

Program At-A-Glance

Wednesday, March 21, 2018

Time/Activity	Track/Session	Title	Authors/Presentators	Location
8AM Registration and continental breakfast				Rotunda and E/F
9:00-10:30 Plenary I	Keynote Speaker	The Role of Business in Fostering Sustainability and Shared Prosperity	Stuart Hart, Steven Grossman Endowed Chair in Sustainable Business, University of Vermont, S.C. Johnson Chair Emeritus in Sustainable Global Enterprise, Cornell University	Theatre
10:30 - 11:00 Coffee Break				E/F
11:00 - 12:30 Parallel Panel & Paper Sessions	Invited Panel	Panel: Inclusive Business for Peace and Prosperity	Patricia Márquez, University of San Diego (Moderator); Gabriel Berger, Universidad de San Andrés ; Natalia Franco, Universidad de los Andes; Maria Helena Jaén, Universidad de los Andes ; Ezequiel Reficco, EGADE Tec de Monterrey	A
	Corporate Finance I	Bank Responses to Corporate Reorganization: Evidence from Brazil	Mariana Calabrez Oreg, FGV EAESP; Richard Saito, FGV EAESP	C
		Private Equity and Venture Capital Growth and Performance in Brazil	Andrea Maria Accioly Fonseca Minardi, Insper; Adriana Bortoluzo Bruscato, Insper; Moreira do Amaral Moreira, Insper	
		Market Condition and the Exit Rate of Private Equity Investments in Brazil	Andrea Maria Accioly Fonseca Minardi, Insper; Adriana Bortoluzo Bruscato, Insper; Priscila Fernandes Ribeiro, Insper; Piero Lara Rosatelli, Insper	
		Determinants and Characteristics of Brazilian Private Equities Return	Carlos Coelho, Londrina State University; Eduardo Contani, Londrina State University; Federico Natalio Madkur, Londrina State University	
	Marketing Management I	Must Store Brand Strategy, Company Image and Strategic Positioning Inconsistency and their effects on Price and Quality Expectations	Sergio Olavarrieta, University of Chile; Daniela Nulñez, Universidad de Chile	D
		Use of Celebrity Endorsement in Advertising: A Content Analysis of Chilean Graphic Media	Enrique Manzur, Business School, Universidad de Chile; Rodrigo Uribe, Business School, Universidad de Chile; Cristian Buzeta, Business School, Universidad de Chile	
Investigating the Drivers of Wearable Technology Adoption in Chile		Constanza Bianchi, Universidad Adolfo Ibañez; Sven Tuzovic, Queensland University of Technology; Volker Kuppelwieser, University of Wuppertal		

12:30 - 14:00 Lunch				Garden of the Sea
14:00 - 15:30 Parallel Panel & Paper Sessions	Culture, Social and Ethical Issues I	Collaboration Mechanisms to Articulate Sustainable Innovation within Value Networks	Ezequiel Reficco; Roberto Gutiérrez, Universidad de Los Andes, Facultad de Administración; Maria Helena Jaen, Universidad de Los Andes, School of Management; Nunzia Auletta, IESA, Entrepreneurship Department	B
		Bibliometric Analysis of Indexed Corporate Social Responsibility Research on Latin America (2000-2017)	Maria Helena Jaen, Universidad de Los Andes, School of Management; Nunzia Auletta, IESA, Entrepreneurship Department; Josefina Brunicelli, IESA; Melanie Pocaterra	
		Stakeholder structural asymmetries that govern environmental ethics in an international border region	Sergio E Robles-Avila, University of Texas Rio Grande Valley; Arturo Z Vasquez-Parraga, The University of Texas Rio Grande Valley	
		Law-abiding organizational climates in developing countries: The role of regulatory burden and socially responsible practices	Shoeb Mohammad, York University, Schulich School of Business; Bryan Husted, EGADE Business School, Tecnológico de Monterrey	
	Corporate Finance II	Mediation effect of interest rates on MFIs' financial performance	Luis Arturo Bernal Ponce, EGADE Business School; Adriana Ramirez Rocha, Tecnológico de Monterrey	C
		The effect of acquisition announcements on Stock returns of acquiring firms for developed and emerging countries focusing on domestic and cross-border acquisitions	Joelson Sampaio; Florian Otto, NOVA-FGV-SP	
		The determinants of outreach and profitability in MFI's: a structural equation approach	Mauricio Cervantes Zepeda, Tecnológico de Monterrey; Adriana Ramirez Rocha, Tecnológico de Monterrey	
		Differences in interest rates in Latin American and Asian MFIs: A Hierarchical Linear Models approach	Adriana Ramirez Rocha, Tecnológico de Monterrey; Luis Arturo Bernal Ponce, EGADE Business School; Mauricio Cervantes Zepeda, Tecnológico de Monterrey	
	Strategies for Global Competitiveness I	Long-Term Contracts and Repeated Interaction: Evidence from the Costa Rican Coffee Market	Kenneth S. Corts, University of Toronto; Octavio Martínez, INCAE Business School	D
		Adoption of Clean Energy Technologies in Ecuador	Mario Andrés Fernandez, Research and Monitoring Unit, Auckland Council, Auckland, New Zealand.; Segundo Fabian Vilema, University of Guayaquil	
Reverse Knowledge Transfer on emerging markets' multinationals: a case study of the Brazilian bank Itaú Unibanco		Clarice Secches Kogut, Universidade Federal do Rio de Janeiro / COPPEAD; Renato Dourado Cotta de Mello, COPPEAD /UFRJ		
15:30 - 16:00 Coffee Break				E/F
16:00 - 17:30 Parallel Panel & Paper Sessions		Why is so Hard to Disseminate Operational Capabilities? Cultural and Political Conditioning Factors in an Intra-Organisational Network	Cristiane Biazzin, EAESP/FGV; Mario Sacomano Neto, Universidade Federal de São Carlos – UFSCar; Silvio Eduardo Alvarez Candido, Universidade Federal de São Carlos – UFSCar; Ely Laureano Paiva, FGV/EAESP	

Effectiveness and Performance	The Direct and Indirect Effect of Absorptive Capacity on Organizational Effectiveness: The Relevance of Innovative Work Behavior	Martha Corrales Estrada, Tecnológico de Monterrey/EGADE Business School; Claudia Ramos-Garza, Tecnológico de Monterrey/EGADE Business School; Leticia Ramos-Garza, Tecnológico de Monterrey/Business School	A
	Self-assessment accuracy, overconfidence and student performance: evidence from Brazil	Luciana Maia Campos Machado, FGV/EAESP and FIPECAFI; Claudia Emiko Yoshinaga, FGV and FECAP	
	The Evolution and Performance of Latin American Business Schools: An Analysis of the AmericaEconomia MBA Ranking	Mauricio G Villena, Universidad Adolfo Ibáñez	
Entrepreneurship and Family Business	Family Firms' Proclivity to Export: The Influence of Corporate Governance	Jerry Haar, Florida International University; Hernán Herrera-Echeverri, Universidad EAFIT; Sandra Gaitan-Riaño, Universidad EAFIT; Jose-Mauricio Galli Geleilate, University of Massachusetts, Lowell; Nidia Soto-Echeverry, Superintendencia de Sociedades de Colombia	B
	Exploring the Sustainability of SMEs: The Puerto Rican Case	Arleen Hernández-Díaz, University of Puerto Rico - Río Piedras Campus; Theany Calderón-Abreu, University of Puerto Rico-Río Piedras Campus; Segundo Castro, Universidad del Este; Luis Portales, Universidad de Monterrey, México	
	Do necessity-driven entrepreneurs have no-growth aspirations?	Raquel Puente, Javeriana Cali; Giovani Gonzalez, Icesi; María Antonia Cervilla, Universidad Simón Bolívar	
	Comparing the Impact of Business-Plan & Business-Canvas Based Training on Subsistence Entrepreneurs' Hope	Andrés Barrios Fajardo, Universidad de Los Andes; Ezequiel Reficco, EGADE Tec de Monterrey; Rodrigo Tabora, Universidad de los Andes	
Financial Markets, Investment and Risk I	The Impact of Color on Art Prices: An Examination of Latin American Art	Urbi Garay, IESA Business School; Eduardo Pérez, IESA Business School	C
	Are Latin American Stock Markets Efficient? The Implications of the Halloween Strategy	Juliano Ribeiro Almeida, Faculty of Business, Economics and Accountancy of the University of São Paulo - USP/FEA; Guilherme Ribeiro Almeida; Daniel Reed Bergmann, Faculty of Business, Economics and Accountancy of the University of São Paulo - USP/FEA; José Roberto Ferreira Savoia, Faculty of Business, Economics and Accountancy of the University of São Paulo - USP/FEA; Fabiana Lopes da Silva, FIPECAFI	
	Corporate Governance and its Effect on Productivity under Different Business Environments: Evidence from Latin America	Sandra C Gaitán, Universidad EAFIT; Hernán Herrera, Universidad EAFIT; Eduardo Pablo, Minnesota State University Moorhead, Paseka School of Business	
17:30 - 19:00 Welcome Cocktail Reception			Garden of the Sea
19:00 Institutional Representatives Dinner (invitation only)			

Thursday, March 22, 2018

Time/Activity	Track/Session	Title	Authors/Presentators	Location
8AM Registration and continental breakfast				E/F
08:30 - 10:00 Plenary Session II	Plenary Session	"Building Bridges within the USA"	Javier Palomarez, Former President & CEO of the United States Hispanic Chamber of Commerce (USHCC)	Theatre
10:00 - 10:30 Coffee Break				E/F
10:30 - 12:00 Plenary Session III	Plenary Session	"Taking business schools to the next level: challenges and opportunities for Latin American schools"	Jaime Alonso Gómez, University of San Diego (Moderator); Pedro Hidalgo, Universidad de Chile; Virginia Lasio, ESPOL-ESPAE; Jorge Talavera, ESAN; Diego Mazo, Fundacion Universitaria CEIPA	Theatre
12:00 - 13:30 Lunch				Garden of the Sea
13:30 - 15:00 Parallel Panel & Paper Sessions	Strategies for Global Competitiveness II	Differentiation Strategies in Agribusiness – A Configurational Approach	Esteban R. Brenes, INCAE Business School; Luciano Ciravegna, King's College, University of London and INCAE Business School; Joseph Acuña, INCAE Business School	D
		Competitiveness of Latin American Firms – New Theory or New Application?	Robert Grosse, Thunderbird School of Global Management	
		The strategy of companies operating in the extended Bottom of the Pyramid - BOP-e. A study on the Financial Efficiency	Carlos Augusto Passos, Universidade de São Paulo; Renata Giovinazzo Spers, Universidade de São Paulo; James Terence Coulter Wright, Universidade de São Paulo	
	Corporate Finance III	Family firms and financial performance literature. A meta regression analysis.	Maximiliano González, Universidad de los Andes; Rodrigo Taborda, Universidad de los Andes; Juan Idrobo, Universidad de los Andes	C
		Tax haven ownership and business groups: elusion incentives in Ecuadorian firms	Maria L Granda, ESPOL - ESPAE Graduate School of Management; Juan Carlos Campuzano, ESPOL - FCSH	
		Does gender really matter in the boardroom? Evidence from closely held family firms	Maximiliano González, Universidad de los Andes; Alexander Guzmán, Colegio de Estudios Superiores de Administración (CESA); Eduardo Pablo, Minnesota State University Moorhead, Paseka School of Business; María Andrea Trujillo, Colegio de Estudios Superiores de Administración (CESA)	

	Marketing Management II	The most influential countries in advertising: A bibliometric analysis between 1992 and 2016	Ignacio Muñoz-Quezada, University of Chile; Leslier Valenzuela, University of Chile; Jose M Merigo, University of Chile	B
		Latin American Cross Country Analysis on the Smartphone Brand Selection	Karla Barajas-Portas, Universidad de Anáhuac; Enrique Marinao, Universidad de Santiago de Chile; Silvia L. Martin, California State University	
		Sustainable Market Orientation: Structural analysis of the Chilean wine industry	Jorge Mauricio Cea, Universidad Técnica Federico Santa María; Tomás Norambuena, Universidad Técnica Federico Santa María	
		My Problem, Your Solution: A Study of Customer Causal Attributions in Product or Service Failure	Giuliana Isabella, Insper – Institute of Research and Education; Martín Hernani-Merino, Universidad del Pacífico; Jorge Elías Dávalos Chacón, Universidad del Pacífico; José Afonso Mazzon, University of São Paulo	
	Management Education and Teaching Cases I	La Esperanza: Beyond Automation	Kety Jáuregui, Universidad ESAN; Virginia Lasio, Escuela Superior Politécnica del Litoral -ESPOL-ESPAE Graduate School of Management; Maria Helena Jaen, Universidad de Los Andes, School of Management	A
		Fabricato: Do not break the thread	Norma Ortiz, Universidad de los Andes; Carlos Jaramillo, IESA; Rosa Isabel Gonzalez, Universidad de los Andes	
		The Avocado Conundrum	Bernard Kilian, INCAE Business School; David Navichoc, INCAE Business School	
15:00 - 15:30 Coffee Break				E/F
15:30- 17:00 Parallel Panel & Paper Sessions	Accounting, Taxation, and Management Information and Control Systems	The Impact of Corporate Governance on Earnings Quality: Evidence from Peru	Mauricio Melgarejo, Lacy School of Business, Butler University	A
		Evaluating the effect of industry specialist duration on audit quality	Dennis M Lopez, University of Texas at San Antonio; Jay (Jose) Vega, Clarkson University	
	Financial Markets, Investment and Risk II	The Improvement Effect of the Integrated Reporting Adoption on the Accuracy of Capital Market Analysts	Eduardo Flores, Fundação Getulio Vargas; Wesley Mendes da Silva, Fundação Getulio Vargas; Marco Fasan, University of Venice	C
		Differences in interest rates in Latin American and Asian MFIs: A Hierarchical Linear Models approach	Adriana Ramirez Rocha, Tecnológico de Monterrey; Luis Arturo Bernal Ponce, EGADE Business School; Mauricio Cervantes Zepeda, Tecnológico de Monterrey	
		Do Financial Constraints and Capital Control matter for stock returns in Emerging countries?	Maria G.S. Guzman, University of Sao Paulo; Mirian Wawrzyniak Chimirri, University of Sao Paulo; Aquiles E.G Kalatzis, University of Sao Paulo	
		Diversification and property control impact on the performance of Brazilian Real Estate Investment Trusts (REITs)	Antonio Reis Silva Neto, Insper; Adriana Bruscato Bortoluzzo, Insper; Mauricio Mesquita Bortoluzzo, Saint Paul Escola de Negócios	

	Economic Environment and Regional Integration	Profitability analysis for American energy, oil and gas sector companies	Yenny Esperanza Rodriguez Ramos, Universidad ICESI; John W. Rosso Murillo, Universidad Pedagogica y Tecnologica de Colombia UPTC	D
		NAFTA 2.0 – What should be Next?	Robert Grosse, Thunderbird School of Global Management	
		Place-specific determinants of income gaps: New evidence from Chiapas	Ricardo Hausmann, Harvard Center for Internacional Development; Miguel Angel Santos, Harvard Center for Internacional Development	
	Management Education and Teaching Cases II	Deportivo Saprissa: Team of the Century	Esteban R. Brenes, INCAE Business School; Caleb A. Pichardo, INCAE Business School	B
		Lilly Pulitzer in Peru	Christopher j Robertson, Northeastern University; Haley McCraven, Northeastern University	
19:30 - 22:30 Dinner with a View				

Friday, March 23, 2018

Time/Activity	Track/Session	Title	Authors/Presentators	Location
8AM Registration and continental breakfast				E/F
09:00 - 10:30 Plenary Session IV	Plenary Session	"Building Bridges Across the Americas"	Alberto Trejos, Professor and Dean at INCAE Business School	Theatre
10:30 - 11:00 Coffee Break				E/F
	Invited Panel	Panel: Meet the Editors	Naveen Donthu, Editor, Journal of Business Research	A

11:00 - 12:30 Parallel Panel & Paper Sessions	Culture, Social and Ethical Issues II	Searching the past for future wellbeing: The role of buen vivir in ancient Aztec commerce	Jason Good, EGADE Business School, Tecnológico de Monterrey; Paloma Vargas; Blanca Lopez-Morales; Bryan Husted, EGADE Business School, Tecnológico de Monterrey	B
		Determinants of CSR adoption: An institutional and social network approach	Arturo Briseno, Universidad Autonoma de Tamaulipas; Bryan Husted, EGADE Business School, Tecnológico de Monterrey	
		Corporate Political Activities and Firm Size: Empirical Evidence from Latin America	Rodrigo Costamagna, INALDE-Universidad de La Sabana; Sandra Idrovo, INALDE-Universidad de La Sabana; Pedro Mendi, Universidad de Navarra	
	Financial Markets, Investment and Risk III	Cultural communication differences in ADRs IPOs documentation	Javier Rodriguez, University of Puerto Rico Rio Piedras; Ana IrizarryQuintero, University of Puerto Rico Rio Piedras	C
		Does earnings transparency is relevant for the cost of debt such as for the cost of equity in a cross-country perspective?	Eduardo Flores, Fundação Getulio Vargas; Joelson Sampaio; Aziz Xavier Beiruth, Fucape Business School; Aldy Fernandes da Silva	
	Human Resource Management	Crossing the boundaries of the organization: The relationship between transformational leadership and work-family conflict	Iván D. Sánchez, Universidad Icesi; Juan M. Andrade, Corporación Universitaria Minuto de Dios; Mauricio Losada, Colegio de Estudios Superiores en Administración - CESA	D
		PsyCap, Task Behavior, OCB, and Centrality in Peer Networks	Hector Martinez, Incae Business School	
		Human Resources Practices in Successful Family Businesses in Puerto Rico: A Pilot Study	Maritza y Soto, University of Puerto Rico-Mayaguez	
	12:30 - 14:30 Awards Luncheon and Annual Membership Meeting			

Saturday, March 24, 2018

9:30 - 19:00 Lunch and Wine Tasting in Baja California (Valle de Guadalupe, Baja California, Mexico)	RSVP Required
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Conference Hotel:

Hilton Garden Inn San Diego Old Town
4200 Taylor St, San Diego, CA 92108
Tel: +1 (619) 260-0607

University of San Diego (USD) event location:

Kroc Institute for Peace & Justice
5998 Alcalá Park
San Diego, CA 92110

Shuttle buses will run between the conference hotel and USD and other events

Wednesday, March 21

- 8:00AM – 9:00AM (9AM last shuttle departure from hotel to USD)
(note: continental breakfast available before the first session at USD)
- 6:00PM - 7:00PM (7PM last shuttle departure from USD to hotel)

Thursday, March 22

- 7:45AM – 8:45AM (8:45 AM last departure from hotel to USD)
(note: continental breakfast available before the first session at USD)
- 4:45PM – 5:30PM (last departure from USD to hotel)
- 7:00PM - Transfers from conference hotel to Coasterra Restaurant (880 Harbor Island Dr. San Diego, CA) for reception and dinner
- 9:30-10:30PM Transfers from Coasterra Restaurant to Conference Hotel

Friday, March 23

- 8:00AM – 9:00AM (9AM last shuttle departure from hotel to USD)
(note: continental breakfast available before the first session at USD)
- 2:00PM - 3:00PM (last shuttle departure from USD to hotel)

Saturday, March 24

- 9:30AM departure from Conference Hotel to the Valle de Guadalupe, Baja California, Mexico

