



BALAS 2021 CONFERENCE PROCEEDINGS

BALAS ANNUAL CONFERENCE 2021 ABSTRACT'S PROCEEDINGS

[2] Luis Berggrun (CESA Business School), Emilio Cardona (Universidad de los Andes) and Edmundo Lizarzaburu (ESAN University). Industry Momentum in Latin America.

Abstract. We examine whether high return industries outperform low return industries in Latin America. Differences in performance between recent winner and loser industries are often indistinguishable from zero. Analyzing the segment of small and large industries points us to the same conclusion of a lack of return continuation across industries. Using idiosyncratic returns instead of total returns to distinguish between winner and loser industries further confirms that industry momentum does not hold in the region. In all, profiting from persistent return differences between industries would have been very difficult in our sample period.

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Track: FinMarkInvest

Time: Feb 10, 13:43

Keywords: performance, industry portfolios, five-factor model, emerging markets

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities:

DoctoralPhase:

[3] Octavio Martinez (INCAE Business School) and Gaudy Solorzano (INCAE Business School). Costa Rica Coffee: Traceability & Sustainability Statement.

Abstract. The case has been designed to explore a process of international positioning of an industry as part of a country strategy for socioeconomic development, as well as a process of digital transformation of a productive sector. The case describes the industry, its value chain, the structure and the different actors relevant to the economic activity. The case is contextualized for the year 2019, when Xinia Chaves, Director of the Costa Rica Coffee Institute (ICAFE), needs to design a strategy for the success of the project: "Costa Rica Coffee: Traceability & Sustainability Statement." This case presents an innovation proposal for a mature industry and a commoditized product. It focuses on the determinants of competitiveness that new information and communication technologies add to the coffee activity and the strategic positioning expected as a result of the Traceability & Sustainability Statement of Costa Rica coffee.

Track: MgmtCases

Time: Feb 11, 23:45

Keywords: Strategic positioning, Digital transformation, Competitiveness, Value chains

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 4

DoctoralPhase:

[4] Jeffrey McClellan (Frostburg State University). Post-pandemic leadership in Latin America: Changing paradigms and practices to address wicked problems.

Abstract. The global pandemic has exposed serious limitations regarding how we think about and approach leadership (Grint, 2020). While these limitations are evident across the globe, Latin America faces unique challenges based on its traditional approaches to leadership, infrastructure, and the impacts the pandemic has had on the region. The pandemic and its effects, as well as the other issues the region faces represent adaptive challenges (Heifetz, 1994) and wicked problems (Grint, 2020). These kinds of challenges call for a fundamental change in the cultural practices of leadership within the region that can be achieved through a combination of traditional, command oriented leadership (Grint, 2020), adaptive leadership practices(Heifetz, 1994), and the ACT change process (Quinn, 2000).

Track: Cul_Soc_Ethics

Time: Feb 12, 20:40

Keywords: Leadership, Culture, Change

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 1, 2, 5

DoctoralPhase:

[6] Jorge Lechuga (Universidad de la Salle). Export geographical diversification and economic growth between Pacific Alliance countries and G-10.

Abstract. The aim of this article is to show evidence of the relationship between geographic diversification of exports and economic growth between Pacific Alliance countries and G-10 during the period 2010-2018. A quantitative study of an analytical, non-experimental type, cross-sectional study was defined. Statistical analysis is carried out through the T-student test, the relationship between the categorical variable (Diversified / Not Diversified) and with two modalities, Pacific Alliance and G10, and a quantitative variable GDP per capita of 2010-2018. As a result, it is found that there are significant differences between the average of economic growth of the group of diversified countries and the average of economic growth of non-diversified countries. It is concluded that the diversified countries (G10) have greater economic growth in terms of GDP between 2010 - 2018.

Track: StratIB

Time: Feb 25, 20:43

Keywords: Economic growth, Export geographical diversification, G-10, Pacific Alliance.

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 0, 1, 3

DoctoralPhase:

[7] Edmundo Lizarzaburu (Invextiga) and Jesus Del Brio (Universidad de Oviedo). Effects of CSR Business Confidence in an Emerging Country.

Abstract. Corporate social responsibility has been one of the main pillars for development by companies in developed countries and studies are conducted for developed countries and the productive sector of the economy. Therefore, the main objective of this paper is to analyze the relationship between CSR, corporate reputation (CR) and business confidence in the context of the banking sector in an emerging country (Peru). To test the hypotheses presented in this paper, we have sent a survey to 1,745 banking executive officers of the branch offices in Peru. From the data obtained from the survey, it has been tested that the strategic consideration of CSR in Peruvian banks influences directly on the perception of business confidence. Secondly, it has been demonstrated that the strategic consideration of CSR in Peruvian banks influences on the corporate reputation. The main contribution of this paper is that it analyzes empirically how business confidence is perceived by managers, who are the main agents involved in implementing CSR actions, based on their opinion on the strategic consideration of CSR and the perception of the CR in a context barely investigated, an emerging country.

Track: Cul_Soc_Ethics

Time: Feb 26, 22:19

Keywords: CSR, CR, Business Confidence, Managers, Emerging Country, Service Industry

Paper:

Type of paper: 2

Student Author: 2

Publication Opportunities: 4

DoctoralPhase:

[8] Edmundo Lizarzaburu (Invextiga) and Jesus Del Brio (Universidad de Oviedo). The relationship between corporate social responsibility and the social impact: A case study Emerging Market Oil Industry.

Abstract. The aim of this paper is to know the connection between corporate social responsibility (CSR) and the social impact within the oil industry in an emerging market. Also, this paper introduces a comparative case study evaluation of three oil operations in Peru. This analysis is qualitative in nature and is complemented by secondary source of information and the emerging literature on social impact, which gives the high relevance of this study. The findings show that there are different states of this relationship. Oil companies should focus on community responsibility, environmental responsibility and stakeholder engagement to get social impact, otherwise, if they fail in one or both responsibilities, Social Impact is partially accepted or withdrawn.

Track: Cul_Soc_Ethics

Time: Feb 26, 22:22

Keywords: Oil Industry, Corporate Social Responsibility, Strategy, Social Impact

Paper:

Type of paper: 2

Student Author: 2

Publication Opportunities: 4

DoctoralPhase:

[9] Edmundo Lizarzaburu (Invextiga) and Jesus Del Brio (Universidad de Oviedo). CSR in education on business confidence. Mediation effect of corporate reputation in the Peruvian banking sector. Abstract. This paper analyzes the direct influence of CSR educational actions on business confidence in the context of the banking sector in an emerging country (Peru). A mediating effect through corporate reputation is also analyzed. To test the hypotheses presented in this paper, we have sent a survey to 1,745 executive officers of the branches of the banks. These key individuals were selected as the target population of the study because the authors sought to study the management's perception of CSR and business confidence. From the data obtained from the survey, it has been tested that educational CSR actions in Peruvian banks influences directly on the perception of business confidence. Secondly, this relationship is partially mediated by the effect of CSR educational actions on corporate reputation.

Track: Cul_Soc_Ethics

Time: Feb 26, 22:33

Keywords: Corporate social responsibility, corporate reputation, business confidence, bank, emergent country, education

Paper:

Type of paper: 2

Student Author: 2

Publication Opportunities: 4

DoctoralPhase:

[11] Arménio Rego (Universidade Católica Portuguesa, Católica Porto Business School, CEGE and ISCTE-IUL, Business Research Unit, Lisboa), Dustin J. Bluhm (College of Business, University of Colorado Colorado Springs, Colorado Springs, CO USA), Camilo Valverde (Universidade Católica Portuguesa, Católica Porto Business School and CEGE) and Miguel Pina Cunha (Nova School of Business and Economics, Universidade Nova de Lisboa). ARE GRITTY LEADERS UNHAPPIER? IT DEPENDS ON HOW PRUDENT THEY ARE.

Abstract. As the passionate and perseverant pursuit of long-term goals, grit is a sought-after resource for leaders and employees that typically results in greater success and well-being, but with potential downsides. We test a model in which the relationship between grit in leaders and their affective well-being (AWB) through work-to-family conflict (WFC) is conditional on their prudence. The sample comprises 102 leaders with self-, subordinate- (n = 487) and peer- (n = 838) ratings. Findings support the model: grittier and imprudent leaders experience higher WFC and lower AWB, whereas grittier and prudent leaders experience lower WFC and higher AWB. We therefore conclude that the agentic resource of grit in leaders may be either positively or negatively related to their well-being depending on their self-regulatory resource of prudence. The enthusiasm for grit should be balanced with the potential dark side of the resource by encouraging prudence, thus enabling resource replenishment and a more enduring grittiness. Our paper also shows that even though both grit and prudence are among the suggested facets

of conscientiousness, that should not prevent treating the two as resources that operate interactively rather than additively or in parallel.

Track: Cul_Soc_Ethics

Time: Mar 11, 16:41

Keywords: Grit, Prudence, Work-to-family Conflict, Affective Well-Being, Leadership

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities:

DoctoralPhase:

[12] Vivian Steinhauser (PUC-Rio) and Angela Maria Cavalcanti da Rocha (PUC-Rio). INSTITUTIONAL THEORY AND INTERNATIONAL ENTREPRENEURSHIP: A REVIEW.

Abstract. This paper presents a bibliometric review of the empirical literature that uses institutional theory to examine the internationalization of entrepreneurial firms, covering the period from 2008 to 2020. A total of 188 articles was initially selected. The analysis proceeded in two steps. First, a descriptive analysis was performed, using the material coded and the articles, to characterize their nature in terms of whether they were conceptual or empirical and the methodology used (qualitative or quantitative). In addition, some other characteristics of the studies were examined. Second, the bibliographic coupling (BC) technique (Kessler, 1965) was employed to identify theoretical trends in the field. The 13-year period was divided into three periods of four years, with the purpose of recognizing the theoretical trends in the field in each of the three periods (the last one also included the first nine months of 2020).

Track: EntrepFamBus

Time: Mar 15, 13:36

Keywords: entrepreneurial firms, home-country institutions, bibliometric review

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 0, 1, 2, 4, 5

DoctoralPhase:

[13] Luis Berggrun (CESA Business School), Samuel Mongrut (EGADE Business School, ITESM) and Carlos Enrique Ruano (CESA Business School). DETERMINANT VARIABLES FOR VENTURE CAPITAL ACTIVITY, A BIBLIOGRAPHIC REVIEW.

Abstract. The purpose of this bibliographic review is to summarize, offer a new type of classification and add new references to those studied mainly by Grilli (2019) and Gomes (2007) in a new categorization of nine variables and fifty-three determining variables that have a positive, neutral or negative impact on the impulse of entrepreneurial activity and the increase in Venture Capital commitments. Likewise, it calls attention to continue focusing on this kind of study in Latin America to offer a sure path towards a much-needed economic reactivation.

Track: EntrepFamBus

Time: Mar 16, 00:01

Keywords: Venture Capital, Venture Capital determinants, Entrepreneurship activity, Bibliographic review

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 1, 5

DoctoralPhase:

[14] Marelby Amado (Universidad del Rosario). RELATIONSHIP BETWEEN PERCEIVED VALUE, CLIENT EXPERIENCE AND REPUTATION IN PRIVATE UNIVERSITIES.

Abstract. The study of reputation in higher education institutions has gained relevance in recent years. There is more and more research on reputation and relationships with other constructs to understand how to manage it in different business settings, in this case in the university context. This has led to it being approached from various disciplines of knowledge and theoretical approaches, but given the multidimensionality of the construct, the dependence of the perception of the public of interest involved in its assessment, and the difficulty of its measurement, it still remains a challenge. for universities. Therefore, it is important to know the analysis of the influence relationships that exist between these variables: customer experience, perceived value and how the result of this relationship directly affects the reputation of universities through a quantitative research design, correlational and of and of influence, with two comparison groups, one will be the accredited universities and the non-accredited universities.

Track: Doctoral

Time: Mar 17, 20:08

Keywords: reputation, higher education, customer experience, value perceived, Quality of education

Paper:

Type of paper: 3

Student Author: 1

Publication Opportunities: 0

DoctoralPhase: 2

[15] María Consuelo Pucheta-Martínez (Universitat Jaume I de Castellón), Isabel Gallego-Álvarez (Universidad de Salamanca) and Inmaculada Bel-Oms (Universitat de València). AUDIT COMMITTEES AND CSR REPORTING: THE MODERATING ROLE OF BOARD GENDER DIVERSITY.

Abstract. The aim of this research is to examine the impact of three audit committee characteristics on corporate social and environmental responsibility (CSR) disclosure: the existence of an audit committee, audit committee independence, and audit committee financial expertise. Moreover, this research analyzes the moderating effect of board gender diversity between these audit committees' attributes and CSR reporting. The results of analyzing 13,178

firm-year observations of non-financial companies show that the presence of an audit committee and audit committee financial expertise are positively associated with CSR disclosure. However, a higher proportion of non-executive directors in audit committees has a negative effect on the disclosure of CSR information. These findings suggest that some audit committees' features play an important role in ensuring the reporting of environmental, social, and economic information. Our evidence also indicates that the presence of female directors on boards increases the positive impact of financial expert membership of audit committees on CSR disclosure, while women directors moderate any negative effect of the percentage of independent directors on audit committees on CSR reporting by increasing the latter.

Track: AccTaxCon

Time: Mar 19, 17:46

Keywords: Corporate social and environmental disclosure, audit committees, women directors
Paper:

Type of paper: 2

Student Author: 2

Publication Opportunities: 0, 1

DoctoralPhase:

[16] Esteban R. Brenes (INCAE Business School), Luciano Ciravegna (INCAE Business School) and Caleb A. Pichardo (INCAE Business School). The drivers of internationalization – a configurational perspective.

Abstract. This paper examines the antecedents of successful internationalization for firms based in Latin America. It focuses on a sample of agribusinesses, all of which intended to internationalize, and analyzes the factors that supported such internationalization through a configurational perspective. We find five configurations, all of which feature having a prior strategic plan, and a combination of other theory-grounded mechanisms such as using trade fairs, personal contacts, and business alliances. Interestingly, in some cases successful internationalizes responded to unsolicited calls, which allows us to bridge the theoretical divergence between pro-active and reactive internationalization views. We show that firms responded to unsolicited orders also prepared strategically for internationalization and used similar mechanisms to firms that did not receive such orders. Our findings shed lights on the under-studied internationalization of Latin American firms, providing interesting managerial and theoretical implications.

Track: StratIB

Time: Mar 19, 19:52

Keywords: QCA, Internationalization, Latin America, Agribusiness firms, strategy
Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 0, 1, 5

DoctoralPhase:

[17] Anderson Sant'Anna (FGV EAESP), Fátima Oliveira (FGV EBAPE) and Daniela Diniz (Universidade Federal de São João del'Rei). PROFESSIONAL COMPETENCIES DEVELOPMENT AND MANAGEMENT POLICIES AND PRACTICES: A CROSS-CULTURAL STUDY INVOLVING BRAZIL, CHINA, INDIA, AND RUSSIA .

Abstract. The purpose of this study is to investigate the constructs Professional Competencies and Management Policies and Practices, analyzing the extent to which the demand for professional competencies as commonly designated to be required for coping with the current business environment walks hand in hand with the modernity of managerial policies and practices in organizations installed in emerging economies. For this purpose, this study made four empirical data collection efforts from a sample of 1,134 professionals regularly enrolled in postgraduate management programs in Brazil (624), China (203), India (107), and Russia (200). Considering the traditional typology of research methods, this article comprises cross-cultural surveys, including data from these four countries. The set of data obtained reviews respondent perceptions for a high-level demand for the professional assessed competencies vis-à-vis moderate levels of management policies and practices fitness. At the same time, differences were detected between BRIC countries. As concerns managerial policies and practices, perceptions are notable regarding the prevalence of scantily, participatory, transparent and decentralized decision-making processes, as well as low degrees of autonomy conferred upon the professionals targeted by the study.

Track: ChinaAsiaLatam

Time: Mar 23, 19:28

Keywords: Professional Competencies, Management Policies and Practices, Cross Cultural Management

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 3

DoctoralPhase:

[20] Marina Santucci (UADE). PERFORMANCE EVALUATION PROCESSES AS DRIVERS OF INNOVATION.

Abstract. This work studied the characteristics of performance evaluation processes to identify best practices that drive innovation and competitiveness.

The methodological paradigm was mixed with a field study carried out through a triangulation including a survey of multinational companies, interviews to key informants, and documentaries studies.

The results showed that companies that reward individually are also those that make economic efforts when investing in new opportunities. Although the types of rewards are tending to be more mixed and customized, financial rewards are still the most frequent followed by job promotions.

Individuals belonging to companies that include social-sustainable objectives feel more stimulated and inspired, have better innovation practices, and manifest a greater perception of justice in performance evaluation processes.

Teamwork was a key variable in explaining the greater presence of innovative practices, followed by the level of justice perceived in the performance evaluation processes and third, the consistency of the ponderation of individual, group and corporate objectives with their corresponding percentages in determining the rewards.

With respect to the variables that drive perceived justice, rewards for risky opportunities regardless of their outcome was found to be more statistically significant, and then the level at which performance objectives cascade to organizational ones.

Track: HRM&Mgmt

Time: Mar 23, 21:04

Keywords: evaluation performance, innovation, processes, culture

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1, 2, 5

DoctoralPhase:

[21] Saul Alfonso Esparza Rodriguez (UNIVERSIDAD MICHOACANA DE SAN NICOLAS DE HIDALGO) and Jaime Apolinar Martinez-Arroyo (UNIVERSIDAD MICHOACANA DE SAN NICOLAS DE HIDALGO). Influence of stakeholders in organizational innovation of SMEs in Michoacan, Mexico. Abstract. Small and Medium Businesses are essential to the State of Michoacan in terms of productivity, employability, and economy. The most common industry in the state is the manufacturing sector of food and beverages, and the highest concentration of these companies are present in Lazaro Cardenas, Morelia, Uruapan, and Zamora. These companies present some processes related to organizational innovation in terms of the introduction oriented to increase productivity, efficiency, or resilience; this type of innovation is related to some relevant groups of interest that interact continuously with the organization. To better understand the way organizational innovation functions in these companies, we made an analysis using Structural Equation Modelling, where the major findings show that stakeholders such as managers, employees, competitors, suppliers, and clients have a significant and positive influence on how the organizational innovation manifest in the companies. The research suggests that identifying, engage and maintain a relationship with definite stakeholders is a relevant factor that enables a company to better confront challenges in the market or the industry.

Track: InnovEntrepTech Recovery/Relief

Time: Mar 24, 17:41

Keywords: SMEs, Management, Organizational Innovation, Manufacture, Stakeholders

Paper:

Type of paper: 3

Student Author: 1

Publication Opportunities: 0, 1

DoctoralPhase:

[23] Camilo Peña Ramírez (Universidad Central de Chile). Pegas con Sentido: Proceso de rediseño de un portal de empleo.

Abstract. Este caso presenta la creación del emprendimiento de Pegas con Sentido, y cómo su fundador logró rediseñar una plataforma tradicional de empleo. Pegas con Sentido estaba orientado a la generación Millennials (1981-1993), y se propuso contribuir a la sociedad y al medioambiente a través del reclutamiento y selección de personal. Así, Pegas con Sentido se planteó la construcción de una plataforma que conecte a profesionales y organizaciones que trabajan para generar impactos positivos tanto en lo económico, social y medioambiental. Los problemas de las plataformas tradicionales eran que no se orientaban a las preferencias y características de esta nueva generación de trabajadores, quienes al no cumplir con los estándares de la organización tendían a dejar la empresa con mayor rapidez. El objetivo de este caso de estudio es el rediseño de un portal tradicional de empleo con la metodología Design Thinking. Considerando las primeras etapas, de empatizar con los usuarios, usando la herramienta Viaje del Cliente y Mapa de Empatía, para luego definir adecuadamente el problema con herramientas tales como el método ¿Cómo podríamos?. Orientado a estudiantes de pre y postgrado de ingeniería o negocios, caso de complejidad intermedia.

Track: MgmtCases

Time: Mar 28, 18:54

Keywords: portal de empleo, innovación, design thinking, millennials

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 3, 4

DoctoralPhase:

[24] Gonzalo Valdés (Pontificia Universidad Católica de Chile) and Juan Pablo Torres (Universidad de Chile). Motivations for Innovation based on a Neo-Institutional Approach.

Abstract. This research aims to uncovering what drives firms to carry out innovation initiatives. Some conventional motivations that are thought to drive firms to pursue innovation are related to improving productivity, launching potentially lucrative new products, and disrupting markets to gain competitive advantage. Rather than trying to identify more factors of the conventional kind, we propose to study the sociological motivations that actors may have for adopting innovation as a key driver of their business. Concretely, we propose that actors would adopt innovation initiatives because: they see highly-legitimate others doing innovation and assume that such is the way business should be carried out, and/or they perceive innovation as the new expected norm for growing their businesses, and/or they are being coerced by some other actor. The study is at the firm level in Chile. More specifically, we ran semi-structured interviews to a set of 55 firms, according to an interview protocol that we wrote to explore motivations of firms to pursue innovation. Results suggests that the each of the aforementioned motivations play out and influence innovative transformation in organizations. Although they are present with different force and do not appear in pure form.

Track: InnovEntrepTech Recovery/Relief

Time: Mar 28, 21:19

Keywords: Innovation systems, institutional theory, innovative business models

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0

DoctoralPhase:

[25] Carlos Maquieira (CENTRUM Católica Graduate Business School (CCGBS) Pontificia Universidad Católica del Perú (PUCP)), Orlando Llanos-Contreras (Universidad Católica de la Santísima Concepción) and José Arias (Universidad Católica de la Santísima Concepción). Family-firms Cash holding determinants: Empirical Evidence for Chile.

Abstract. We examine family firms' cash holding behavior compared to non-family firms. We study 133 Chilean non-financial listed firms in the period 2005-2016. We provide evidence which is consistent with reputational preservation (SEW) and with mitigation of agency costs. Family firms maintain less cash reserves than non-family firms. Family firms with higher ownership concentration show lower cash reserves compared to non-family firms. If the CEO is a family member previous result is reinforced. We also find Pension Fund Managers ownership is negatively associated with cash holding which indicates a monitoring role played by them. On the other hand, firm value is negatively related to excess cash holding, but the market punishes family firms less than non-family firm. Faster speed of adjustment in family firms confirms the main findings.

Track: CorpFin

Time: Mar 29, 08:01

Keywords: Family Firms, Cash Holding, Socioemotional Wealth, Ownership Structure, Corporate Governance.

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 0

DoctoralPhase:

[26] Juan Ernesto Pérez (Corporación Universitaria Minuto de Dios – UNIMINUTO). TRADITION OR INNOVATION? CAFÉ GALAVIS, A BRAND WITH AN INTERNATIONAL VISION.

Abstract. The teaching case was developed in the firm Café Galavis, a family company leader in industrial development, production and commercialization of roasted and ground coffee for 103 years in Colombia. The objective of the case is to determine the internationalization strategy through the model of dual pressures and sources of competitive advantage, to analyze the brand equity construct through the associative neural network model for decision making; to evaluate bibliometric data obtained from scientific databases and to propose the innovation of a product applying creativity techniques with the purpose of generating value in the innovation processes. For this case, a bibliometric analysis was carried out with VOSviewer software of the correlation of the keywords "innovation and branding or brand equity" of the research carried out from 2010

to 2020, an interview to the general manager and semi-structured interviews with likert scale to the main clients, collaborators and suppliers in order to establish the key competences of the firm. Secondary information was collected through the organization's historical and strategic documents. Finally, the case, classified in the management area, addresses a challenge that managers will confront in the management of international marketing and in the process of new product innovation.

Track: MgmtCases

Time: Mar 29, 19:44

Keywords: International Marketing, Brand equity, Innovation, Branding, Colombian Coffee, Teaching case.

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 4

DoctoralPhase:

[27] Jorgelina Marino (Centro de Estudios en Administración - Facultad de Ciencias Económicas - UNICEN), Guillermo Dabos (Centro de Estudios en Administración - Facultad de Ciencias Económicas - UNICEN), Andrea Rivero (Centro de Estudios en Administración - Facultad de Ciencias Económicas - UNICEN) and Lucas Pujol-Cols (Consejo Nacional de Investigaciones Científicas y Técnicas (CONICET), Argentina). The role of self-efficacy, networking abilities, and perceived employability in the negotiation of i-deals.

Abstract. A growing body of literature has recognized the importance of employees' characteristics and skills in the negotiation of idiosyncratic deals (i-deals). However, the evidence regarding the mechanisms underlying the relationship between individual-level factors and i-deals is still limited. Thus, this study examines the direct and indirect effects of self-efficacy, networking abilities and perceived employability on the effective negotiation of i-deals in a non-random sample of 213 managerial professionals working for different SMEs in Argentina. Following a structural equation modeling approach, results reveal that self-efficacy and networking abilities exert an indirect effect on i-deal negotiation through perceived employability. In this sense, those individuals with higher levels of self-efficacy or greater networking abilities tend to develop more positive perceptions of their employability and, therefore, to negotiate i-deals with their employers. In sum, this study provides a more comprehensive understanding of how individuals' personal characteristics and skills facilitate the idiosyncratic negotiation of employment terms.

Track: HRM&Mgmt

Time: Mar 29, 20:45

Keywords: idiosyncratic deals, i-deals, self-efficacy, networking abilities, perceived employability

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities:

DoctoralPhase:

[28] Jonathan Vasquez Verdugo (George Mason University) and Cesar Ortega (Universidad de Chile). Developing a Fair Approach for Preventing Academic Warnings in a Latin America University.

Abstract. Data mining in education (Educational Data Mining-EDM) helps to mine hidden patterns and build predictive models about educational phenomena like student dropout, academic performance, and academic warnings. Despite its benefits, these techniques are affected by fairness risks as their use in other sectors has been shown. Additionally, the use of these techniques is barely explored in Latin-American contexts. We propose a proactive approach to early detect students at-risk of being academically warned for a Latin-America university. The overall performances are an F1-score of 0.43 and an AUC of 0.86. Also, we discuss the relevance of considering fairness constraints and use fairness corrector techniques like Disparate Impact Remover (DIR) and Unaware. Our results suggest that the latter does not help to meet fairness constraints, while DIR lets us obtain fair results. However, overall performances are barely impacted (to 0.40 and 0.85). Finally, since fairness constraints are considered in the proactive approach building, an ethical and fairness reflection in the use of data-driven approaches can be internally encouraged in the institutions, as well as, push the need of connecting end-users and model developers to first, internalize the notion of fairness constraints by the former, and second, improve the deployment of fairness constraints.

Track: ITMgmt

Time: Mar 30, 06:29

Keywords: algorithmic fairness, academic warnings, fairness mitigation

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 0, 1, 2, 4, 5

DoctoralPhase:

[31] Ryan Bruchou (Northeastern University). THE ROLE OF LATIN AMERICA IN GLOBAL PROTEIN PRODUCTION: CAN ARGENTINA TAKE THE LEAD?

Abstract. The scope of this paper is to learn about animal protein consumption (we are looking at increases in 1.4 x and 1.8 x in poultry and other livestock meat production) on a global scale which has a growing population and middle class. This will lead us into Latin America and Argentina, the focal country of our paper, and its production, trade relationships, advantages for production and exporting as well as struggles.

Track: StratIB

Time: Mar 30, 16:52

Keywords: LATAM, Argentina, Protein, Strategy

Paper:

Type of paper: 3

Student Author: 1

Publication Opportunities: 1, 2, 3, 4

DoctoralPhase:

[32] Ana Maria Gutierrez (Universidad de la Sabana) and Anne Marie Zwerg (Universidad de la Sabana). From Riding High to Lying Low - Hyundai's Colombia Case.

Abstract. Hyundai Motor Company is a South Korean car manufacturing company that started to export their cars into the global market in the 1960s. Some years later they decided to implement a new market penetration strategy, by focusing on geographies such as Europe, India, and Latin-America.

Carlos Mattos made a commercial alliance with the South Korean company and founded Hyundai Colombia Automotriz S.A in 1992. Thanks to his upbringing, experience, and business acumen, he managed to position the brand as one of the top five bestselling cars in the Colombian market. The prosperous times for Carlos ended abruptly in 2015 when he received a letter directly from the Hyundai headquarters notifying him of the termination of their 23-year relationship and that the Ecuadorian firm Neocorp would be Hyundai's new authorized distributor for Colombian market.

Carlos is taken aback with this devastating news and immediately joins his executive staff and his lawyer in Bogotá- Colombia to discuss possible solutions. He is not going to give up so easily, the decision is to bring the case to the court. Luckily his lawyer knows someone who can help him.

Track: MgmtCases

Time: Mar 30, 17:04

Keywords: Organizational misconduct, Market expansion, Interculturality, Business skills

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 3, 4

DoctoralPhase:

[33] Gonzalo R. Llanos-Herrera (Universidad de Chile), Cristóbal Barra (Universidad de Chile) and Eduardo Torres (Universidad de Chile). BRAND RELATIONSHIP OPENNESS SCALE: CAPTURING THE SCOPE OF THE SATISFACTION OF SOCIAL NEEDS THROUGH BRANDS.

Abstract. The relationship generated between consumers and brands has been studied intensively during the last two decades. During this time, the study of consumer-brand relationships has been increasingly recognizing the similarities between person-person relationships and person-brand relationships. In this paper we developed a scale that measures the consumer's propensity to satisfy her, or his social relationship needs through brands: The Brand Relationship Openness scale. The results indicated that this scale is multi-dimensional and presents five dimensions: Belonging, Controlling, Understanding, Self-Enhancing and Trusting. Discussion focuses on implications of this scale to theory and managerial development of deeper relationships with consumers.

Track: CB

Time: Mar 30, 18:57

Keywords: Brand relationship openness, Consumer-brand relationship, Consumer satisfaction, Social needs, Core social motives, Brand engagement in the self-concept, Materialism

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 0

DoctoralPhase:

[34] Cesar Cam (ESAN University). CONTRIBUTIONS TO SUCCESSFUL IMPLEMENTATION OF KAM PROGRAMS.

Abstract. Key accounts are customers in industrial markets identified by selling firms as of strategic importance (McDonald, Millman, and Rogers, 1997). Key Account Management (KAM) is an approach adopted by major suppliers to build a loyal customer base by offering continuously, a product/service package tailored to their individual needs.

Over time there have been various studies analyzing the factors of success of KAM programs; however theoretical works that reveal performance inductors and its implication in the B2B context are scarce. The objective of this proposal is to contribute to a better understanding of the successful implementation of this type of programs. In this sense, a conceptual model is proposed, supported by the Resource-Based Theory (RBV), which incorporates determinants of success not yet fully understood and their impact on the results of the KAM. To evaluate this model, a quantitative, cross-sectional, and correlational study is proposed. The sample is made up of the members of the teams that are involved in a KAM Program. The unit of analysis will be the KAM Program, in this sense, the correlation and regression analysis will be interpreted based on it.

Track: Doctoral

Time: Mar 31, 00:28

Keywords: KAM, Resource-based theory, Top Management Involment, Internal Alignment, Account Planning

Paper:

Type of paper: 3

Student Author: 1

Publication Opportunities: 0

DoctoralPhase:

[35] Nicolás Gambetta (Universidad ORT Uruguay) and Robyn Eversole (Swinburne University). The Transformative Power of the Sustainable Development Goals for Small Businesses in Global Value Chains.

Abstract. This study proposes a framework to understand how the Sustainable Development Goals (SDGs) are an opportunity for the Small and Medium Enterprises (SMEs) to get access into Global Value Chains (GVCs). We build this framework based on theory that explains the practical logic of the SMEs and their territorial orientation, the role of SMEs in GVCs, the sustainability certifications required by large firms to the GVCs members and the role of the public sector as

facilitator of the 2030 Agenda. In light of the information collected regarding the characteristics and challenges of the SMEs in Australia and Uruguay, the characteristics of the government grants to promote the inclusion of SMEs in GVCs and of the considerations made herein, we show that the framework developed in this study is successful in addressing the SMEs challenges with the benefits the GVCs and the governments grants represent to these companies.

Track: EntrepFamBus

Time: Mar 31, 01:38

Keywords: Sustainable development goals, Global value chains, Small and medium enterprises, Entrepreneurship

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1

DoctoralPhase:

[36] Marta Olívia Rovedder de Oliveira (Universidade Federal de Santa Maria), Igor Bernardi Sonza (Universidade Federal de Santa Maria) and Tamires Silva da Silva (Universidade Federal de Santa Maria). Brand Equity and Company Performance: Evidence from a Quasi-Experiment in an Emerging Market.

Abstract. Marketing and brand managers are under more pressure than ever before to demonstrate the impact of their strategies and actions on company value, especially in an emerging market. In this context, this article investigates the relationship between brand equity and company performance of companies using the rankings of most valued brands from Brand Finance, Brand Analytics and Interbrand. The authors used a panel from the period between 1990 and 2018 (29 years), consisting of a sample of 689 companies with shares traded in an emerging market representing 7,970 observations with unbalanced data. This study contributes to the marketing literature, addressing the fields of marketing and finance, by analyzing the performance of companies separately over a long period, with different metrics, an unconventional model in the marketing area, and different rankings of valuable brand names. The main finding is that brands ranked as valuable significantly increased their companies' intangible assets, return on assets, free cash flow and market value.

Track: Mktg

Time: Mar 31, 02:11

Keywords: brand equity, company performance, quasi-experiment, emerging market

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 0

DoctoralPhase:

[37] Mari Luz Zapata-Ramos (University of Puerto Rico, Mayaguez Campus), Maria A. Amador-Dumois (University of Puerto Rico, Mayaguez Campus), Moraima De Hoyos-Ruperto (University

of Puerto Rico, Mayaguez Campus), Michelle Hernandez (University of Puerto Rico, Mayaguez Campus) and Liz Bonilla (University of Puerto Rico, Mayaguez Campus). Cell Therapies Manufacturing Landscape in the United States and Puerto Rico: Understanding Marketing, Public Policy, and Entrepreneurial Opportunities and Limitations .

Abstract. Cell therapies manufacturing provides illness relief for chronic and degenerative diseases and improves the patient's life quality with new individualized treatments. As with other new technologies, therapy costs must essentially decrease to make them available to more patients. Despite the importance of the topic, research on understanding marketing, public policy, and entrepreneurial opportunities and constraints remains scarce. Using the Political, Economic, Social, Technological, Ecological, and Legal (PESTEL) framework to market analysis, this article analyzes and explores opportunities and limitations to capitalize on and develop innovations by analyzing the cell therapies manufacturing industry in Puerto Rico (PR) and the United States (US). Since North America provides a primary growth market for cell manufacturing therapies, it must specify a clear perspective of the factors that can influence its development. The article concluded that despite the limitations, the market conditions for industrial development are favorable. Even though PR faces higher challenges, these can decrease with coordinated public policy incentives and industry-government-academia partnerships. This research has important implications for managers, entrepreneurs, and policymakers.

Track: StratIB

Time: Mar 31, 03:10

Keywords: Market analysis, Cell manufacturing, Puerto Rico, Biopharmaceutical Industry, Biotechnology Industry, Health marketing, Small and medium enterprises, Investment policy

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 0, 1, 2, 3, 4, 5

DoctoralPhase:

[38] Marta Olivia Rovedder Oliveira (PPGA/DCA/CCSH/UFSM), Cássia Tavares Streb (PPGA/DCA/CCSH/UFSM & P. Civil), Luis Felipe Dias Lopes (PPGA/DCA/CCSH/UFSM), Tamires Silva da Silva (PPGA/DCA/CCSH/UFSM) and Luis Adriano Rodrigues (PPGA/DCA/CCSH/UFSM). The Relevance of Brand Loyalty to Brand Equity: One Dimension or The Main Driver?

Abstract. As there is still no complete consensus on how to estimate consumer-based brand equity (CBBE), this study aims to compare two different models using Partial Least Squares Structural Equation Modeling (PLS-SEM): one based on the traditional CBBE measurement; and an alternative model, where brand loyalty mediates the relationships between Perceived Quality, Brand Awareness and Brand Associations and Overall Brand Equity. This article also explores the influence of consumer evaluations of advertising and pricing on the brand equity drivers. We adopted a survey method with 400 personal interviews. Evaluations of advertisements and pricing had a positive and significant effect on all brand equity drivers. Although the traditional CBBE model was empirically validated in a service sector of an emerging country, the alternative model provided better results, showing loyalty as an excellent mediator of Brand Awareness, Brand Associations, Perceived Quality and Overall Brand Equity.

Track: Mktg

Time: Mar 31, 03:49

Keywords: Consumer-based brand equity (CBBE), Brand loyalty, Advertising, Pricing

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 0

DoctoralPhase:

[40] Claudio Barral (Federal Center for Technological Education Celso Suckow da Fonseca – CEFET/RJ), Annibal Scavarda (Federal University of the State of Rio de Janeiro - UNIRIO – Brazil), Ana Claudia Ana Claudia (Federal Center for Technological Education Celso Suckow da Fonseca – CEFET/RJ), Atef Harb (Notre Dame University - Louaize - NDU - Lebanon - Faculty of Business Administration and Economics -) and Fang Zhao (Staffordshire University - United Kingdom). THE TURNOVER OF EMPLOYEES AND THE IMPACTS ON THE QUALITY INN CALL CENTERS.

Abstract. The present research had as main purpose to evaluate the reasons of the turnover of the call center employees in the Brazilian telecommunications. Telecommunications in Brazil has undergone major changes in recent years, with high investments and review of processes with the outsourcing strategy. The call center companies have grown a lot and have become the main entry of all requests and complaints of the sector. To reach the goals of the research interviews were conducted through questionnaires applied to two different groups in call centers in the Midwest region of Brazil. In the first group were interviewed managers to understand which operations are more stressful, which can impact on the turnover of the Agents. The second group was composed by call center Agents who answered the directed questions. The main findings of this research were that the satisfaction of the agents is motivated by salary and flexibility in working hours. Low turnover and high stress index are caused by the pressure on the achievement of goals. The study suggests motivational actions to reduce the level of stress and turnover has not been proven to be a critical factor in the quality of service provided.

Track: HRM&Mgmt

Time: Mar 31, 15:03

Keywords: Call Center, Telecommunications, Employee Turnover, Quality

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 5

DoctoralPhase:

[41] Rodrigo Heldt (Universidade Federal do Rio Grande do Sul), Cleo Schmitt Silveira (Universidade Federal do Rio Grande do Sul) and Fernando Bins Luce (Universidade Federal do Rio Grande do Sul). Unifying customer, product, and brand performance management.

Abstract. Customer, product, and brand management constitute relevant and inextricably linked levels of decision-making that marketers should manage to drive business success. However, they

are generally treated separately in extant research. It leads to a disconnected performance assessment and management of customers and products/brands, preventing marketers to take advantage of the positive implications of managing them together. In practice, marketing managers face the dilemma of having to deal with brand and product as well as customer levels of decision-making simultaneously and having to access their performance using disconnected metrics. In this paper, we propose a conceptual framework to unify these perspectives: the customer, product, and brand (CPB) bottom-up approach. We draw on a range of extant literature on customer equity, brand equity, and product performance to identify how financial performance is assessed in each of these dimensions and support the conceptual proposition of a holistic assessment of customer, product, and brand performance. We also provide considerations concerning the empirical application of the CPB bottom-up approach as well as managerial implications of adopting the proposed framework.

Track: Mktg

Time: Mar 31, 16:09

Keywords: customer centricity, customer equity, customer lifetime value, brand equity, product management

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 2

DoctoralPhase:

[42] Enrique Ogliastri (IE University), Carlos Quintanilla (INCAE Business School) and Sara Benetti (INCAE Business School). INTERNATIONAL NEGOTIATIONS PROTOTYPES: THE IMPACT OF CULTURE AND INCOME. .

Abstract. Purpose: This paper aims to explore the relationship between culture and negotiation, identifying clusters of negotiation models and assessing its impact in adopting one model. Another aim is to study the usefulness of the distributive/integrative negotiations theory.

Methodology: Taking a grounded theory approach, we implement latent class analysis on a sample of 2099 observations of negotiation strategies in 69 countries, to identify cluster behavior; the standard LCA model includes culture as a covariate.

Findings: We identify three negotiation prototypes. One prototype is oriented to personal relationships, informality, emotions, flexible polychronic agenda. A second prototype is formal, facts-focused, monochronic and risk averse. The third prototype is in between the other two.

Originality and value: The paper presents an untraditional, analytical approach based on data clustering on a large and truly multi-country sample. This “from-data-to-theory” procedure allows to highlight the significant role of culture in determining negotiation strategies. The results incorporate recent trends in negotiation practice.

Practical implications: The paper draws attention to the importance for international managers of handling positive emotions, establishing long-term relationships, and dealing with trade-offs during negotiations. Negotiators from different cultures can learn from one another, maximizing the opportunities to take advantage of a “culturally synergetic” approach.

Track: Cul_Soc_Ethics

Time: Mar 31, 18:16

Keywords: Negotiation country culture, Integrative negotiations, Negotiation clusters, Latent class analysis.

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 0

DoctoralPhase:

[43] Waldemir Paschoiotta (Unisul), Simone Sehnem (Management), Viviana Jesus (Unisul), Valentina Berka (UDESC), Jacir Casagrande (Unisul) and Nei Nunes (Unisul). LEADERSHIP IN PUBLIC SECTOR: AN ANALYSIS IN A PANDEMIC ENVIRONMENT.

Abstract. Destructive leadership is an expanding field, but the negative behaviors of public leaders in times of crisis, as has been demonstrated during the COVID-19 pandemic, have not been explored in academic literature. This study contributes to fill this gap and seeks to analyze how destructive leadership emerges among public leaders in the context of crisis. It is a holistic case study with a qualitative approach, which focuses on the context of crisis as a determining factor for the emergence of destructive leadership in public organisations. Based on semi-structured interviews of people affected by the pandemic (public leaders, health professionals and cured patients), sought to determine whether the destructive leadership behaviors described in the literature would be reported. The results revealed that the public leaders of the three levels of government analyzed showed destructive behavior. This finding allows us to conclude that the severity of the context is the predominant factor to explain the destructive behaviors. The codification of these behaviors that cause damage to public organisations and society is the main contribution to the theory.

Track: HRM&Mgmt

Time: Mar 31, 18:37

Keywords: Destructive Leadership, Public Management, Crisis Context, Pandemic

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 0, 1, 2, 5

DoctoralPhase:

[44] Alvaro Chacon (Pontificia Universidad Católica de Chile), Edgar Kausel (Pontificia Universidad Católica de Chile), Tomás Reyes (Pontificia Universidad Católica de Chile) and Stefan Trautmann (Heidelberg University). Preventing Algorithm Aversion? People Are Willing to Use Algorithms They Perceive as Learning.

Abstract. Algorithm aversion—the preference to use a human instead of an algorithm advisor—has been shown to occur in several prediction tasks and circumstances, especially after algorithms err. As algorithms outperform humans in prediction, one of the relevant challenges is how to mitigate algorithms' less utilization. We propose that if people perceive that an algorithm

is able to learn, higher algorithm use could be induced compared to standard and other types of algorithms. In the present study, we investigate how people take advice from algorithms they perceive as learning based on experience. We conducted three incentivized studies in which a total of 813 participants took part in one of two tasks for 20 rounds. Using the judge advisor system framework, we examined how different advice sources interacted with rounds to predict advice taking under different accuracy evolution scenarios. Our results suggest that when an algorithm's learning attribute is salient, people are more willing to use it compared to standard algorithms, other types of algorithms (e.g., supervised, consistent, and transparent), and even human advice. Also, as advice accuracy improves, advice taking from learning algorithms, compared to standard algorithms, increases gradually in a significant manner after a certain performance threshold is crossed.

Track: ITMgmt

Time: Mar 31, 19:44

Keywords: advice, algorithm aversion, algorithm use, learning algorithms

Paper:

Type of paper: 2

Student Author: 1

Publication Opportunities:

DoctoralPhase:

[45] Maria Christina Saksanian (ESAN Graduate School of Business) and Juan Timaná (ESAN Graduate School of Business). EXPLAINING ECO-SUSTAINABLE HABITS AND PRACTICES AT HOME THROUGH THE PROTECTION MOTIVATION THEORY (PMT).

Abstract. The adoption of eco-sustainable behaviors, which do not harm the environment, is a growing global trend. Several studies have sought to identify the drivers of such behavior. However, the results are still inconclusive. This research aims to explain how the perception that environmental problems can compromise health and quality of life influence consumers' adoption of eco-sustainable practices at home. The results indicate that individuals tend to adopt eco-sustainable practices at home when considering these practices to reduce the consequences environmental problems might cause effectively. Additionally, it suggests PMT is adequate to explain eco-sustainable behaviors.

Track: CB

Time: Mar 31, 19:47

Keywords: Eco-sustainable behavior, Protection Motivation Theory, PMT

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0

DoctoralPhase:

[47] Sergio Barta (University of Zaragoza), Carlos Flavián (University of Zaragoza) and Raquel Gurrea (University of Zaragoza). The double side of online flow. Examining product returns from the consumer regret perspective.

Abstract. Product returns in online commerce are a growing concern. While the positive aspects of the flow have been widely researched, the negative consequences have been underexplored. It aims to understand the effect that flow state has on consumer post-purchase regret from a dual perspective (process and outcome regret). The relevance of these regrets on the intention to return the product is also examined, analyzing the differences between maximizers and satisfiers. A structural equation model based on variances is proposed through the collection of 257 online consumer questionnaires. The results show that the flow state generates only process regret. However, it is the outcome regret that causes product returns. This effect is stronger in the case of maximizers. The research sheds light on the effect of flow on regret and provides insight into the mechanism of product return through post-purchase regret. Managing properly the consumer's online flow states is key to mitigate the growing problem of product returns. This fact will reduce return costs for retailers and also preserve consumer welfare.

Track: CB

Time: Mar 31, 20:57

Keywords: Flow state, Consumer regret, Product return, Maximizers, Satisfiers

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 0

DoctoralPhase:

[48] Carlos Hernan Villa Loaiza (UNIVERSIDAD ICESI). ON THE MASSIVE ADOPTION OF SOLAR PHOTOVOLTAIC-BASED DISTRIBUTED GENERATION SYSTEMS AND THEIR POTENTIAL BUSINESS MODELS FOR PROSUMERS.

Abstract. The investigation of prosumers as an alternative to generate distributed clean energy on a small scale and to ease the integration of solar-photovoltaic energy (SPV) into the electrical grid is attracting more attention. The literature has focused more on the benefits of self-sufficiency than on an alternative business model. This research evaluates the integration of prosumers to the commercialization of energy as managers of small-scale distributed generation, applied to the Colombian context. Using optimization methods, 3 models of prosumers are evaluated and the scenarios are modeled to obtain the greatest possible benefit. The expected results identify the operating model for prosumers and its viability conditions.

Track: Doctoral

Time: Mar 31, 21:23

Keywords: Prosumers, Massive adoption, Business model, Decentralized and distributed optimization

Paper:

Type of paper: 3

Student Author: 1

Publication Opportunities: 0, 1, 2, 3, 4, 5

DoctoralPhase: 2

[50] Sofia Gelain da Cunha (UFRGS), Fernando Bins Luce (UFRGS) and Marta Rovedder Oliveira (UFSC). Place brand equity: a multiple stakeholder perspective.

Abstract. There is a growing interest in marketing literature on place brand equity. There are different criteria to determine who should be considered as the main target of place brand equity research, what become more complex when the aim is to compare the results between different groups of stakeholders. This article aims to address this gap in existing literature by proposing a behavioral-oriented place brand stakeholder segmentation in order to improve stakeholder-based place brand equity assessment. Using a survey questionnaire that was completed by 680 stakeholders of a Brazilian wine region, hierarchical clustering and partial least squares structural equation modeling (PLS-SEM) analysis, the results demonstrate that the contribution of awareness, loyalty and perceived value on place brand equity estimation is equivalent for residents, tourists and neighbors of a place.

Track: Mktg

Time: Mar 31, 22:32

Keywords: Place Branding, Brand Equity, SBBE, Stakeholder, PLS-SEM

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 0, 2, 5

DoctoralPhase:

[52] Bryan Husted (Tecnológico de Monterrey). RECONSTRUCTING CORPORATE SOCIAL RESPONSIBILITY IN MEXICO USING BUEN VIVIR.

Abstract. The wake-up call of the Covid-19 pandemic has exposed the weaknesses of the business-environment relationship around the world and in Latin America. This paper examines how the indigenous concept of Buen Vivir (living well) can serve as a basis for reconfiguring corporate social responsibility (CSR) in light of unsustainable relations between business and the natural environment in Latin America. The paper first describes Buen Vivir in terms of its concern for the quality of life, the relationship of humans to nature, the goal of economic growth, and the value of indigenous knowledge. The paper then explores how Buen Vivir differs from current conceptions of CSR. It proposes using Buen Vivir as a framework for reestablishing CSR by integrating business within nature, dialoguing with ancestral knowledge, and finally focusing on localism and particularism, on quality in addition to quantity, on alternatives to growth and development, and on community. It ends by examining the implications of Buen Vivir for CSR theory and practice by incorporating the Indigenous practice of communal work, reconceptualizing the firm and stakeholders as members of the community, moving from consultation to consent, and including culture as an integral component of sustainability.

Track: Cul_Soc_Ethics

Time: Mar 31, 23:57

Keywords: corporate social responsibility, Buen Vivir, Indigenous philosophy, ancestral knowledge, sustainability

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1

DoctoralPhase:

[53] Alina Gomez Mejia (Pontificia Universidad Javeriana Cali) and Jhonny Grajales Quintero (Pontificia Universidad Javeriana Cali). Evaluation of strategic isomorphism and financial performance as determinants of regulatory financial legitimacy of commercial banks.

Abstract. Organizational legitimacy is a central concept of neo-institutional theory, associated with the role that business organizations play within the social system, depending on the social acceptance of their activities. Commercial banks have a social function linked to intermediation; thus, the legitimacy of commercial banks is related to the social acceptance of their intermediation activity. Although legitimacy can take various forms depending on interest groups, a commercial bank may be considered as legitimate to the extent that it meets the minimum capital, leverage and liquidity required by regulators in order to maintain the stability of the financial system. This paper studies the relationship between the financial regulatory legitimacy of commercial banks, financial performance, and strategic isomorphism, that is, the similarity between the portfolio strategy of each bank considered individually and the sector average. For this, we use a sample of Colombian commercial banks. The results show that, on the one hand, there is no relationship between financial regulatory legitimacy and the strategic isomorphism in the case of commercial banks, and, on the other hand, that financial regulatory legitimacy has an inverse relationship with financial performance.

Track: CorpFin

Time: Apr 01, 00:55

Keywords: financial regulatory legitimacy, commercial banks, strategic isomorphism.

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1, 2

DoctoralPhase:

[54] Ana Cristina González (Grand Valley State University), Yeny E. Rodríguez (Universidad Icesi) and Carol Sánchez (Grand Valley State University). Women in the family business: A Socioemotional Wealth perspective on their perceptions of financial performance.

Abstract. Previous research has explored the trajectories and outcomes of women in family businesses, but there is still a need to study how women set priorities in the family business according to their specific roles and their effect on the performance of those businesses. Our goal is to help meet this need by examining how gender differences influence their perceptions of financial performance, and exploring the business family's SEW as an influencer of female and male decision-makers in family firms, and we used Structural Equation Modeling (SEM) to

measure these relationships. We find evidence to supporting that women involved in family firms have higher perceptions of financial performance, compared with men, but, women leaders' perceptions of family business financial performance is lower than men's. Finally, we provide evidence that the family's concerns for the long term and family harmony influence exacerbate female leaders' perceptions of performance. Our results have practical implications related to the invisibility of many women in the family firm: often, no one pays much attention to what women think or do in the firm.

Track: EntrepFamBus

Time: Apr 01, 01:28

Keywords: family firms, women, Socio Emotional Wealth, leaders

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0

DoctoralPhase:

[55] Mariana Oreg (FGV EAESP) and Richard Saito (FGV EAESP). Credit assignment and bank efficiency: a quasi-natural experiment.

Abstract. The purpose of this study is to analyze the relationship between the use of shadow banking instruments by Brazilian banks (credit assignment) and their efficiency. Our sample includes 121 financial conglomerates and single financial institutions from June 2001 to December 2012. Using standard and generalized difference-in-differences estimations and the receivership of Banco Panamericano as an exogenous shock, our results indicate that banks that assigned credits increased their productivity levels after the shock and became more vigilant towards the use of such an instrument.

Track: CorpFin

Time: Apr 01, 02:26

Keywords: credit assignment, efficiency, shadow banking, Brazil, emerging markets

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 0, 2, 5

DoctoralPhase:

[56] Yenith Cristina Ortiz Gonzalez (Universidad del Rosario). IMPACT OF THE ISO 9001 QUALITY MANAGEMENT SYSTEM ON THE FINANCIAL PERFORMANCE AND PROCESS APPROACH OF SERVICE COMPANIES.

Abstract. Findings on the impact, effect, impact and relationship of ISO 9001 certification to financial performance show no conclusive results. This is because there is no strong evidence in the specialized literature showing such an effect of such an impact. In addition, the measurements used in different research are ambiguous and fragmented, in the there is a diversity of indicators and different methods are used.

This doctoral research seeks to determine the impact of ISO 9001 certification on the financial performance of companies, in order to demonstrate a definition and financial indicators that show data focused on efficiency and productivity. Specifically, the research focuses its attention on the companies with the highest number of certifications obtained in 2018, based on the results published by the ISO Survey tool.

Problem question: How does the ISO 9001 quality management system impact financial performance and process focus on service companies?

Track: Doctoral

Time: Apr 01, 02:42

Keywords: Quality management, Financial performance, process focus

Paper:

Type of paper: 3

Student Author: 1

Publication Opportunities: 0, 1, 2, 3, 4, 5

DoctoralPhase: 1

[58] Wilian Feitosa (IFSP), Juliana Guida (IFSP), Luis Bardalotte (IFSP) and Beatriz Silva (IFSP). Online Engagement in Public Organizations Communications – Two studies Analyzing Instagram Content in the Brazilian Context .

Abstract. The purpose of this study is to verify the use of online social networks as a communication tool by public agencies, intuiting about its potentialities, in two studies. A) In the first study, Instagram accounts were evaluated for two months by content analysis, from six public companies in the transportation, sewage, water, and education sectors, evaluating their engagement leverage. As a result, it was observed that the higher the presence and frequency of posts, the greater the online engagement. However, content promoting proximity and a sense of intimacy also can lead to that. B) In the second study, four public health organizations were monitored for six months during the first COVID-19 pandemic outbreak in their Instagram accounts. Results show that the engagement tended to decrease during the pandemic outbreak, mainly when cases and deaths tend to reduce. Probably, this may indicate inevitable audience boredom and, therefore, a risk of loss of attention after a continuous period of communication in a pandemic crisis. Communicating with broad interest groups is a strategic activity, especially when there is an expectation of urgent public services responses. Therefore, it is essential to promote public policies to inform citizens by engagingly using online tools.

Track: Mktg

Time: Apr 01, 03:26

Keywords: Public marketing, Online Engagement, COVID19

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 0, 1, 2

DoctoralPhase:

[59] Walter Palomino-Tamayo (Universidad ESAN). The Effect of Organizational Inertia on Export Intensity and Customer Asset: Structural Internal Forces and Lack of Gender Diversity as a Source of Inertia.

Abstract. This study examined the implications of internal structural forces and lack of gender diversity as a Source of organizational inertia of a firm that negatively affects the short term as export intensity and the long term as firm's customer assets. Based on the structural inertia theory and the insight inertia concept. This study's contribution is to link two isolated areas of study firm organizational strategy theory and marketing-based asset theory in the international marketing domain, broadening those theoretical boundaries.

Track: Mktg

Time: Apr 01, 04:58

Keywords: Organizational inertia, insight inertia, Customer asset, Export, Gender diversity

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1

DoctoralPhase:

[60] Alvaro Moreno (Universidad de Navarra). Relationship between corporate reputation, brand and value creation in the organization.

Abstract. The importance of corporate reputation in the company has been the subject of several studies that, among other findings, have concluded that it is directly related to its performance, especially financial performance, which in turn is related to the creation of medium and long-term value, the capitalization value of organizations, and the performance of their corporate and commercial brands. In this context, the objective of this research proposal is to analyze the relationship between corporate reputation and the brand on the value creation in the company, contrasting the effects of this relationship in the case of companies with a corporate brand and companies with commercial brand or product.

Track: Doctoral

Time: Apr 01, 11:49

Keywords: Intangibles, corporate reputation, value creation, brand

Paper:

Type of paper: 3

Student Author: 1

Publication Opportunities: 0, 1, 2

DoctoralPhase: 1

[61] Becky Andujar-Roldán (University of Puerto Rico, Mayaguez Campus), Miguel González-Portalatín (University of Puerto Rico, Mayaguez Campus), Ramón Ramos-Chevres (University of Puerto Rico, Mayaguez Campus) and Maria Amador-Dumois (University of Puerto Rico, Mayaguez Campus). The Abarca Leadership Journey Program.

Abstract. Abarca Health LLC. is a Pharmacy Benefit Manager, a third-party administrator for Part D of Health Plans that intermediates between Health Insurance Companies and Pharmacies. In 2010 Abarca Health LLC was created and registered. Darwin is Abarca's in-house platform built from scratch to provide service administration to the Health Industry, with the purpose to meet customer's needs better. Abarca technology facilitates the delivery of medicines and the collection of data used in statistics, and the continuous improvement of processes. The Abarca commitment is to "Find a Better Way." To accomplish its commitment, Abarca recognizes the Human capital is the most critical resource, and strategic leadership outcomes have a significant impact on the whole organization. Abarca had a significant group of talented employees from different disciplines. Most of them were young people with a lack of managerial experience due they grew in the company and had no previous job experience before Abarca. This case evaluated Abarca's Leadership Journey Program. Some of the key questions are, what skills and abilities do the management leaders need to deliver a unique corporate culture to achieve the company goals and expectations? and which metrics could be used to measure the efficiency of the leadership program?

Track: MgmtCases

Time: Apr 01, 12:09

Keywords: Human Resource Development, Leadership program, Pharmacy Benefit Manager, Puerto Rico, Human Resources

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 4, 5

DoctoralPhase:

[62] Roberto Alvarez (Universidad de Chile). Firm-Level Evidence on Exporters of Goods and Services in Chile.

Abstract. We use firm-level information for Chilean firms for exploring export patterns in services and goods industries. Our results show that both types of exporters are larger, more productive, and more capital intensive than non-exporters. We also find that perceived barriers to exporting are similar between both group of firms. The determinants of the probability of exporting reveal that size, productivity, R&D efforts, age, and utilization of public programs are associated positively with selling services abroad. Consistent with previous evidence in other countries, we conclude that export patterns are similar between goods and services exporters.

Track: StratIB

Time: Apr 06, 14:50

Keywords: competitiveness, exports, services, internationalization

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1

DoctoralPhase:

[63] Cristian Yepes-Lugo (Universidad de La Salle). INTERPLAY BETWEEN THE ORGANIZATIONAL CHANGE AND, THE REINSTITUTIONALIZATION, THE PRODUCTION AND THE PROFITABILITY WITHIN THE COLOMBIAN COFFEE INDUSTRY ¿IS THERE A GATEWAY TO RECOVERY?

Abstract. Coffee organizations have been crucial in shaping the coffee industry in Colombia, which has resulted in prosperity in several regions of the country. However, traditional coffee production is not profitable anymore, so it is necessary to rethink the role of the industry, which is crucial for the country's economy. This paper examines the interplay between organizational change and, the reinstitutionalization, the production, and the profitability within the Colombian coffee industry. We used a system dynamics approach, which is useful to understand complex phenomena such as the coffee industry through identifying circular causality relationships.

We found that, unlike the literature regarding the change in organizational fields, the change tends to diversify due to the peripheral change. Also, the growing praxis from the start of specialty coffee programs, and the renewal of coffee plantations initiated in 1997 is helping strength change and improve profitability within the coffee sector in Colombia even in Covid 19 pandemic context. However, the production has decreased, especially after the end of the International Coffee Agreement (ICA). This scenario might affect the instability of the coffee industry in the future.

Track: InnovEntrepTech Recovery/Relief

Time: Apr 07, 17:17

Keywords: Institutional theory, Organizational Change, Organizational Field, Institutional Work, Systems Dynamics, Coffee Industry

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1, 2

DoctoralPhase:

[64] Christian Espinosa (Universidad de Santiago de Chile). Business groups and herding behavior during the COVID-19 pandemic.

Abstract. This article investigates whether herding behavior is present in business groups during the COVID-19 pandemic. Using series of prices and daily traded volume of the companies that make up the General Index of Stock Prices of the Santiago de Chile Stock Exchange (S & P / CL IGPA) from January 1, 2010 to October 9, 2020 is that herding behavior exists during COVID-19, although it is of a lesser magnitude in business groups compared to the group of companies that are not affiliated with any business groups. Then, when analyzing how herding behavior evolves in business groups during the presence of COVID-19, it is found that herding behavior changes to reverse herding behavior during May 2020 onwards. When inquiring about this point, it is found that herding behavior in business groups is lower as the number of cases and deaths from COVID-19 increases.

Track: FinMarkInvest

Time: Apr 11, 13:43

Keywords: Herding Behavior, Business Groups, Emerging Markets, Stock Markets, Chile
Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1, 2

DoctoralPhase:

[65] Patricia S. Sánchez-Medina (Instituto Politécnico Nacional - CIIDIR Unidad Oaxaca) and Efraín Medina Álvarez (Instituto Politécnico Nacional - CIIDIR Unidad Oaxaca). Organizational culture and sustainability in ecotourism businesses in southern Mexico.

Abstract. This article empirically examines the relationships between different types of organizational culture (hierarchical, group, rational and adhocratic) and sustainability through three dimensions (economic, environmental and social) in ecotourism businesses in Oaxaca and Chiapas, Mexico. The competing values framework (CVF) was used, and 80 questionnaires were administered in the form of personal interviews (face-to-face) in addition to carrying out a discriminant analysis in order to identify the different cultures present in ecotourism businesses. The results show that ecotourism businesses which are driven by an internal dynamic process (hierarchical culture) tend to have a greater focus on economic sustainability. As these businesses are also interested in the external environment of their organization, they achieve sustainability holistically. An internal process culture limits the organization's capacity to confront certain environmental and social aspects, and is a potential obstacle for ecotourism businesses that are in transition to a more sustainable model.

Track: Cul_Soc_Ethics

Time: Apr 11, 18:47

Keywords: Organizational culture, Ecotourism, Sustainability, Competing values framework

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1

DoctoralPhase:

[66] Christian Felzensztein (EDEM Business School) and Eli Gimmon (Tel Hai College, Israel). Facilitating entrepreneurship in a failing economic model?

Abstract. This study aims to understand necessity entrepreneurship in a poor transition economy, where the right entrepreneurial ecosystem is not in place. We performed a longitudinal study in the years 2015 and 2019 applying a survey to first time small-scale entrepreneurs within the new entrepreneurial ecosystem in Cuba. The unexpected results suggest that the entrepreneurial environment has deteriorated and declined over this period. Our study offers new insights into entrepreneurship in this challenging context under poverty and crisis; and the ways for recovery.

Track: InnovEntrepTech Recovery/Relief

Time: Apr 12, 09:31

Keywords: Necessity entrepreneurship, Entrepreneurial ecosystems, Transition economies, Cuba, Entrepreneurship recovery

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0

DoctoralPhase:

[67] Maximiliano González (Universidad de los Andes), Alexander Guzman (CESA), Maria Andrea Trujillo (CESA) and Diego Téllez (EAFIT). The effectiveness of corporate governance hybrid models in emerging markets: The case of the Issuer Recognition program.

Abstract. Research Question/Issue: What is the Issuer Recognition (IR) program, and what has been its impact as a new and replicable corporate governance hybrid form used in the Colombian Securities Exchange (CSE)?

Research Findings/Insights: We find that the IR Program has significantly increased the information disclosure level of the adopting firms. This set of firms that were among the opaquest businesses in the region in 2010 ranked at the top in terms of disclosure in 2017. In addition, using as a benchmark the rate of implementation of the Colombian Country Code (soft law), we were able to show that the IR program serves as a strong signaling mechanism in the Colombian capital market.

Theoretical/Academic Implications: The literature is not conclusive on the effectiveness of hard and soft law regulations in the emerging markets. In this paper, we show that hybrid models, such as the innovative Colombian's IR, might serve as a solution for the effective implementation of good corporate governance practices at the country level.

Practitioner/Policy Implications: The advantages and impacts of hybrid models are relatively unknown for policymakers, stock exchanges promoters, and agency surveillance bodies, given the lack of empirical evidence of their application's effects.

Track: CorpFin

Time: Apr 12, 20:08

Keywords: Hard versus soft law, Comply or explain regulations, Emerging market economies, Corporate reputation.

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1

DoctoralPhase:

[68] Tania Barboza (Pontifícia Universidade Católica do Rio de Janeiro) and Angela Da Rocha (Pontifícia Universidade Católica do Rio de Janeiro). A TALE OF CORRUPTION AND PUNISHMENT: INSTITUTIONAL DISCOURSE OF A BRAZILIAN MULTINATIONAL ENTERPRISE.

Abstract. This paper investigates the institutional responses to a corruption scandal – Operation Lava Jato – by a Brazilian multinational company of the construction industry. The research question addressed is: To what extent the institutional documents of one of the leading firms in

the Brazilian construction industry reveal top management reactions and the firm's responses to a major corruption crisis? To answer this question, the study uses the case method of investigation and archival research. The study identifies five phases in the institutional discourse of a leading Brazilian multinational firm in the construction industry during the years 2012-2020: Normality, Denial, Defensive Position, Acceptance, and "Turning the Page."

Track: Cul_Soc_Ethics

Time: Apr 14, 12:32

Keywords: Multinational, Corruption, Misconduct, Ethics, Conformity, Construction industry, Brazil

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1, 2

DoctoralPhase:

[70] Irene Troccoli (Fundação Getulio Vargas) and Vitor Manhães (Universidade Estácio de Sá). PERCEPTION OF QUALITY AND IMPLICITNESS OF PROMISES IN MEDICAL SERVICES: A STUDY IN THE MILITARY POLYCLINIC OF RIO DE JANEIRO.

Abstract. Despite the importance that implicit promises may have in services Marketing literature, specific research about this construct has been scarce. This qualitative research examines to what extent patients consider the subjective element represented by their direct relationship with physicians as more relevant than the implicit promise represented by the highly reliable image of the Brazilian Army when judging the quality of the outpatient service provided by the Military Polyclinic of Rio de Janeiro. The interpretation of evidence allows confirming that, when judging the quality of services with high credence attributes and high significance to the client, the action spectrum of the implicit promises would tend to diminish, and supporting elements would be necessary for this judging, which may be subjective impressions elaborated by the client based on the personal behavior of the service providers. As an addition to the theory of Marketing, in complex services that are highly significant to its clients, the weight of credence attributes would enhance the criticality of the providers' role as impersonators of the services in the eyes of customers, and would also limit the spectrum of action of implicit promises upon the quality perception of these same services.

Track: CB

Time: Apr 14, 19:33

Keywords: Services Marketing, Qualitative, Implicit Promises, Credence Attributes, Medical Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0

DoctoralPhase:

[71] Camilo Peña Ramírez (Universidad Central de Chile). Innovación social en Empresa Nacional del Petróleo - Chile.

Abstract. La Empresa Nacional de Petróleo de Chile (ENAP) busca ser una empresa confiable, comprometida con el desarrollo sustentable y de desarrollar relaciones a largo plazo con comunidades e instituciones locales, velando por el medio ambiente y la calidad de vida. ENAP busca desarrollar un programa denominado preliminarmente “Bomberos del Mar” que tiene como finalidad entrenar al equipo de pescadores artesanales de la Bahía de Quintero (V Región, Chile) para resolver eventuales contingencias ambientales.

Este caso pretende enfatizar en etapas que son esenciales para un proyecto social, la definición del problema y descripción del grupo objetivo. Lo que evita deficiencias o necesidades que se presentan en la etapa de análisis. El caso de estudio se realizó en base a un modelo de la innovación social y sus herramientas, con el objeto de mostrar de forma innovadora las diversas interpretaciones y reflexiones a partir del problema y partes interesadas.

Track: MgmtCases

Time: Apr 15, 04:27

Keywords: Desarrollo sostenible, Medio ambiente, Innovación social, Comunidades

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 3, 4

DoctoralPhase:

[72] Nivea Heluey (Universidad Autònoma de Barcelona) and Luis Fernando Morales Morante (Universidad Autònoma de Barcelona). The One Thousand and One Days: Why SMEs and Startups in Brazil should know how to better communicate trustworthiness after COVID-19 .

Abstract. For all that has been observed from previous research in this field, researchers have produced extensive work showing the benefits of trust, mainly when employed by established brands and large firms. Conversely, little research has been done on how emerging brands should signal their trust marks in the initial settings to launch communication and marketing strategies. Therefore, this work aims to propose a theoretical model for enhancing trustworthiness perception in small and medium enterprises and startups, based on what stakeholders acknowledge via brands' identity and communication strategies.

Track: Mktg

Time: Apr 15, 05:35

Keywords: trustworthiness perception, Small and medium enterprises, Startups, Consumer trust, Brand trust

Paper:

Type of paper: 2

Student Author: 1

Publication Opportunities: 0, 1, 2, 5

DoctoralPhase:

[75] Francisco Sánchez (Departamento de Administración, Facultad de Economía y Negocios, Universidad de Chile), Juan Pablo Torres (Departamento de Administración, Facultad de Economía y Negocios, Universidad de Chile), Maria Pilar Pizarro (UNIVERSIDAD DE CHILE) and Ema Oyarce (UNIVERSIDAD DE CHILE). VIÑA CONCHA Y TORO AND ITS RESTRUCTURING CHALLENGE.

Abstract. This case narrates the restructuring case of Viña Concha y Toro (CT), a Chilean holding company operating in the wine sector with a worldwide presence. In this case CT's business are dealing with two environmental risks: (i) the increase in the cost of its primary input (grapes) since a large part was purchased from independent farmers; and ii) fluctuations in exchange rates because more than 80 percent of its revenues are generated from international markets. These factors decreased the company's profitability levels in 2016. Alfonso Larraín, President of the Board and the decision-maker in this case, should design a strategic plan during the first months of 2017. This plan should allow the firm to increase its profitability based on both saving operating costs and increasing revenues through premium brands. The goal was to double the income from the company's operating activities in five years and increase the operating profit margin from 10.7 percent in 2016 to an approximate range of 16-16.5 percent. Alfonso knows the great challenge he faced, but he was doubtful about both the measures that he should implement in the following years and the internal impact that this new restructuring plan would cause within the company.

Track: MgmtCases

Time: Apr 15, 16:29

Keywords: Wine sector, Viña Concha y Toro, Restructuring plan

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 3, 4

DoctoralPhase:

[76] Daniel Mantilla-Garcia (Universidad de los Andes (School of Management)), Manuel E. Garcia-Huitron (Nuovalto Ltd.), Julian R. Aldana-Galindo (Universidad de Los Andes) and Alvaro Concha-Perdomo (Retired (former organizations: IDB and Universidad Nacional de Colombia)). Is My Pension Fund More Expensive? Estimating Equivalent AUM-based and Contributions-based Management Fees.

Abstract. Management fees in pension funds are commonly set as a proportion of the accumulated assets year-end (on stock), or proportional to periodic intra-year contributions (on flows). We derive an explicit closed-form formula to calculate the contributions-based rate equivalent to a given assets-based rate. The formula facilitates: the comparisons of management fee levels across countries and funds with the two types of fees, different types of sensitivity analysis, as well as the estimation of expected net returns for funds with contributions-based fees. Furthermore, we show mathematically that when fees are expressed as a proportion of contributions, such rate is equivalent to the charge ratio. To illustrate the implementation of the methodology, we apply it to a set of Latin American countries and find important differences in pension fund fees across their mandatory retirement systems.

Track: FinMarkInvest

Time: Apr 15, 21:47

Keywords: pension funds, management fees, international comparative analysis

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 0, 1

DoctoralPhase:

[77] Carlos Fernando Morales Sanchez (La Salle University) and Irma Liliana Vasquez Merchan (La Salle University). ANALYSIS OF THE NORMALIZED REVEALED COMPARATIVE ADVANTAGE (NRCA) OF COLOMBIAN EXPORTS TO CHINA: CHALLENGES FOR GROWTH.

Abstract. China is Colombia's second largest trading partner, after the traditional United States. Since its entry into the World Trade Organization (WTO), this Asian country has strengthened its presence in Latin America and Colombia through Trade, Investment and Technology Transfer. However, Colombia confirms its interest in continuing a process of international insertion with emphasis on productivity and competitiveness. The trade balance between Colombia and China has increased, although it points out the deficit for Colombia and the absence of a signed trade agreement. Therefore, this research aims to analyze the trade relations between these partners through the Normalized Revealed Comparative Advantage Index (NRCA) to identify products in commercial advantage and disadvantage. Among the main findings, we found that the possibility of a 'strategic partnership', potentiates Colombia's export profile.

Track: ChinaAsiaLatam

Time: Apr 15, 23:29

Keywords: Trade balance, exports, imports, primary goods, manufactures

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1, 2, 3

DoctoralPhase:

[78] Lucas Tadeu Rojo José (Insper), Carla Ramos (Insper) and Adriana Bruscatto Bortoluzzo (insper). OWN, OUTSOURCED AND HYBRID SALESFORCE: A STUDY OF BEST PRACTICES IN THE REAL ESTATE DEVELOPMENT AND BUILDING SECTOR.

Abstract. A critical decision in sales is the definition of the ideal make or buy sales structure: own, outsourced or hybrid. This is applicable in the real estate development and building (REDB) sector, where salesforce studies are limited. We aim to answer the following research question: Should REDB firms have their own salesforce, outsource it or have a hybrid solution? We conduct a quantitative study using data in the context of REDB. We investigate how specific company and product characteristics influence firms' choice of sales structure, and the efficiency and effectiveness of specific salesforce structures measured in terms of price per square meter and speed of sales. Results show that greater complexity of a product is associated with lower

propensity to use own salesforce. Also, bigger company size is associated with greater propensity to use own salesforce. Finally, own and hybrid salesforce are associated with higher sales price per square meter and hybrid salesforce presents a higher speed in sales compared to own or outsourced salesforce only. The study contributes to the salesforce literature, identifying practices and assessing the efficiency and effectiveness of different structures in the REDB sector. Decision makers can better support their salesforce make or buy structure decisions.

Track: Mktg

Time: Apr 16, 00:53

Keywords: Salesforce make or buy structure, Real estate development sector, Own salesforce, Outsourced salesforce, Hybrid Salesforce

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0

DoctoralPhase:

[79] Juan Sosa Godina (Tec de Monterrey). SOCIAL CRM CAPABILITIES AND CUSTOMER RELATIONSHIP PERFORMACES IN TWO LATINOAMERICAN COUNTRIES: A CONTINGENT PERSPECTICE OF THE RESOURCE BASED VIEW.

Abstract. The present works present a new model of Social CRM (customer relationship management) capabilities from a former model of Trainor et al. (2014 based on an emergent theory, the Contingency Perspective of the Resource Based View. The author validates tehorically and test empirically the existance of a third antecedent of the Social CRM capacilities in a sample of 420 companies in Chile and Peru. Besides, the model includes three environment moderators, Technological Turbulence, Market Turbulence and Competitive Intenisty between the Social CRM capabilities and the Customer Relationship Performance.

Track: Doctoral

Time: Apr 16, 02:14

Keywords: Social Media, Social Customer Relationship Management, Customer-Centric Management System

Paper:

Type of paper: 3

Student Author: 1

Publication Opportunities:

DoctoralPhase:

[80] Jose Ruiz (Universidad de Chile) and Pablo Tapia (Universidad de Chile). Financial Letter, Financial Literacy, and Retirement Planning.

Abstract. Due to increased life expectancy, lower market interest rates, low contribution rates, and significant periods without contributions, many countries now face the major issue of how to adequately finance the elderly. This makes it essential for people to plan properly for retirement. Using logit models and the Social Protection Survey in Chile, we analyze what effects

providing an annual financial statement letter to affiliates has on being pension planners. In addition, the level of financial literacy influences the likelihood of planning for retirement. The evidence shows that information about administrative costs, returns and pension balance has a positive impact on the probability of being a planner. These findings are useful for both policymakers and fund managers alike when seeking to further the use of mechanisms that improve well-being at retirement.

Track: FinMarkInvest

Time: Apr 16, 02:17

Keywords: retirement planning, information letter, financial literacy, pensions

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1

DoctoralPhase:

[81] Jaime Bastias (Universidad San Sebastián) and Jose Ruiz (Universidad de Chile). Equity fire sales and volatility: The Chilean case.

Abstract. We analyze the effects on the return volatility after a regulatory shock that instructs Pension Fund Administrators (AFP) to reduce the excess stock invested in equities they hold, causing a stock fire sale in Chile. We use the difference-in-difference method given the quasi-experimental nature of shock. The evidence suggests that AFP contribute to destabilizing the stock market by selling shares, triggering an increase in stock volatility. In addition, the immediate AFP stock sale reaction generated a decrease in herding between them that increases stock volatilities. These results are useful for investors and policymakers when analyzing pension fund portfolios.

Track: FinMarkInvest

Time: Apr 16, 02:28

Keywords: volatility, fire sales, pension funds, regulatory shock, asymmetric information

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1

DoctoralPhase:

[83] Deanne Butchey (Florida International University), Jerry Haar (Florida International University), Robinson Reyes-Pena (Florida International University) and John Zdanowicz (Florida International University). Tax Avoidance, Tax Evasion and Capital Flight in International Trade: Towards a Research Agenda.

Abstract. While several studies examine tax minimization and capital flight schemes by firms around the world, there is minimal research focused on tax evasion or tax avoidance occurring through international trade. A reduction of the tariffs or corporate income taxes may be possible when there is under-pricing of trade transactions or over-pricing of imports, respectively. In this

paper, we outline the different tax avoidance, tax evasion and capital flight strategies that have been identified in previous research. We propose revisions to public policy aimed at curtailing these schemes and the elimination of loopholes. Opportunities for future research are also identified.

Track: AccTaxCon

Time: Apr 16, 03:32

Keywords: tax avoidance, tax evasion, international trade, abnormal pricing

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1

DoctoralPhase:

[84] Rosa María Fuchs (Universidad del Pacífico), Oswaldo Morales (Universidad ESAN) and Juan Timana (Universidad ESAN). WORK-LIFE BALANCE AND WORK VALUES AS ANTECEDENTS OF JOB EMBEDDEDNESS: THE CASE OF GENERATION Y.

Abstract. Both academia and business environment demand more research linked to the reasons why a person remains or leaves an organization (Dechawatanapaisal, 2018). Thus, in this research it is proposed to contribute to a greater knowledge of the ways to reduce turnover intention of generation Y, through the study of job embeddedness and its antecedents. Responding to the demand of the literature (Felps, et al., 2009; Peltokorpi, Allen, & Froese, 2015; Ryan & Kossek, 2008), three antecedents of job embeddedness will be studied: work-life balance, intrinsic work values and extrinsic work values. Conservation of Resources (COR) theory (Hobfoll, 1989) will be used as a theoretical framework. The model is validated in a sample of 211 members of generation Y with work experience. Data were analyzed using PLS-SEM. This research contributes to the theory by studying three antecedents of job embeddedness, by exploring its three dimensions separately and by using COR theory as a theoretical framework, in such a way that its field of action is broadened to the organizational sphere. It contributes to the practice through the identification of aspects that are relevant to achieve retention of members of generation Y.

Track: HRM&Mgmt

Time: Apr 16, 03:55

Keywords: Job embeddedness, Work-life balance, Work values, COR theory, Turnover intention

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1, 2, 5

DoctoralPhase:

[85] Pedro Hidalgo (Universidad de Chile), Pablo Farias (Universidad de Chile), Sergio Olavarrieta (Universidad de Chile) and Enrique Manzur (Universidad de Chile). Consumer responses to exaggerated claims for utilitarian and hedonic products.

Abstract. Previous studies assume that the effects of exaggerated claims are similar across different product categories. This paper proposes that because exaggerated claims are subjective, emotional, and positive, they may work worse for utilitarian compared to hedonic products. This paper makes a contribution to research on advertising by being the first to investigate the effects of different levels of exaggerated claims on utilitarian and hedonic products simultaneously. Consistently with the proposed hypothesis, results show that for utilitarian products consumers favor factual claims (vs. high exaggerated claims); and that for hedonic products no differences exist between factual and high exaggerated claims. Therefore, marketing researchers should consider product category type (hedonic vs. utilitarian) to explain the effects of different levels of exaggerated claims. In addition, the results suggest that managers can more effectively promote their products by matching level of exaggerated with product category type. Specifically, marketers of utilitarian products should avoid high exaggerated claims whereas marketers of hedonic products may have a choice between high exaggerated and factual claims.

Track: Mktg

Time: Apr 16, 04:53

Keywords: exaggerated claims, utilitarian products, hedonic products, product type, puffery, advertising effectiveness

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1, 2, 5

DoctoralPhase:

[86] Milton Alberto Cuaspud Guzmán (Universidad EAN). Decision Architecture in Public Policies for the Design of Nudging Strategies in the Department of Casanare.

Abstract. Currently the decision-making processes in the public Administration are assumed within the standard model of economy from a conventional and reductionist perspective, where people are perfectly “rational” when interacting and deciding within the system, that is; In most cases, psychological and cultural aspects are omitted, which is why public policies do not achieve a positive impact on the population, do not benefit the communities that need it most, nor are they generators of social transformations that lead to well-being and development of individuals and social groups. The present research will be carried out from the approach of behavioral economics, which has as its fundamental premise the recognition of cognitive and emotional factors on the social, political and economic decisions of people, groups and organizations. It is intended to find effective solutions to certain problems in the region, with regard to the formulation and implementation of public policies.

Track: Doctoral

Time: Apr 16, 05:18

Keywords: Behavioural Economics, Decision Architecture, Cognitive Biases, Public Policies, Nudging.

Paper:

Type of paper: 3

Student Author: 1

Publication Opportunities: 5

DoctoralPhase: 1

[87] José Aguilar (ESAN Graduate School of Business) and Juan Timaná (ESAN Graduate School of Business). ORGANIZATIONAL AMBIDEXTERITY AND OPEN INNOVATION: A RESOURCE-BASED VIEW.

Abstract. Organizational ambidexterity is a construct of limited knowledge, inconclusive results, and a broader spectrum on a theoretical rather than an empirical level. Organizational ambidexterity is essential because it would allow the continuity of companies in the long term and their viability on a day-to-day basis. Organizational ambidexterity literature presents different theoretical approaches, and therefore, different operationalizations of the construct. This problem has led to relative and situational conclusions, fragmenting the literature into three different perspectives on how an organization can be ambidextrous: structural, contextual, and temporal. This work adopts a common tacit point in the literature: the limitation of resources generates tensions between exploration and exploitation that make ambidextrousness impossible. We propose open innovation as a multidimensional construct, antecedent of organizational ambidexterity, taking a stream based on resources. Using panel data from a survey of innovation in Spain (PITEC) (version of the Community Innovation Survey for this country) with no less sample 6,000 companies, we propose a longitudinal study. Preliminary cross-sectional results from 2008 to 2011 show significant relationships in 4 dimensions of open innovation and organizational ambidexterity.

Track: StratIB

Time: Apr 16, 08:36

Keywords: organizational ambidexterity, open innovation, resource based view

Paper:

Type of paper: 2

Student Author: 1

Publication Opportunities: 0, 5

DoctoralPhase:

[88] John Rosso (Universidad Pedagógica y Tecnológica de Colombia). Effect of ownership structure and concentration on business opacity.

Abstract. This research find that ownership concentration affects business opacity. By using data of 2,875 active traded firms in twenty-four OECD countries between years 2012 and 2019, I tested several hypotheses regarding the effect of ownership concentration on business opacity. I used an unbalanced panel data model and deal with endogeneity issues with robust results. My main findings indicate that ownership concentration have two effects in business opacity; on one hand, a linear positive effect that decreases opacity and, in the other hand, a U-shaped effect of monitoring by large blocks of shareholders and opportunistic behavior after the critical value. The main contribution of my research is to expand the extant literature in business opacity and

ownership concentration. This is a contribution to the agency theory and the information theory. From the practitioners' point of view, is an additional information for investors looking for new project of firms where to invest

Track: CorpFin

Time: Apr 25, 03:56

Keywords: business opacity, agency problem, ownership concentration, blockholders

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1

DoctoralPhase:

[89] John Rosso (Universidad Pedagogica y Tecnologica de Colombia), Yenny Rodriguez (Universidad ICESI) and Maria Luisa Granda (Escuela Superior Politecnica del Litoral - ESPOL). RESILIENCE OF FAMILY FIRMS ACROSS THE WORLD DURING COVID-19 PANDEMIC.

Abstract. We test the determinants of top-down and bottom-up resilience of family firms across five regions in the world. By using an exclusive dataset from a survey conducted by STEP (Successful Transgenerational Entrepreneurship Practices) in 2020 during the pandemic, we used variables to measure resilience of firms at two levels, bottom up and top down. We designed a Structural Equation Modeling (SEM) to identify the determinant of the resilience of family and non-family firms. Our main findings confirms that family firms are more resilient than non-family firms. On the other hand, some governmental financial aids designed to help firms to adapt to the current pandemic situation, have a negative effect on firms' resilience.

Track: EntrepFamBus

Time: Apr 28, 16:32

Keywords: top-down resilience, bottom-up resilience, familiness, family firms

Paper:

Type of paper: 2

Student Author: 2

Publication Opportunities:

DoctoralPhase:

[90] Diana Rocio Moreno Hernandez (UNIVERSIDAD DEL ROSARIO). Analysis of the influence of social support, emotions and emotional regulation on business labour productivity.

Abstract. Abstract Purpose: This study will aim to understand the influence of two-way social (instrumental and emotional) support, emotions and employee emotional regulation on corporate labour productivity.

Design/Methodology/Approach: The proposed approach will be made doing experimental research using a single case approach and an A-B-A design. This research pretends to include mixed methods for developing a social support treatment involve in a business experiment. The population will be employees of the commercial area, the sample includes employees of the

commercial area of 6 companies and the analysis units will be 36 employees of the commercial area.

Findings/Results: The results will show are: first at all, understand whether two-way social support (instrumental and emotional) affects employee productivity. On the other hand, understand whether the activation of positive or negative emotions and emotional regulation mediates the relationship between social support and individual productivity, and finally, understand whether social and emotional support (two-way), activation of positive or negative emotions and emotional regulation generate individual and group productivity gains.

Originality/Value: This research proposes to contribute knowledge to the Driven theory developed by Lawrence & Nohoria (2002), by proposing concrete behaviours to study the impulse to build bonds.

Track: Doctoral

Time: May 01, 03:28

Keywords: Social support, Emotions, Emotional regulation, Productivity

Paper:

Type of paper: 3

Student Author: 1

Publication Opportunities: 0, 1, 2, 3, 4, 5

DoctoralPhase: 2

[91] Ignacio Vargas (Universidad de Chile), Sergio Olavarrieta (Universidad de Chile) and Cristóbal Barra (Universidad de Chile). Do sustainability claims pay? A response from motivating conditions.

Abstract. Marketers use environmental sustainability claims about products to improve brand evaluations and purchases. However, there is growing evidence that such claims may generate negative effects. We suggest that to better understand the effects of environmental claims on brand evaluations and consumer behavior, both relevant mediators and moderators need to be considered. First, we argue that the effects of environmental claims on brand attitudes and purchase intentions are mediated by brand perceptions of quality, price and image. Additionally, we argue that consumer characteristics, like their environmental concerns and motivations, need to be included as relevant moderators. Additionally, we expand existing environmental claims literature by including the role of consumers' motivating conditions in particular usage situations as another relevant moderating variable. In particular, we suggest based on Fennell and colleagues studies (Fennell, 1978; Yang, Allenby and Fennell, 2002; Fennell and Allenby, 2014), that the main effects of environmental claims on brand perceptions and evaluations, may be different in utilitarian and hedonic motivating conditions.

Track: CB

Time: May 10, 01:14

Keywords: Sustainability, Green marketing, Product effectiveness, Sustainable consumption, Motivation

Paper:

Type of paper: 1

Student Author: 1

Publication Opportunities: 1, 2, 5

DoctoralPhase:

[93] Mauricio Villena (Facultad Economía y Empresa, Universidad Diego Portales), Maria Jose Quinteros (Universidad Finis Terrae) and Sergio Olavarrieta (Facultad Economía y Negocios, Universidad de Chile). A Strategic Impact Model for Latin American Business Schools.

Abstract. The main aim of this paper is to contribute to the understanding of the evolution and different models of development of Latin American business schools. For this we analyze data from the AmericaEconomia MBA Rankings for the period 2015 to 2019 and build a panel with quantitative data and performance indicators. Using these data, we analyze the recent evolution of 26 business schools located in nine Latin American countries, which gives us a perspective of what is the current state of affairs in different countries of Latin America in terms of business education. We also perform a formal statistical procedure, applying a cluster analysis in order to group business schools in terms of a set of indicators. Using the results of our cluster analysis we propose a taxonomy for Latin American Business Schools. Finally, we put forward a business school strategic impact model, which includes three dimensions, namely: (i) BS Resources and Scope; (ii) BS Outputs and (iii) BS Value Perceptions. This strategic impact model is used as a benchmark to analyze the business school's types identified in our taxonomy and to propose policy recommendations for business schools, rankings, and accreditations.

Track: MgmtCases

Time: May 17, 19:09

Keywords: Business Schools, Cluster Analysis, Business Model Taxonomy, Strategic Impact Model, Latin America

Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0

DoctoralPhase:

[94] Ricardo Buitrago (Universidad del Rosario) and María Inés Barbosa Camargo (Universidad de La Salle). The moderating role of IFDI on institutional quality factors influence on OFDI in Latin America.

Abstract. Although prior research has emphasized the importance of inward foreign direct investment (IFDI) in the internationalization of economies, it has focused mainly on developed countries. The IFDI performance in emerging economies differs fundamentally in its environment from that of the developed countries, its behavior and impacts remain unclear. This study is focused on the urgent need for a view from Latin American and Caribbean (LAC); this paper developed an empirical model for further research into the moderating role on the influence of IFDI on outward foreign direct investment (OFDI) by context-specific institutional factors.

Track: ChinaAsiaLatam

Time: May 24, 15:17

Keywords: IFDI, OFDI, Latin America, Institutional Quality
Paper:

Type of paper: 1

Student Author: 2

Publication Opportunities: 0, 1, 5

DoctoralPhase: