BALAS 2021 PROGRAM & SCHEDULE

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

Conference website:  
https://hopin.com/events/balas-2021-annual-conference-online  
Password: balas2021

TUESDAY Jul 27.  
15:00 - 17:00  
TESTING Preparation Session

WEDNESDAY, Jul 28.  
07:45 - 15:45  
LOGIN

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

08:20 - 09:40  
1  
Session 1.A: Doctoral Colloquium  
Diana Rocio Moreno Hernandez  
Analysis of the influence of social support, emotions and emotional regulation on business labour productivity

Juan Jesus Godinez  
RELATIONSHIP PERFORMANCE BETWEEN TRADITIONAL AND CUSTOMER RELATIONSHIP PERFORMANCE IN TWO AMERICAN COUNTRIES: A CONTINENTAL PERSPECTIVE OF THE RESOURCE BASED VIEW

09:40 - 10:00  
The Cafeteria 1

10:00 - 12:00  
2  
Session 2.A: Doctoral Colloquium  
Alvaro Moreno  
Relationship between corporate reputation, brand and value creation in the organization

Mirelys Armas  
RELATIONSHIP BETWEEN PERCEIVED VALUE, CUSTOMER EXPERIENCE AND REPUTATION IN PRIVATE UNIVERSITIES

Cesar Camin  
Successful Implement CRM programs

12:00 - 14:00  
Lunch Break

14:00 - 16:45  
3  
Session 3.A: Information Technology Management and BI  
Jonathan Vasquez Montagut and Cesar Ortega  
Developing a Fair Approach for Preventing Academic Disengagement in a Latin America University

Alvaro Osorio, Edgar Kassal, Tomasi Raya and Stefan Trautmann  
Learning Algorithms: Are We People Are Willing to Use Algorithms They Perceive as Learning

Session 3.B: Doctoral Colloquium  
Milton Alberto Casas Guzman  
Decision Architecture in Public Policies for the Design of nudging strategies in the Department of CASA

Sergio Olavarrieta  
Impact of the 2016 census quality agent

16:45 - 18:15  
4  
Session 4.A: STI-China, Asia & Latam Business  
Anderson Sant’Anna, Fátima Oliveira and Daniela Diniz  
PROFESSIONAL COMPETENCIES DEVELOPMENT AND MANAGEMENT POLICIES AND PRACTICES: A CROSS-CULTURAL STUDY INVOLVING BRAZIL, CHINA, INDIA, AND RUSSIA

Oscar Adrian, Cristobal Barra and Eduardo Torres  
DEVELOPMENT AND MANAGEMENT POLICIES AND PRACTICES: CROSS-CULTURAL STUDY INVOLVING BRAZIL, CHINA, INDIA, AND RUSSIA

Session 4.B: Doctoral Colloquium  
DOCTORAL COLLOQUIUM OPENING SESSION & Orientation

Session 4.C: Consumer Behavior  
Hugo Boris, Constantina and Raquel Guima  
THE MODERATING ROLE OF GENDER IN INSTITUTIONAL QUALITY FACTORS INFLUENCE ON ODI IN LATIN AMERICA

Maria Carolina and Maria Inés Barbosa Camargo  
THE MODERATING ROLE OF GENDER IN INSTITUTIONAL QUALITY FACTORS INFLUENCE ON ODI IN LATIN AMERICA

18:15 - 20:00  
The Cafeteria 3

19:00 - 20:00  
TESTING Preparation Session

SESSION 3.C: Financial Markets & Investments  
DOCTORAL to be confirmed

SESSION 3.D: Management Cases & Education  
Camilo Peña Ramírez  
Piegas con sentido: Proceso de rediseño de un portal de empleo.

Cristina Sarksanian  
ON THE MASSIVE ADOPTION OF SOLAR PHOTOVOLTAIC- BASED DISTRIBUTED GENERATION SYSTEMS AND THEIR POTENTIAL BUSINESS OUTCOMES

Luis Silva  
INNOVATION SOCIAL IN NACIONAL PETROLEO - CHILE

WEDNESDAY, Jul 28.  
14:00 - 14:25  
BALAS 2021 CONFERENCE OPENING

14:25 - 15:15  
3  
SPEAKER DOCTORAL to be Confirmed

15:15 - 15:30  
The Cafeteria 3

15:30 - 16:45  
4  
Session 4.A: STI-China, Asia & Latam Business

Session 4.B: Doctoral Colloquium

Session 4.C: Consumer Behavior

SESSION 4.D: Management Cases & Education  
Camilo Peña Ramírez  
FROM RIDING HIGH TO LYING LOW - HYUNDAI'S COLOMBIA CASE

Francisco Sanchez, Juan Pablo Torres, Marco Pilar Roa and Sofia Oyarce  
VIÑA CONCHA Y TORO AND ITS RESTRUCTURING CHALLENGE

Camilo Peña Ramírez  
Piegas con sentido: Proceso de rediseño de un portal de empleo.

Camilo Peña Ramírez  
INNOVATION SOCIAL IN NACIONAL PETROLEO - CHILE
**THURSDAY, Jul 29**

### MORNING

**08:00**

#### Session 5.A: Culture, Social & Ethical Issues

<table>
<thead>
<tr>
<th>Title</th>
<th>Speakers</th>
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<tbody>
<tr>
<td>CRISIS MANAGEMENT ON BUSINESS CONFERENCE: Integration of Corporate Social Responsibility</td>
<td>Cristian Yepes-Lugo, Carlos Santiago, and Sara Benetti</td>
</tr>
<tr>
<td>CULTURAL REGULATIONS IN CORPORATE SOCIAL RESPONSIBILITY: THE IMPACT OF CULTURE AND INCOME</td>
<td>Walter Paiztun飶Parque</td>
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**08:45**

#### Session 5.B: Marketing Management

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<tr>
<td>THE EFFECT OF ORGANISATIONAL INNOVATION ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY</td>
<td>Cristian Yepes-Lugo, Isabel Gallegos-Morante, and Ivan Marroquín</td>
</tr>
<tr>
<td>THE EFFECT OF BRAND LOYALTY TO BRAND EQUITY: ONE DIMENSION OR THE MAIN DRIVER?</td>
<td>Christian Espinosa, Ana Claudia Ana, and Claudia Barral</td>
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**09:30**

#### Session 5.C: Accounting, Taxation & Control Systems

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<tr>
<td>AUDIT COMMITMENTS AND DAC REPORTING: THE MODERATING ROLE OF BOARD GENDER DIVERSITY</td>
<td>Christian Espinosa, Camilo Arménio, and Diego Berti</td>
</tr>
<tr>
<td>ASPECTS OF THE EVOLUTION AND CAPITAL FLIGHT: INTERNATIONAL TRADE TOWARDS A RESEARCH AGENDA</td>
<td>Walter Palomino-Tamayo, Robinson Reyes-Pena, and John Zdanowicz</td>
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### AFTERNOON

**14:00**


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<tr>
<td>STRATEGIES FOR INNOVATION AND ENTREPRENEURSHIP: A CASE STUDY</td>
<td>Christian Espinosa, Cristóbal Ignacio Vargas, Sergio Olavarrieta, and Cristóbal Ignacio Vargas</td>
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<td>STRUCTURAL IMPACTS OF THE PANDEMIC ON THE RECOVERY OF THE LATIN AMERICAN ECONOMY</td>
<td>Walter Palomino-Tamayo, Robinson Reyes-Pena, and John Zdanowicz</td>
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**15:00**


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<tr>
<td>ESTABLISHING ENTERPRISE AS A VITAL ECONOMIC MODEL</td>
<td>Christian Espinosa, Cristóbal Ignacio Vargas, Sergio Olavarrieta, and Cristóbal Ignacio Vargas</td>
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<td>NETWORKING ABILITIES, AND THE IMPACT OF THE NETWORKING OF IDEAS</td>
<td>Christian Espinosa, Cristóbal Ignacio Vargas, Sergio Olavarrieta, and Cristóbal Ignacio Vargas</td>
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**16:00**

#### Session 7.C: Strategies, I&G & Global Competitiveness

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**16:45**

#### Session 8.B: Human Resources & Gral. Management

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<td>INNOVATION: A RESOURCE-BASED VIEW OF THE LATIN AMERICAN ECONOMY</td>
<td>Christian Espinosa, Cristóbal Ignacio Vargas, Sergio Olavarrieta, and Cristóbal Ignacio Vargas</td>
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<td>RECOGNITION AND ENTREPRENEURSHIP AS A VITAL ECONOMIC MODEL</td>
<td>Christian Espinosa, Cristóbal Ignacio Vargas, Sergio Olavarrieta, and Cristóbal Ignacio Vargas</td>
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<td>RECOGNITION OF QUALITY AND IMPATIENCE OF PROMISES IN MEDICAL SERVICES: A STUDY IN THE MEDICAL POLYCLINIC OF RIO DE JANEIRO</td>
<td>Walter Palomino-Tamayo, Robinson Reyes-Pena, and John Zdanowicz</td>
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<tr>
<td>SUSTAINABILITY CLAIMS PAY? A RESPONSE FROM THE PERSPECTIVE OF CUSTOMERS</td>
<td>Walter Palomino-Tamayo, Robinson Reyes-Pena, and John Zdanowicz</td>
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**17:00**

#### MEET THE EDITORS SESSION

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<tr>
<td>10:30</td>
<td>The Cafeteria 8</td>
</tr>
<tr>
<td>10:45</td>
<td>RECONSTRUCTING CORPORATE SOCIAL RESPONSIBILITY IN MEXICO USING BUEN VIVIR. Vivian Steinhauser and Angela Maria Cavalcanti da Rocha.</td>
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<tr>
<td>12:00</td>
<td>The Cafeteria 9</td>
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<tr>
<td>12:15</td>
<td>Session 10.A: Management Education and Teaching Cases.</td>
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**Note:** The schedule includes sessions on various topics such as entrepreneurship, family business, finance, and marketing, with presentations by various authors and contributors.