

BALAS 2023 PROGRAM & SCHEDULE (tentative)

The conference will be held in person at Mexico City Campus (Tec de Monterrey) and WHOVA platform. TIMES ARE US CENTRAL time / Mexico Time (-6 GMT)

TUESDAY JUNE 20.

08:00	08:20	P1	DOCTORAL COLLOQUIUM OPENING SESSION & Orientation	
08:30	12:00	1	Session 1.A: Doctoral	Q-AI – 222
08:30	09:15		Alexandra Borbolla	The role of interlocks directorates , reputation effects in corporate social responsibility , corporate political activity adoption in Mexico
09:15	10:00		Diana Sánchez Riera	The effects of AR-commercial actions: A Customer Journey Perspective
10:15	11:00		Hugo Alberto Álvarez Pérez	Integration of ESG in the Oil and Gas Sector and Its Impact on Financial Performance, Job Satisfaction, and Energy Transition: An Empirical Approach in Mexican Companies
11:00	11:45		Maša Kuljiš	Three Essays on the Determinants of the International Standardization Processes Adoption in Emerging Economies
			Chair	José Antonio Robles
15:00	17:00		EXECUTIVE COMMITTEE MEETING	

WEDNESDAY, JUNE 21.

08:00	09:00		Registration	
09:00	09:30	P1	Openinig Session Horacio Arredondo - Dean EGADE Business School Urbi Garay - BALAS President	
09:30	10:45		Plenary Session SUSTAINABLE BUSINESS Dionne Nickerson and Vivek Astvansh (Kelley School), Rajiv Maher (EGADE), Moderator: Christiane Molina (EGADE)	
11:00	12:30	1	Session 1.A:Parallel Session	Q-AI – 222
			Guillermo Arévalo, Maximiliano González, Alexander Guzmán , María Trujillo	The value effect of sustainability: Evidence from Latin American ESG bond market.
			Regina Diaz , Raúl Montalvo	Digital Transformation as an Enabler to Become More Efficient in Sustainability: Evidence from Five Leading Companies in the Mexican Market
			Lilia Patricia López Vázquez, Lucia Rodríguez-Aceves , Marcia Lorena Rodríguez Aldana	SMEs conscious leadership , conscious culture: The mediating role of higher purpose

Session 1.B:Parallel Session	Q-AI – 321
Sara Cristina Aguilar-Barrientos, Cristian Yepes-Lugo, Mauricio Hernández-Pérez, Angélica Nohely Marín-Usuga , Jorge Eilecer Gaitán-Méndez	(Dis) Articulation in International Studies: A perspective on academic research in Colombia , the world
Luíza Fonseca , Angela da Rocha	EMNEs' Divestment Behavior in Institutionally Uncertain Countries: Is There a Best Entry Strategy?
Victor Valdes , Itzel Lopez	Understanding how entrepreneurial competencies in Undergraduate Entrepreneurship Education have been delivered through a literature review on decision-making

REMOTE 1	Q-AI – 322
Carolina Pagliacci	International Evidence on the Cost Channel of Monetary Policy: The Role of Credit Supply
Eliane Schleder Cezar Bonatti , Ivanete Schneider Hahn	How do dynamic capabilities explain organizational , innovative performance in low-tech manufacturing companies?
Andrea Lluch , Rolv Amdam	The Origins , Evolution of Management Education , Training in Argentina (1930s–1960s)

REMOTE 2	Q-AI – 206
Alexander L Lapshun , Sergio Manuel Madero Gomez	Is work from home here to stay? Look from Mexico
Teresa Longobardi, Aida Lozada , Yuly Suárez	Predictors of international candidate choice of jurisdiction , relative performance on the US-CPA Exam: Panel Data Analysis 2015-2019
Jeffrey McClellan	Modeling the leadership of Leonidas Proano: An alternative model to the traditional cuadillo style of leadership in Latin America.

12:30 14:00 LUNCH

14:00	16:00	P2	Meet the Editors Niels Keteihöhn (CBCC) Jeffrey Muldoon - Management History Ernesto Amoros - Management Research Nestor Salcedo - JEFAS Moderator: Osmar Zavaleta (EGADE)
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16:15 17:45 2	Session 2.A: Parallel Session	Q-AI – 222
	Carlos A. Silva, Paul Vera-Gilces, Juan Manuel Dominguez, Adán Martínez-Cruz	Banana crop productivity, climate change – Research gaps, challenges
	Ricardo E. Bultrago R., Andrés Felipe García-Suaza, Juan Esteban Garzón Restrepo	Exploratory analysis of the determinants of informality in emerging, frontier economies: An institutional approach.
	Segundo Camino Mogro, Alberto López	Firm growth, age, the intensity of International trade

Session 2.B: Parallel Session	Q-AI – 321
	Yeny E. Rodríguez, Yesica Rojas, Miguel Ángel Pérez-Urbe, Ana C. Gonzalez
	Juan Diego Hinojosa Sandoval, Maria de Los Dolores Gonzalez-Saucedo
	Cris Bravo Monge
	Corporate Entrepreneurship in Free Trade Zones

Session 2.C: Parallel Session	Q-AI – 322
	Richard Saito, Mariana Oreng, Raluca Parvulescu, Jean-Philippe Boussemart
	Roberto R Barrera-Rivera, Humberto Valencia-Herrera
	"Evaluation in the Selection of Portfolios: a Case with Artificial Intelligence"

Session 2.D: Parallel Session	Q-AI – 402
	Cristian Yepes-Lugo, Robert Djeda-Pérez
	Pilar Acosta, Julio Zuluaga
	Ricardo Perilla
	Change in the organizational field through institutional work. Insights within the coffee industry in Colombia (1960-2018)
	Strategic philanthropy, family business: the routinization of social issues at Ingenio Manuelita, 1901-1947
	The Pijao Indians in the Colombian Andes: A legacy for organizational democracy

18:00 19:30 COCKTAIL

20:00 22:00 INSTITUTIONAL MEMBERS DINNER

THURSDAY JUNE 22

08:30 09:30 Registration

09:30 10:45 **Plenary Session**
EXECUTIVE PANEL
Horacio Arredondo (EGADE), Clarissa Villarreal (Heineken MX), Daniel Rios (AT&T), Moderator: Jaime Martinez Bownes

11:00 12:30 1	Session 3.A: Parallel Session	Q-AI – 222
	Norma Ortiz, Maria A. Moros, Anderson Quintero	Use of neural networks to classify football clubs based on their variability in sports performance
	Carlos M. Rodriguez, Shalini Bariar	Does Your Cause Fit My "Self"? Self-Expansion, Self-Concept in Cause-Related Marketing
	Aaghar Afshar Jahanshahi	A Journey from Dark Triad Personality Traits to Dirty Business Action with Pleasure Outcomes

Session 3.B: Parallel Session	Q-AI – 321
	Nelson Andres Andrade Valbuena, Sergio Olavarrieta, Juan Pablo Torres
	Virginia Lasio, John Rosso, Juan Manuel Gomez, Alejandro Sanchez
	Jván D. Sánchez, Yeny E. Rodríguez, Karol D. Arroyo, Juan José Florez, Juan Pablo Salcedo, Stacy Sandi
	Effects of the level of innovation in technologies on psychological distance on opportunity evaluations
	Entrepreneurial orientation, socio-emotional wealth as enablers of the impact of digital transformation on a post-covid family firm performance
	Leadership styles in family firms: an empirical analysis of the legacy, entrepreneurial orientation, ownership structure on its antecedents, consequences

REMOTE 3	Q-AI – 322
	Eugenia Csohan, Jenifer Campos, José Sosa
	Sofia Esqueda Henríquez, Milko González López
	Jenifer Campos, Marialaura Rosales, María Corina Salas
	Craft beer consumers: an attribute-based segmentation
	Effects of mixtures of visual, auditory elements on purchase intention in fashion retail stores: a simulated experience.
	Ride-hailing users: A segmentation based on habits of use

Session 3.C: Parallel Session	Q-AI – 402
	Edgar Ramirez Solis, Miguel Angel Lopez, Jorge Eduardo Gomez
	Sascha Fuerst, Peter Zetting
	Perceived Globalness/Localness in Family Businesses Brands. A comparison with Non-Family Businesses Brands
	The emergence of dynamic capabilities during entrepreneurial internationalization: A process framework

REMOTE 4	Q-AI – 207
	Beatriz González, Claudia Quintanilla, Edgardo Ayala
	Lilia Raquel Rojas-Cruz, Bryan Husted
	Jairo Orozco, Andreu Turro, David Urbano
	Would you dare to revive an iconic br, for nostalgia's sake?
	Understanding the link: The competencies, motivations of nascent entrepreneurs to engage in sustainable entrepreneurship in Latin America
	Entrepreneurial context, Intrapreneurship in Latin America

12:30 13:30 LUNCH

13:30 15:00 P2 **Plenary Session**
DEGLOBALIZATION: Views from and for Latin America
Lourdes Casanova (Cornell), Jerry Haar (FIU), Vidal Garza Cantú (FEMSA), Moderator Urbi Garay (IESA)

15:15 16:45 2	Session 4.A: Parallel Session	Q-AI – 222
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Session 4.B: Parallel Session	Q-AI – 321
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REMOTE 5	Q-AI – 322
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Session 4.C: Parallel Session	Q-AI – 402
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Yvette Mucharraz Y Cano, Diana Dávila-Ruiz, Karla Cully-Esquivel	A Great Challenge for Executive Mothers, Working from Home, Undertaking Others Duties, Burnout Resilience During the COVID-19 Pandemic
Richard Posthuma, et. al.	The Cross-Country Generalizability of High-Performance Work Practices in Latin American ,Other Countries, Interactions of Internal Promotions with Organizational Capital , Innovation Strategy on Market, Operational, , Financial Performance.
Ricardo Ubeda-Sales, Carlos Alsua, Diego Vallarino	Differentiated Roles , Perceptions of the Controller Function: An Exploratory Study

Ana-Maria Gomez-Trujillo, Maria-Alejandra Gonzalez-Perez, Juan Velez-Ocampo , Olga Patricia Castaño-Díaz	Raising sustainability flag to overcome liabilities while generating local sustainable development
Andrés Fernando Mejía Amaya , Carlos Pombo Vejarano	Effects of political connections on firm performance in emerging markets: Evidence of a multicountry study in Latin America
Jason Good , Bryan Husted	The boundaries of planetary boundaries: Looking to netlitzitl as an alternative for corporate sustainability

Breezy Pilar Martínez Paredes, Amelia María Pinto da Cunha Brandão , Pedro Manuel Dos Santos Quelhas Taumaturgo de Brito	Teenagers Digital Content Activity: Measurement in Cusco- Peru Context.
Carlos Abe, Carla Ramos , Danny Claro	The Adoption of Digital Sales Channels in Multichannel B2B Contexts: Impact on Firm Performance , Sales Channels' Cannibalization
Beatriz Rivera-Cruz , Silvia Lopez Palau	Correlation between Bioethical Evaluation of Tax Evasion, the Intention to Evade Taxes: An Empirical Behavioral Study of Puerto Rico

Asli Demirguc-Kunt, Alvaro Pedraza, Fredy Pulga and Claudia Ruiz-Ortega	Global Bank Lending under Climate Policy
Segundo Castro-González, Jairo Ayala-Godoy , Theany Calderon-Abreu	Caribbean's global competitiveness from a systemic , multifactorial perspective for the trans-Covid-19 period
Jose Ruiz and Giovanni Huerta	International Capital Flows, Capital Controls and Institutions

REMOTE 6	Q-AI – 207
Nunzia Auletta, Patricia Monteferrante and Aramis Rodriguez	Digital Social Entrepreneurship: innovation opportunities from the Venezuelan crisis
Esteban R. Brenes, Maria Fernanda Lopez and Caleb Pichardo	De Mi Tierra

17:00 18:30	Session 5.A: Parallel Session	Q-AI – 222
	Urbi Garay , Fredy Pulga	Decomposing Regional Art Prices by Artistic Movement: An Analysis of Latin American Art
	Jannine Poletti Hughes, Isabel Avinzano , Beatriz Martinez	Women in power with power: The influence of meaningful board representation on Default Risk

Session 5.B: Parallel Session	Q-AI – 321
Walter Palomino-Tamayo, Christina Saksanian , Otto Regalado-Pezua	Influence of Digital Content about Food Acculturation on Engagement , Sentimental Intensity: Evidence of Venezuelan Diaspora on Tik Tok
Sergio Palacios Wulschner	Uncovering M-Service Quality Dimensions in Mobile Philanthropy
Juan Sosa Godina	The effect of social media strategic alignment on social CRM capabilities

Session 5.C: Parallel Session	Q-AI – 322
Mónica Chávez , Rosa Morales	A Comparative study on the profile of Mexican entrepreneurs in Monterrey, Mexico City , Guadalajara.
Shoeb Mohammad , Izu Mbaraoeye	Do Political Ties Foster or Hinder Entrepreneurial Orientation?
Federico Cruz, Juan Diego Hinojosa Sandoval , Christian Salazar Mantilla	Business ideas trust on steroids: Artificial Intelligence Increasing Opportunity Confidence on New Venture Ideas

Session 5.D: Parallel Session	Q-AI – 402
Niels Ketelhöhn , Jalima Nogueira Marengo	Digital Transformation at CAEX-Centroamérica
Anamari Irizarry Quintero, Grisel Melendez	Learning through micro-credential experiences: the Case of Puerto Rican UPR students
Alexander Nunez Torres	MAXTRA Cash Handling Solutions

19:30 22:00 GALA DINNER

FRIDAY JUNE 23

08:00 09:00 Registration

09:00 10:00 P1	Plenary Session Redefining Success: Strategic Management in the Face of Deglobalization Challenges in LATAM Michael Hitt (UT), Alvaro Cuervo Cazorra (Northeastern), Moderator Ernesto Amorós (EGADE)
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10:15 11:45 1	Session 6.A: Parallel Session	Q-AI – 222
	Patrick Agte, Daniel Morales, Christopher Neilson , Sebastian Otero	The Challenge of the Last-Mile: Evidence from a Scale-Up Experiment in the Dominican Republic
	Alejandro Centeno , Ajnesh Prasad	Blurred lines: How perpetrator attractiveness mitigates perceptions of sexual harassment
	Asghar Afshar Jahanshahi	Forces or choices in the extreme work context: did we understand younger and well-educated generation well?

Session 6.B: Parallel Session	Q-AI – 321
Andrés Proaño Serrano, Francisco Forcadell , Marek Michalski	Internal , contextual factors as determinants of entrepreneurial activity. The case of Ecuador.
Charles R Arosa-Carrera , Silvana Dakduk	Technological Innovation in Agribusiness: A Bibliometric Analysis of Literature

REMOTE 7	Q-AI – 322
Nirosha Hewa Wellalage, Sujani Thrikawala , Viviana Fernandez	Do political connections have a double-edged sword effect on firm level innovation? Evidence from emerging economies
Lucas Nogueira Cabral Vasconcelos, Claudia Emiko Yoshinaga , William Eid Junior	Cross-country survey of risk perception in Brazil, France , UK
Sergio Enrique Robles-Avila and Martha Corrales-Estrada	The role of institutional environments on entrepreneurial ecosystems: A comparison between Brazil and Mexico

Session 6.C: Parallel Session	Q-AI – 402
Cris Bravo Monge	The Great Resignation in Free Trade Zones
Richard Posthuma, Haiyan Zhang , Yang Zhang	Latin American , Other Country Culture Archetypes, Transformational , Transactional High-Performance Work Systems , Innovation.
Nuria Rojas	Gender wage gap

REMOTE 8	Q-AI – 206
Christian Felzensztein, Francisco Barroso-Tanoira, Leo-Paul Dana	Informal Entrepreneurship under Poverty
José Ernesto Amorós, Alfonso Jesús Torres Marín, Sergio Roses , Marcelo Leporati	Starting a new business after 65: Relevant factors in OECD countries.

12:30 14:30 LUNCH / AWARDS