

13:00 – 15:00

LUNCH

Social Room – 7th Floor

AWARDS

2021 CONFERENCE HOST PRESENTATION