

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
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WEDNESDAY, Jul 28. MORNING

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 Sosa Godina SOCIAL CRM CAPABILITIES AND CUSTOMER RELATIONSHIP PERFORMANCES IN TWO LATINOAMERICAN COUNTRIES: A CONTINGENT PERSPECTIVE OF THE RESOURCE BASED VIEW
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09:40	10:00	The Cafeteria 1
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10:00	12:00	2	Session 2.A: Doctoral Colloquium Alvaro Moreno Relationship between corporate reputation, brand and value creation in the organization Marelyb Armado RELATIONSHIP BETWEEN PERCEIVED VALUE, CLIENT EXPERIENCE AND REPUTATION IN PRIVATE UNIVERSITIES Cesar Cam Successful Implement KAM programs
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Session 2.B: Doctoral Colloquium Milton Alberto Guaspud Guzmán. Decision Architecture in Public Policies for the Design of Nudging Strategies in the Department of Casanare Yemith Ortiz G. Impact of the ISO 9001 Quality Mgmt Carlos Hernan Villa ON THE MASSIVE ADOPTION OF SOLAR PHOTOVOLTAIC-BASED DISTRIBUTED GENERATION SYSTEMS AND

Sergio Olavarrieta

Cristian Juan Timana

Cristina Sarksanian

Luis Silva

WEDNESDAY, Jul 28. AFTERNOON

14:00	14:25	BALAS 2021 CONFERENCE OPENING
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14:25	15:15	3	Session 3.A: Information Technology Management and Bi Jonathan Vasquez Verdugo and Cesar Ortega Developing a Fair Approach for Preventing Academic Warnings in a Latin America University Alvaro Chacon, Edgar Kausel, Tomás Reyes and Stefan Trautmann Preventing Algorithm Aversion? People Are Willing to Use Algorithms They Perceive as Learning
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SPEAKER DOCTORAL to be Confirmed

Session 3.C Financial Markets & Investments Daniel Mantilla-Garcia, Manuel E. Garcia-Huitron, Julian R. Aldana-Galindo and Alvaro Concha-Perdomo Is My Pension Fund More Expensive? Estimating Equivalent AUM-based and Contributions-based Management Fees Jaime Bastias and Jose Ruiz Equity fire sales and volatility: The Chilean case

Session 3.D: Management Cases & Education Camilo Peña Ramirez Pegas con Sentido: Proceso de rediseño de un portal de empleo. Becky Andujar-Roldán, Miguel González-Portalatin, Ramón Ramos-Chevres and Maria Amador-Dumois The Abarca Leadership Journey Program

15:15	15:30	The Cafeteria 3
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15:30	16:45	4	Session 4.A: ST1-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 Carlos Fernando Morales Sanchez and Irma Liliana Vasquez Merchan ANALYSIS OF THE NORMALIZED REVEALED COMPARATIVE ADVANTAGE (NRCA) OF COLOMBIAN EXPORTS TO CHINA: CHALLENGES FOR GROWTH Ricardo Buitrago and María Inés Barbosa Camargo The moderating role of IFDI on institutional quality factors influence on OFDI in Latin America.
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Session 4.C: Consumer Behavior Gonzalo R. Llanos-Herrera, Cristóbal Barra and Eduardo Torres BRAND RELATIONSHIP OPENNESS SCALE: CAPTURING THE SCOPE OF THE SATISFACTION OF SOCIAL NEEDS THROUGH BRANDS Maria Christina Sarksanian and Juan Timaná EXPLAINING ECO-SUSTAINABLE HABITS AND PRACTICES AT HOME THROUGH THE PROTECTION MOTIVATION THEORY (PMT) Sergio Barta, Carlos Flavián and Raquel Gurrea The double side of online flow. Examining product returns from the consumer regret perspective

Session 4.D: Management Cases & Education Camilo Peña Ramirez Innovación social en Empresa Nacional del Petróleo - Chile Francisco Sánchez, Juan Pablo Torres, Maria Pilar Pizarro and Ema Oyarce VIÑA CONCHA Y TORO AND ITS RESTRUCTURING CHALLENGE Ana Maria Gutierrez and Anne Marie Zwerg From Riding High to Lying Low - Hyundai's Colombia Case
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THURSDAY, Jul 29

MORNING

08:00	09:00	5	Session 5.A : Culture, Social & Ethical Issues	
			Edmundo Lizarzaburu and Jesus Del Brio	CSR in education on business confidence. Mediation effect of corporate reputation in the Peruvian banking sector
			Enrique Ogliastri, Carlos Quintanilla and Sara Benetti	INTERNATIONAL NEGOTIATIONS PROTOTYPES: THE IMPACT OF CULTURE AND INCOME

Session 5.B.: Marketing Management	
Marta Olivia Rovedder Oliveira, Cássia Tavares Streb, Luis Felipe Dias Lopes, Tamires Silva da Silva and Luis Adriano Rodrigues	The Relevance of Brand Loyalty to Brand Equity: One Dimension or The Main Driver?
Walter Palomino-Tamayo	The Effect of Organizational Inertia on Export Intensity and Customer Asset: Structural Internal Forces and Lack of Gender Diversity as a

Session 5.C: Accounting, Taxation & Control Systems	
María Consuelo Pucheta-Martínez, Isabel Gallego-Álvarez and Inmaculada Bel-Oms	AUDIT COMMITTEES AND CSR REPORTING: THE MODERATING ROLE OF BOARD GENDER DIVERSITY
Deanne Butchey, Jerry Haar, Robinson Reyes-Pena and John Zdanowicz	Tax Avoidance, Tax Evasion and Capital Flight in International Trade: Towards a Research Agenda

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

09:15	10:30	6	Session 6A: Culture, Social & Ethical Issues	
			Jeffrey McClellan	Post-pandemic leadership in Latin America: Changing paradigms and practices to address wicked problems
			Edmundo Lizarzaburu and Jesus Del Brio	Effects of CSR Business Confidence in an Emerging Country
			Arménio Rego, Dustin J. Bluhm, Camilo Valverde and Miguel Pina Cunha	ARE GRITTY LEADERS UNHAPPIER? IT DEPENDS ON HOW PRUDENT THEY ARE

Session 6.B: Marketing Management	
Nivea Heluey and Luis Fernando Morales Morante	The One Thousand and One Days: Why SMEs and Startups in Brazil should know how to better communicate
Pedro Hidalgo, Pablo Farias, Sergio Olavarrieta and Enrique Manzur	Consumer responses to exaggerated claims for utilitarian and hedonic
Lucas Tadeu Rojo José, Carla Ramos and Adriana Bruscatto Bortoluzzo	OWN, OUTSOURCED AND HYBRID SALESFORCE: A STUDY OF BEST PRACTICES IN THE REAL ESTATE DEVELOPMENT AND

Session 6.C: Financial Markets, Investments and Risk	
Luis Berggrun, Emilio Cardona and Edmundo Lizarzaburu	Industry Momentum in Latin America
Christian Espinosa	Business groups and herding behavior during the COVID-19 pandemic
Jose Ruiz and Pablo Tapia	Financial Letter, Financial Literacy, and Retirement Planning

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

10:45 12:00 P1 **MEET THE EDITORS SESSION**

THURSDAY, Jul 29

AFTERNOON

14:00	15:15	7	Session 7. A. : St2. Innovation, Entrepreneurship, Technologies: Gateway to Recovery & Relief for the Latam	
			Christian Felzensztein and Eli Gimmon	Facilitating entrepreneurship in a failing economic model?
			Saul Alfonso Esparza Rodríguez and Jaime Apolinar Martínez-Arroyo	Influence of stakeholders in organizational innovation of SMEs in Michoacan, Mexico.
			Gonzalo Valdés and Juan Pablo Torres	Motivations for Innovation based on a Neo-Institutional Approach
			Cristian Yepes-Lugo	INTERPLAY BETWEEN THE ORGANIZATIONAL CHANGE AND, THE REINSTITUTIONALIZATION, THE PRODUCTION AND THE PROFITABILITY WITHIN THE COLOMBIAN COFFEE INDUSTRY. IS THERE A GATEWAY TO RECOVERY?

Session 7.B: Human Resources & Gral. Management	
Jorgelina Marino, Guillermo Dabos, Andrea Rivero and Lucas Pujol-Cols	The role of self-efficacy, networking abilities, and perceived employability in the negotiation of i-deals
Claudio Barral, Annibal Scavarda, Ana Claudia Ana Claudia, Atef Harb and Fang Zhao	THE TURNOVER OF EMPLOYEES AND THE IMPACTS ON THE QUALITY INN CALL CENTERS

Session 7.C: Strategies, Ib & Global Competitiveness	
Mari Luz Zapata-Ramos, Maria A. Amador-Dumois, Moraima De Hoyos-Ruperto, Michelle Hernandez and Liz Bonilla	Cell Therapies Manufacturing Landscape in the United States and Puerto Rico: Understanding Marketing, Public Policy, and Entrepreneurial Opportunities and Limitations
Roberto Alvarez	Firm-Level Evidence on Exporters of Goods and Services in Chile
José Aguilar and Juan Timaná	ORGANIZATIONAL AMBIDEXTERITY AND OPEN INNOVATION: A RESOURCE-BASED VIEW

15:15 15:30 **The Cafeteria 6**

15:30 16:45 8

Session 8.B: Human Resources & Gral. Management	
Waldemir Paschoioto, Simone Sehnem, Viviana Jesus, Valentina Berka, Jacir Casagrande and Nel Nunes	LEADERSHIP IN PUBLIC SECTOR: AN ANALYSIS IN A PANDEMIC ENVIRONMENT
Rosa María Fuchs, Oswaldo Morales and Juan Timana	WORK-LIFE BALANCE AND WORK VALUES AS ANTECEDENTS OF JOB EMBEDDEDNESS: THE CASE OF GENERATION Y

Session 8.C: Consumer Behavior	
Ignacio Vargas, Sergio Olavarrieta and Cristóbal Barra	Do sustainability claims pay? A response from motivating conditions
Irene Troccoli and Vitor Manhães	PERCEPTION OF QUALITY AND IMPLICITNESS OF PROMISES IN MEDICAL SERVICES: A STUDY IN THE MILITARY POLYCLINIC OF RIO DE JANEIRO

FRIDAY, July 30 MORNING

08:00 09:00 P2 **ENTERPREURSHIP AND NEW TECHNOLOGIES IN COLOMBIA: LESSONS LEARNED FOR THE POSTPANDEMIC RECOVERY, Felipe Buitrago, Former Minister of Culture and Former Vice-minister of Creativity and Orange Economy of**

09:00 09:15 **The Cafeteria 8**

Session 9.A: Culture, Social & Ethical Issues	
Edmundo Lizaraburu and Jesus Del Brio	The relationship between corporate social responsibility and the social impact: A case study Emerging Market Oil Industry
Bryan Husted	RECONSTRUCTING CORPORATE SOCIAL RESPONSIBILITY IN MEXICO USING BUEN VIVIR
Tania Barboza and Angela Da Rocha	A TALE OF CORRUPTION AND PUNISHMENT: INSTITUTIONAL DISCOURSE OF A BRAZILIAN MULTINATIONAL ENTERPRISE

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

Session 10.A: Management Education and Teaching Cases	
Mauricio Villena, Maria Jose Quinteros and Sergio Olavarrieta	A Strategic Impact Model for Latin American Business Schools
Juan Ernesto Pérez	TRADITION OR INNOVATION? CAFÉ GALAVIS, A BRAND WITH AN INTERNATIONAL VISION
Octavio Martínez and Gaudy Solorzano	Costa Rica Coffee: Traceability & Sustainability Statement

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

Session 9.B: Entrepreneurship and Family business	
Vivian Steinhauser and Angela Maria Cavalcanti da Rocha	INSTITUTIONAL THEORY AND INTERNATIONAL ENTREPRENEURSHIP: A REVIEW
Luis Berggrun, Samuel Mongrut and Carlos Enrique Ruano	DETERMINANT VARIABLES FOR VENTURE CAPITAL ACTIVITY, A BIBLIOGRAPHIC
John Rosso	Effect of ownership structure and concentration on business opacity

Session 10. B: Entrepreneurship and Family	
Nicolás Gambetta and Robyn Eversoles	The Transformative Power of the Sustainable Development Goals for Small Businesses in Global Value Chains
Ana Cristina González, Yeny E. Rodríguez and Carol Sánchez	Women in the family business: A Socioemotional Wealth perspective on their perceptions of financial
John Rosso, Yenny Rodríguez and María Luisa Granda	RESILIENCE OF FAMILY FIRMS ACROSS THE WORLD DURING COVID-19 PANDEMIC

Session 9.C: Strategies, Ib & Global Competitiveness	
Jorge Lechuga	Export geographical diversification and economic growth between Pacific Alliance countries and G-10
Esteban R. Brenes, Luciano Ciravegna and Caleb A. Pichardo	The drivers of internationalization – a configurational perspective
Ryan Bruchou	THE ROLE OF LATIN AMERICA IN GLOBAL PROTEIN PRODUCTION: CAN ARGENTINA TAKE THE LEAD?

Session 10. C. : Corporate Finance	
Carlos Maquieira, Orlando Llanos-Contreras and José Arias	Family-firms Cash holding determinants: Empirical Evidence for Chile
Alina Gomez Mejia and Jhonny Grajales Quintero	Evaluation of strategic isomorphism and financial performance as determinants of regulatory financial legitimacy of commercial banks.
Mariana Oreng and Richard Saito	Credit assignment and bank efficiency: a quasi-natural experiment

Session 9.D: Marketing Management	
Marta Olivia Rowedder de Oliveira, Igor Bernardi Sonza and Tamires Silva da Silva	Brand Equity and Company Performance: Evidence from a Quasi-Experiment in an Emerging Market
Rodrigo Heldt, Cleo Schmitt Silveira and Fernando Bins Luce	Unifying customer, product, and brand performance management
Sofia Gelain da Cunha, Fernando Bins Luce and Marta Rowedder Oliveira	Place brand equity: a multiple stakeholder perspective