

08:00 08:20 P1		DOCTORAL COLLOQUIUM OPENING SESSION & Orientation	
08:30 12:00	1	<b>Doctoral</b>	<b>Q-AI – 322</b>
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		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
10:15 11:00		Maša Kuljiš	Three Essays on the Determinants of the International Standardization Processes Adoption in Emerging Economies
11:00 11:45		<a href="https://itesm.zoom.us/j/82667233058?pwd=MFV2T2VlbnJwMEY5SEVWVFBaOYzZz09">https://itesm.zoom.us/j/82667233058?pwd=MFV2T2VlbnJwMEY5SEVWVFBaOYzZz09</a> Meeting ID: 826 6722 3058 Passcode: 173726	

15:00 - 17:00		AULAS I	
<b>EXECUTIVE COMMITTEE MEETING</b>			
<b>Q-AI – 322</b>			
<a href="https://itesm.zoom.us/j/82442084734?pwd=d2poTDZRTUdnRFRaRlJlPNFpMW9ldz09">https://itesm.zoom.us/j/82442084734?pwd=d2poTDZRTUdnRFRaRlJlPNFpMW9ldz09</a> Meeting ID: 824 4208 4734 Passcode: 053927			

**WEDNESDAY, JUNE 21.**

08:00 09:00 Registration

09:00 09:30 P1		Opening Session	
Horacio Arredondo - Dean EGADE Business School Urbi Garay - BALAS President			
09:30 10:45		<b>Plenary Session - SUM 1101</b>	
<b>SUSTAINABLE BUSINESS</b> Dionne Nickerson and Vivek Astvansh (Kelley School), Rajiv Maher (EGADE) Moderator: Christiane Molina (EGADE)			
1			
<a href="https://itesm.zoom.us/j/85373288062?pwd=b0j6ZlMzRThjdmNURGI2a3ptVDNvdz09">https://itesm.zoom.us/j/85373288062?pwd=b0j6ZlMzRThjdmNURGI2a3ptVDNvdz09</a> ID de reunión: 853 7328 8062 Código de acceso: 935258			

**COFFEE BREAK**

11:00 12:30		Session 1.A	
		<b>Q-AI – 222</b>	
		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, Lucía Rodríguez-Aceves, Marcia Lorena Rodríguez Aldana	SMEs conscious leadership , conscious culture: The mediating role of higher purpose

11:00 12:30		Session 1.B	
		<b>Q-AI – 321</b>	
		Sara Cristina Aguilar-Barrientos, Cristian Yepes-Lugo, Mauricio Hernández-Pérez, Angélica Nohely Marin-Usuga , Jorge Elicer 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

11:00 12:30		REMOTE 1	
		<b>Q-AI – 322</b>	
		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)
2			
<a href="https://itesm.zoom.us/j/81661698583?pwd=L242a1VMd2k0RWRlRjRjSkRlQldyQT09">https://itesm.zoom.us/j/81661698583?pwd=L242a1VMd2k0RWRlRjRjSkRlQldyQT09</a> ID de reunión: 816 6169 8583 Código de acceso: 658862			

11:00 12:30		REMOTE 2	
		<b>Q-AI – 402</b>	
		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.
3			
<a href="https://itesm.zoom.us/j/86813911100?pwd=RmZlUTVWQWk3dUFRzRVVwUVRzeWJlZz09">https://itesm.zoom.us/j/86813911100?pwd=RmZlUTVWQWk3dUFRzRVVwUVRzeWJlZz09</a> ID de reunión: 868 1391 1100 Código de acceso: 885107			

12:30 14:00 LUNCH - Claustro A de CEDETEC

14:00 16:00 P2		Meet the Editors - SUM 1101	
Niels Ketelhöhn (CBCC), Jeffrey Muldoon - Management History, Ernesto Amoros - Management Research Nestor Salcedo - JEFAS Moderator: Raúl Montalvo (EGADE)			
1			
<a href="https://itesm.zoom.us/j/83618591021?pwd=K0lBeWZPMUJreEJ3QVJ3YU1SeFNRZz09">https://itesm.zoom.us/j/83618591021?pwd=K0lBeWZPMUJreEJ3QVJ3YU1SeFNRZz09</a> ID de reunión: 836 1859 1021 Código de acceso: 116844			

**COFFEE BREAK**

16:15 17:45		Session 2.A:	
		<b>Q-AI – 222</b>	
		Carlos A. Silva, Paúl Vera-Gilces, Juan Manuel Domínguez , Adán Martínez-Cruz	Banana crop productivity , climate change — Research gaps , challenges
		Ricardo E. Buitrago 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
2			
		<b>Q-AI – 322</b>	
		Richard Saito, Mariana Oreng, Raluca Parvulescu , Jean-Philippe Boussemart	Banks' efficiency decomposition, engagement in securitization , productivity gains
		Roberto R Barrera-Rivera , Humberto Valencia-Herrera	"Evaluation in the Selection of Portfolios: a Case with Artificial Intelligence"

16:15 17:45		Session 2.B:	
		<b>Q-AI – 321</b>	
		Yeny E. Rodríguez, Yesica Rojas, Miguel Ángel Pérez-Urbe , Ana C. Gonzalez	Entrepreneurial orientation as a mediating effect on social capital-performance relationship
		Juan Diego Hinojosa Sandoval , Maria de Los Dolores Gonzalez-Saucedo	Understanding Digital Entrepreneurship in Academic Ecosystems: A Future Research Agenda.
		Cris Bravo Monge	Corporate Entrepreneurship in Free Trade Zones

16:15 17:45		Session 2.D:	
		<b>Q-AI – 402</b>	
		Cristian Yepes-Lugo , Robert Ojeda-Pérez	Change in the organizational field through institutional work. Insights within the coffee industry in Colombia (1960-2018)
		Pilar Acosta , Julio Zuluaga	Strategic philanthropy , family business: the routinization of social issues at Ingenio Manuella, 1901-1947
		Ricardo Perilla	The Pijao Indians in the Colombian Andes: A legacy for organizational democracy

18:00 19:30 COCKTAIL - Claustro A de CEDETEC

**THURSDAY JUNE 22**

08:30 09:30 Registration

Plenary Session - SUM 1101	
<b>EXECUTIVE PANEL</b>	
Horacio Arredondo (EGADE), Clarissa Villarreal (Heineken MX), Daniel Rios (AT&T), Moderator: Jaime Martinez Bowmes	
2	<a href="https://itesm.zoom.us/j/87915298129?pwd=NmVhM2ZlSG1wK2E2eFRmYUV2Wm1rQT09">https://itesm.zoom.us/j/87915298129?pwd=NmVhM2ZlSG1wK2E2eFRmYUV2Wm1rQT09</a> ID de reunión: 879 1529 8129 Código de acceso: 382934

**COFFEE BREAK**

11:00 12:30	1	Session 3.A:	Q-AI – 220
		Norma Ortiz, María 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
		Asghar Afshar Jahanshahi	A Journey from Dark Triad Personality Traits to Dirty Business Action with Pleasure Outcomes

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

REMOTE 3	Q-AI – 402
Eugenia Csoban, Jenifer Campos , José Sosa	Craft beer consumers: an attribute-based segmentation
Sofia Esqueda Henríquez , Milko González López	Effects of mixtures of visual , auditory elements on purchase intention in fashion retail stores: a simulated experience.
Jenifer Campos, Marialaura Rosales , María Corina Salas	Ride-hailing users: A segmentation based on habits of use
3	<a href="https://itesm.zoom.us/j/83564932131?pwd=UWc5UHNhMk13WUc1em9YdVY4K2NIQT09">https://itesm.zoom.us/j/83564932131?pwd=UWc5UHNhMk13WUc1em9YdVY4K2NIQT09</a> ID de reunión: 835 6493 2131 Código de acceso: 878325

Session 3.C:	Q-AI – 206
Edgar Ramirez Solis, Miguel Angel Lopez , Jorge Eduardo Gomez	Perceived Globalness/Localness in Family Businesses Brands. A comparison with Non-Family Businesses Brands
Sascha Fuerst , Peter Zettinig	The emergence of dynamic capabilities during entrepreneurial internationalization: A process framework

REMOTE 4	Q-AI – 322
Nunzia Auletta, Patricia Monteferrante and Aramis Rodriguez	Digital Social Entrepreneurship: innovation opportunities from the Venezuelan crisis
Esteban R. Brenes, María Fernanda Lopez and Caleb Pichardo	De Mi Tierra
	<a href="https://itesm.zoom.us/j/88500610354?pwd=WUJlL1Z0Rk5GKUR5c0RyY2R4UjI3Z09">https://itesm.zoom.us/j/88500610354?pwd=WUJlL1Z0Rk5GKUR5c0RyY2R4UjI3Z09</a> Meeting ID: 885 0061 0354 Passcode: 367193

**12:30 13:30 LUNCH - Pabellón BiblioTEC**

Plenary Session - SUM 1101	
<b>DEGLOBALIZATION: Views from and for Latin America</b>	
Lourdes Casanova (Cornell), Jerry Haar (FIU), Vidal Garza Cantú (FEMSA), Moderator Urbi Garay (IESA)	
1	<a href="https://itesm.zoom.us/j/84138005851?pwd=VWw1bnRlbnRlWm41Q1h0YnRvMG5vU09">https://itesm.zoom.us/j/84138005851?pwd=VWw1bnRlbnRlWm41Q1h0YnRvMG5vU09</a> ID de reunión: 841 3800 5851 Código de acceso: 950207

15:15 16:45	2	Session 4.A:	Q-AI – 220
		Yvette Mucharrar Y Cano, Diana Dávila-Ruiz, Karla Cuijty-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

Session 4.B:	Q-AI – 321
Ana-Maria Gomez-Trujillo, Maria-Alejandra Gonzalez-Perdez, 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 neltliztli as an alternative for corporate sustainability

REMOTE 5	Q-AI – 402
Breezy Pilar Martinez 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
3	<a href="https://itesm.zoom.us/j/87190415695?pwd=SVh0WmNlQU0hSGludmZzZGRoWmhzOT09">https://itesm.zoom.us/j/87190415695?pwd=SVh0WmNlQU0hSGludmZzZGRoWmhzOT09</a> ID de reunión: 871 9041 5695 Código de acceso: 022590

Session 4.C:	Q-AI – 206
Asli Demircug-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 – 322
Beatriz González, Claudia Quintanilla , Edgardo Ayala	Would you dare to revive an iconic br, for nostalgia's sake?
Lilia Raquel Rojas-Cruz , Bryan Husted	Understanding the link: The competencies , motivations of nascent entrepreneurs to engage in sustainable entrepreneurship in Latin America
Jairo Orozco, Andreu Turro , David Urbano	Entrepreneurial context , intrapreneurship in Latin America
2	<a href="https://itesm.zoom.us/j/86076360076?pwd=bVJBRFV3SiFhWG8wakEzalFERml1QT09">https://itesm.zoom.us/j/86076360076?pwd=bVJBRFV3SiFhWG8wakEzalFERml1QT09</a> ID de reunión: 860 7636 0076 Código de acceso: 405123

**COFFEE BREAK**

<b>17:00 18:30</b>	<b>Session 5.A:</b>	<b>Q-AI – 220</b>
	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
	<b>Session 5.C:</b>	<b>Q-AI – 322</b>
	Mónica Chávez , Rosa Morales	A Comparative study on the profile of Mexican entrepreneurs in Monterrey, Mexico City, , Guadalajara.
	Shoeb Mohammad , Izu Mbaraonye	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

<b>Session 5.B:</b>	<b>Q-AI – 321</b>
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
<b>Session 5.D: Lorena Palacios Chacón</b>	<b>Q-AI – 402</b>
Niels Ketelhöhn , Jalima Noguera 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 - RESTAURANTE ARROYO**

**FRIDAY JUNE 23**

**08:00 09:00 Registration**

<b>09:00 10:00 P1</b>	<b>Plenary Session - Pabellón BiblioTEC</b>
	<b>Redefining Success: Strategic Management in the Face of Deglobalization Challenges in LATAM</b> <b>Michael Hitt (UT), Alvaro Cuervo Cazorra (Northeastern), Moderator Ernesto Amoros (EGADE)</b>
<b>1</b>	<a href="https://itesm.zoom.us/j/84494567392?pwd=SGRlUXpqaDlRWzZhdmESRThzZlVWNUU09">https://itesm.zoom.us/j/84494567392?pwd=SGRlUXpqaDlRWzZhdmESRThzZlVWNUU09</a> ID de reunión: 844 9456 7392 Código de acceso: 385160

<b>10:15 11:45</b>	<b>Session 6.A:</b>	<b>Q-AI – 222</b>
	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?

<b>Session 6.B:</b>	<b>Q-AI – 321</b>
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
Daniela Urresta-Vargas, Valeria Carvajal-Vargas and Jose Arias-Pérez	The concealment of knowledge as an inhibitor of the positive effect of collaborative work in innovation on agility

<b>Session 6.C:</b>	<b>Q-AI – 206</b>
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

<b>REMOTE 7</b>	<b>Q-AI – 402</b>
Niroshia 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
<b>2</b>	<a href="https://itesm.zoom.us/j/84624969983?pwd=WG44R0RxcU1anBxVzZlVlbnBkRmZz09">https://itesm.zoom.us/j/84624969983?pwd=WG44R0RxcU1anBxVzZlVlbnBkRmZz09</a> ID de reunión: 846 2496 9983 Código de acceso: 500697

<b>REMOTE 8</b>	<b>Q-AI – 322</b>
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.
	<a href="https://itesm.zoom.us/j/88115585576?pwd=RUN5bDllaXVlRmRBNHhVVERGaVNuU09">https://itesm.zoom.us/j/88115585576?pwd=RUN5bDllaXVlRmRBNHhVVERGaVNuU09</a> Meeting ID: 881 1558 5576 Passcode: 258977

**12:30 14:30 LUNCH / AWARDS - Pabellón BiblioTEC**