

BALAS 2020 PROGRAM & SCHEDULE

rev. Sep. 21

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

www.hopin.to/events/balas2020

TUESDAY SEPT 22nd.

15:00 17:00 Preparation Session Test and preparation session

WEDNESDAY Sept. 23rd. MORNING

07:45 15:45 LOGIN

08:00 09:00 P1

OPENING SESSION & Orientation

09:00 09:15 The Cafeteria 1

09:15	10:30	1	Session 1.A Instit. Determ. For Entrep. 1				
			<table border="1"> <tr> <td>Juan Pablo Torres, José Ignacio Barrera and Gonzalo Valdes</td> <td>Innovation Processes in Latin American Firms: A Dynamic Capability approach</td> </tr> <tr> <td>Nicolas De la Peña, Julio Cesar Botero-Robayo and Jaime Edison Rojas Mora</td> <td>Institutional quality and internationalization of Latin American firms</td> </tr> </table>	Juan Pablo Torres, José Ignacio Barrera and Gonzalo Valdes	Innovation Processes in Latin American Firms: A Dynamic Capability approach	Nicolas De la Peña, Julio Cesar Botero-Robayo and Jaime Edison Rojas Mora	Institutional quality and internationalization of Latin American firms
Juan Pablo Torres, José Ignacio Barrera and Gonzalo Valdes	Innovation Processes in Latin American Firms: A Dynamic Capability approach						
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10:30 10:45

The Cafeteria 2

10:45 12:00 P2

CASE DEVELOPMENT WORKSHOP; Key Speaker, Prof. Michael Goldman, Editor Emerging Markets Case Studies, Emerald
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Session 1.C Cases & Education 1	
Luiza 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.

Session 1.D Mgmt., Strat., IB & HRM 1	
Arménio Rego, Marcel Meyer, Dálcio Reis Júnior, Miguel Cunha and	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

WEDNESDAY Sept. 23rd. AFTERNOON

14:00	15:15	2	Session 2.A Instit. Determ. For Entrep. 2						
			<table border="1"> <tr> <td>Esteban Vanegas</td> <td>Skew index: descriptive analysis, explanatory power and short-term forecast.</td> </tr> <tr> <td>Carolina Pan and Miguel Santos</td> <td>Chiapas, Mexico: The case of the missing income and other mysteries</td> </tr> <tr> <td>Carlos Siri, Juan Barahona and Ronald Arce</td> <td>USING Q-METHODOLOGY TO DISCOVER AND CAPTURE STAKEHOLDER SUBJECTIVITY</td> </tr> </table>	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
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Carlos Siri, Juan Barahona and Ronald Arce	USING Q-METHODOLOGY TO DISCOVER AND CAPTURE STAKEHOLDER SUBJECTIVITY								

Session 2.B CB & Marketing Mgmt. 1	
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
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

Session 2.C Finance, Investments & Fin. Markets 1	
Timur Bokari, Rafael Schiozer and Theo Martins	Performance and Persistence of Emerging Markets Equity Mutual Funds
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

15:15 15:30

The Cafeteria 3

15:30	16:45	3	Session 3.A China & Latam
Julián David Cortés-Sánchez	Innovation in China and Latin America: Bibliometric insights in Business, Management, Accounting, and Decision Sciences		
Otto Regalado Pezua and Manuel L. Toro Galeano	Internationalization and distribution strategies of the Chinese automotive sector: The case of Colombia and Peru		
Irma Liliana Vasquez Merchan	EFFECTS OF DEGLOBALIZATION AND COMPETITIVENESS ON TRADE RELATIONS LATIN AMERICA - CHINA		

Session 3.B CB & Marketing Mgmt. 2	
Yolanda Ruiz-Vargas, Kurt Schindler and Joanmery Almodóvar-Medina	Financial Literacy and Financial Behavior among University Students
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
Walter Martin Palomino Tamayo and Juan Segundo Timana	CREATING FIRM VALUE, OVERCOMING ORGANIZATIONAL INERTIA THROUGH THE MARKETING VALUE CHAIN

Session 3.C Finance, Investments & Fin. Markets 2	
Orlando Vilar and Paulo Renato Soares Terra	Operating Leverage and Corporate Cash Management: Evidence from Labor Law Reform in Brazil
Norma Ortiz, Carlos Jaramillo, Urbi Garay and Diego Tellez	Why do multinational companies deconsolidate operations in a country?
Rodolfo Nunes, George André Willrich Sales and Alexandre Gonzales	TRADITIONAL INDICATORS AND FLEURIET MODEL FOR LIQUIDITY MEASUREMENT IN THE TREASURY OF NON-FINANCIAL INSTITUTIONS IN TIMES OF CRISIS
Caio Vieira Rego and Paulo Renato Soares Terra	Investor Protection and the Cash Flow Sensitivity of Cash

THURSDAY Sept. 24 th.

MORNING

08:00	09:00	4	Session 4.A Instit. Determ. For Entrep. 3
Cristian Pinto-Gutierrez, Gianni Romani and Miguel Atienza	Ties that Bind: Love Money Investors' Decisions in Countries with Financing Constraints		
Viviana Fernandez	Innovation in the mining sector		

Session 4.B CB & Marketing Mgmt. 3	
Leandro Nascimento, Fernanda Steinbruch and Fernando Luce	COMMERCIAL, SOCIAL AND SOCIETAL: STRATEGIC MARKETING APPROACHES FOR COMPENSATORY AND TRANSFORMATIVE SOCIAL ENTERPRISES
Walter Palomino-Tamayo	Nine Strategies to Overcome Recession in Latin American – A Literature Review of Downturn effects on Brands and Advertising.

Session 4.C Mgmt., Strat., IB & HRM 2	
Anne Marie Zwerg-Villegas, César Bernal-Torres, Ulf Thoene, Luz Elena Guzmán-Ibarra and Efraín Torralba-Chávez	Diversity, innovation, and internationalization: Complementary or competing activities in Latin America?
José Armando Deaza, María Inés Barbosa, Suelen Emilia Castiblanco and Néstor Fabián Díaz	International Market Selection models: a literature review

Session 4.D Culture & Social Ethics 1	
Enrique Ogliastrì, Carlos Quintanilla and Ramiro Caso	Expats perceptions of integrative/distributive negotiation strategies: a latent class analysis in Latin America
Mario Vázquez Maguirre	Humanistic management that benefits the community: Evidence from Social Enterprises in Mexico, Guatemala and Perú
Mirian Albert Pires, Fátima Bayma De Oliveira, Luciana Mourão, José Antônio Puppim De Oliveira and Fernando José Arrigoni	CORPORATE SOCIAL IRRESPONSIBILITY: AN ANALYSIS OF THE DISASTER IN MARIANA-BRAZIL

09:00 09:15 **The Cafeteria 4**

09:15	10:30	5	Session 5.A Instit. Determ. For Entrep. 4
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		
Justin Paul	SCOPE Framework for SME Internationalization		

Session 5.B CB & Marketing Mgmt. 4	
Wiliam Feitosa, Carlos Eduardo Lourenço, Ligia Rezende, Henrique Campos Jr and Noemi Sunago	An experimental approach to analyzing sex appeal and gender in advertising
Pedro Hidalgo and Pablo Fariás	The effects of intensity of Facebook use on social capital and word-of-mouth
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

Session 5.C Finance, Investment & Fin. Markets 3	
Frederico Mourad, Rafael Schiozer and Toni Santos	Bank loan forbearance: evidence from a million restructured loans
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

Session 5.D Culture & Social Ethics 1	
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
Shoeb Mohammad and Bryan Husted	The Effect of Skilled Labour Scarcity on Law-abiding Organizational Climates in Emerging Markets: Evidence from Mexico

10:30 10:45 **The Cafeteria 5**

10:45 12:00 P3 **MEET THE EDITORS SESSION**

THURSDAY Sept. 24 MORNING AFTERNOON

14:00 15:15 6 Sesssion 6.A.

Session 6.B Entrep. & Family Bus. 2	
Jorge Aguirre and Jose Ruiz	Early Entrepreneurship and Financial Development
Alejandro Lehmann, Mauricio Jara-Bertin and Juan Pablo Torres	Corporate Entrepreneurship in Chilean firms. How does ownership control affect unrelated diversification?
Guilherme Monteiro, Andrea Minardi and Luiz Penno	WHO IS THE BOSS? ENTREPRENEURIAL GOVERNANCE IN PRIVATE EQUITY INVESTMENTS IN EMERGING MARKETS

Session 6.C Cases & Education 2	
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"
Felipe Pérez Pineda, Esteban R. Brenes and Joseph Acuña	Eco-granjas "Michín", S.A. de C.V.

Session 6.D Mgmt., Strat., IB & HRM 3	
Fernando Parrado, Sebastian Rodriguez and Alejandro Lara	Modelo Conflict resolution for the Pacific Alliance
Rodrigo Costamagna, Sandra Idrovo, Pedro Mendi and Alfredo Rodriguez	Human Resource Management Practices and Innovation among Colombian Firms
Sandra Jennina Sanchez Perdomo, Francy Bibiana Moreno Rueda and Ivan Vladimir Ontibon Gonzalez	EMOTIONAL INTELLIGENCE AND JOB PERFORMANCE - KEY FACTORS IN GETTING BETTER RESULTS IN THE ENERGY BUSINESS SECTOR

15:15 15:30

The Cafeteria 6

15:30 16:45 7

Session 7.B Entrep. & Family Bus. 3	
Maria Lapeira and Sumit Kundu	DAUGHTERS IN THE SPOTLIGHT: A STUDY ON BECOMING LEGITIMATE MEMBERS OF THE FAMILY BUSINESS
Esteban R. Brenes, Gabriel Rodriguez-Portuguez, Joseph Acuña and Yadira Villalobos	Neuropsychological profile of entrepreneurs
Fabian Osorio and Manoj Chandra Bayon	Entrepreneurial career choice intentions among secondary students: The role of entrepreneurial exposure.

Session 7.D Mgmt., Strat., IB & HRM 4	
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

FRIDAY Sept. 25 th. MORNING

08:00 09:00 P4

RESPONSIBLE RESEARCH IN BUSINESS & MANAGEMENT, Professor William Glick, Former Dean Rice University
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09:00 09:15

The Cafeteria 8

09:15 10:30 8

Session 8.A Instit. Determ. For Entrep. 5	
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 Trierweiler, Fabiana Santos Lima and Mauricio José Ribeiro Rotta	The Third Mission of Universities: The Entrepreneurial University

Session 8.B CB & Marketing Mgmt. 5	
Andressa Melo and Giuliana Isabella	WHAT DETERMINES DIGITAL AD PERFORMANCE? AN ANALYSIS OF ADVERTISING VIDEO ON YOUTUBE
Cristobal Barra, Vicente Marin and Jorge Moyano	Artist Name Infusion and Luxury Perceptions: Expanding the Use of Art in Branding
Afonso Valau de Lima Junior and João Luiz Becker	EVALUATION OF TOPIC MODELS IN CONSUMER RESEARCH

Session 8.C Finance, Investment & Fin. Markets 4	
Urbi Garay, Gavino Puggioni, German Molina and Enrique ter Horst	A Bayesian Dynamic Hedonic Regression Model for Art Prices
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 Roza and Feizar Rueda	MODELLING CAPITAL REQUIREMENTS FOR OPERATIONAL RISK IN FINANCIAL INSTITUTIONS OF EMERGING MARKETS USING THE GAUSSIAN COPULA

Session 8.D Mgmt., Strat., IB & HRM 5	
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
Nestor U. Salcedo and Miguel Ángel García-Cestona	CORPORATE GOVERNANCE, OWNERSHIP STRUCTURES AND IT INVESTMENTS. AN INSTITUTIONAL APPROACH ON IBEROAMERICAN STOCK EXCHANGES
Fernando de Almeida, Maria Pimentel, Cecille Guieu and Gilles Guieu	Relationship between environmental scanning and strategic orientation

10:30 10:45 **The Cafeteria 9**

Session 9.A. IS, Tech. & Op. Mgmt 1	
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.
Milenka Linneth Argote Cusi and Leon Dario Parra Bernal	Entrepreneurship Metrics: The case of Global Entrepreneurship Rate

12:15 13:00 P5 **Awards and Closing Ceremony**

Session 9.B CB & Marketing Mgmt. 6	
Carla Ramos, Renato Germiniano and Danny Claro	Inside Sales and Hybrid Sales Channel Structures: An Empirical Study on the Impact on Sales Performance
Rodrigo Uribe, Cristian Buzeta, Martina Celis and Enrique Manzur	Celebrity endorsement on the Internet across different channels and advertising formats
Pietro Ferreira	Impact of product congruence and context congruence on digital media: Case of eSports digital platform

Session 9.C Finance, Investment & Fin. Markets 5	
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?

Session 9.D Mgmt., Strat., IB & HRM 6	
Luz Elena Orozco Collazos and Victor Alonso Baldrich Mora	How female and male directors differentially influence firm performance: an information-processing
Sandra Jennina Sanchez Perdomo	A SCALE FOR IDENTIFYING USER INNOVATORS AND ITS VALIDATION PROCESS
Marcos Gomez, Catalina Bastias, Alvaro Espejo, Wenceslao Unanue, Frank Martela and Diego Bravo	The virtuous cycle of prosocial behavior and perceived prosocial impact in organizations