

2023 Conference Program



BUSINESS ASSOCIATION OF LATIN AMERICAN STUDIES

BALAS 2023
ANNUAL CONFERENCE

**FACING DEGLOBALIZATION:
VIEWS FROM AND FOR LATIN AMERICA**

HOSTED BY:



ORGANIZED BY:



June 20th – 23rd 2023
MEXICO CITY CAMPUS
TECNOLOGICO DE MONTERREY

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President's Welcome

Dear BALAS Annual Conference Attendees,

Welcome to Mexico City, the vibrant metropolis that hosts the 2023 BALAS Annual Conference. We have prepared an exciting program for you, featuring high-quality papers, plenary sessions, and invited panels on various topics related to business and economics in Latin America and the Caribbean. I hope you will find the program stimulating and engaging, and I invite you to join as many sessions as you can. Your active participation will enrich the discussion and the learning experience for everyone.



This year, we have three special Theme Tracks that address some of the most pressing issues and opportunities in our region: Facing Deglobalization: Views from and for Latin America, Management History, and Sustainable Business. These tracks complement our traditional general tracks that cover a wide range of disciplines and perspectives.

This year, we are also offering a hybrid conference format, with both on-site and online sessions, to accommodate the diverse needs and preferences of our scholarly community. The conference provides a unique opportunity to interact with practitioners and academics from the region and beyond, and to build lasting connections and collaborations.

We are very grateful to our hosts, EGADE Business School – Tecnológico de Monterrey, the organizing committee, the BALAS Executive Committee, the track chairs, and the reviewers, as well as all the people and organizations that have supported us in making this conference possible. A special thanks to our institutional members, who are leading universities committed to improving lives in Latin America and the Caribbean through research and education.

This is the fourth time that BALAS has held a conference in Mexico (the previous ones were: Mexico City, 1992; Monterrey, 1996; and Guadalajara, 2009). I hope you enjoy your time here!

A handwritten signature in blue ink that reads "Urbi Garay".

Prof. Urbi Garay, BALAS President
Research Director and Professor - IESA

A handwritten signature in blue ink that reads "Yvonne Huertas".

Yvonne Huertas, BALAS Executive Director
Professor, School of Business
University of Puerto Rico

EGADE Dean's Welcome

The 2023 BALAS Conference allows us to emphasize the paramount importance of business research, especially in the face of the ongoing phenomenon of deglobalization. As we navigate through these challenging times, it becomes evident that business research plays a pivotal role in shaping the future of Latin America's sustainable development and its impact on the world.



Deglobalization and its impact on business has been long commented on since the wake of the financial crisis in 2008-2009. The Great Recession halted internationalization, but the trend resumed after some years until the Covid-19 pandemic. Signs of discontent with globalization had previously emerged, such as Brexit and Donald Trump's presidency. Some have argued that the benefits of globalization have not been distributed equally. On the other hand, deglobalization has been a trend that has favored autocratic regimes in different countries. Nevertheless, it is a fact that the drivers of globalization have weakened in the last years, threatening to reduce the efficiency of the global economic system, with the consequent impoverishment of the population.

Irrespective of their government's political orientation, Latin American countries struggle with higher inflation and lower growth rates. Furthermore, we are experiencing a growing social division and civil distrust. In this context, deglobalization could have a profound impact on the region, jeopardizing the progress of recent years. In response to these challenges, we need to rethink the future of business to impact Latin America's sustainable development positively. Business has a unique opportunity to distribute the value it generates efficiently. To do this, sustainability must be effectively incorporated into the business strategy to sustainably impact collaborators, suppliers, customers, and the community.

Also, data shows that business community has greater confidence from citizens than governments and other institutions. Businesses have the opportunity to be agents of change, strengthening society by increasing the trust they generate. In a highly polarized world, businesses must have a voice in the public debate, improve transparency and create narratives to be the solution to many of society's problems.

Finally, corruption is a significant problem in Latin America. In this dimension, the business world must also make a change, strengthening governance and processes to prevent corruption at the macro and micro levels. Entrepreneurs must promote transparent business processes where competition, innovation, and the generation of attractive value propositions prevail. In the face of deglobalization, we need competitive markets since these contribute to reducing corruption and favoritism. The business community must take charge of these challenges, investing in the development of the communities. This implies speaking out and demonstrating that business is the solution. And business schools and research must play a key role in fostering new thinking and equipping future leaders with the tools needed to address these challenges effectively. Only by embracing more competition, innovation, and sustainability, can businesses truly become the solution to many of society's problems.

Horacio Arredondo
Dean EGADE Business School

Program Chair's Welcome

Dear Attendees,

I extend a warm and enthusiastic welcome to you all to the Business Association of Latin American Studies (BALAS) 2023 conference. It is our distinct honor to foster an environment where scholars, educators, students, and practitioners from around the globe convene to share knowledge and deliberate on pivotal issues that influence the business landscape in Latin America.



This year, we've assembled a thoughtfully curated roster of themes grounded in the dynamic nature of global business trends and their respective impacts on our region. Leading the program, our first plenary session, "Sustainable Business," boasts distinguished academics Dionne Nickerson and Vivek Astvansh from the Kelley Business School and Rajiv Maher from EGADE. Christiane Molina from EGADE graciously moderates this pivotal discussion. Following this, our "Meet the Editors" session intends to provide a deeper understanding of the nuanced world of academic publishing. We welcome Niels Ketelhöhn from CBCC, Jeffrey Muldoon from Management History, Ernesto Amoros from Management Research, and Nestor Salcedo from JEFAS. We sincerely thank Osmar Zavaleta from EGADE, who will serve as moderator.

Our "Executive Panel" promises to be a rich discourse, bridging the divide between academia and industry. We are fortunate to feature insightful contributions from industry and academic leaders such as Horacio Arredondo from EGADE, Clarissa Villarreal from Heineken MX, and Miguel Gallardo from AliaRSE, with the panel moderated by Jaime Martinez Bownes. As we navigate a period marked by fluctuating global business dynamics, our session "Deglobalization: Views from and for Latin America" dissects this intricate phenomenon. This critical discussion features Lourdes Casanova from Cornell, Jerry Haar from FIU, and Vidal Garza Cantú from FEMSA and is moderated by Urbi Garay from IESA.

Our final session delves into the unique challenges that Latin America confronts in a deglobalized world. The session, "Redefining Success: Strategic Management in the Face of Deglobalization Challenges in LATAM," is led by Michael Hitt from Texas A&M University and Alvaro Cuervo Cazorra from Northeastern University, with Ernesto Amoros from EGADE serving as the moderator. In addition to these engaging discussions, I'm delighted to highlight one of our signature features this year - the 3rd edition of the Latin American Job Market (LAJM). This initiative cultivates regional academic networks and bridges the divide between academic institutions and prospective candidates. We're thrilled to connect six participating schools with sixteen exceptional candidates eager to contribute their unique skills and insights.

Your participation, expertise, and shared experiences are essential to enriching this conference and expanding our understanding of the topics at hand. I am optimistic that BALAS 2023 will inspire new perspectives, ignite innovative ideas, and offer abundant collaboration opportunities beyond the conference itself. Once more, I offer each of you a heartfelt welcome. Enjoy the conference and embrace the opportunity to engage, learn, and establish fruitful networks.

Best regards,

A handwritten signature in blue ink that reads "Ricardo E. Buitrago R." The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Ricardo E. Buitrago R.
Research Associate Professor – EGADE
Conference Chair

Executive Committee



Urbi Garay
President BALAS



Sergio Olavarrieta
Past President



Yvonne Huertas
Executive Director



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LAJM Chair & Program Chair



John Rosso
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México Rep



Lourdes Casanova
Europe Rep



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Southern South
America Rep



Niels Ketelhohn
Central America and the
Caribbean Rep



Virginia Lasio
Northern South America Rep



Jannine Poletti
Rep at large



Christopher Robertson
US-Canada Rep



Richard Saito
Brazil Rep



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Benavides, Julián
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Bustamante, Juan
Cabral, René
Fuerst, Sascha
Hartmann, Andreas
Kolbe, Diana
Maldonado, Stella
Molina, Christiane
Núñez, José Antonio
Orozco, Luis
Ojeda, Robert
Palacios Chacón, Lorena
Quintanilla, Claudia
Rajiv, Maher
Ramírez Solís, Edgar
Robayo, Oscar
Robles, José Antonio
Rodríguez, Yeny
Rosso, John
Rivas, Luz
Téllez, Diego
Valderrey, Francisco
Vásquez, Irma Liliana

Reviewers List

Alcaraz, Jorge
Alsua, Carlos
Amoros, José Ernesto
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Awad, Mariam

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Bedoya Urrego, Angela María
Berggrun, Luis
Blanco, Fabio
Borda, Armando
Botero, Julio
Buenaventura, Guillermo
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Bullemore, Jorge
Bustamante, Juan
Buzova, Daniela

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Carrero Delgado, Wilder Andrés
Castiblanco, Suelen Emilia
Centeno-Velázquez, Edgar
Chambi, Pedro Pablo
Conde Jussani, Ailton
Córdova, Miguel
Corrales, Martha
Cotarelo, Mixel
Cruz Reyes, Federico Edgardo
Cuevas, John

d'Auria, Lucas
Diaz-Matajira, Luis
Dobre, Roua Ioana
Doria, Mario
Díaz Ramírez, Julia Helena

Eljure, Luis

Farfan, Angelica
Felzensztein, Christian
Fonseca-Cifuentes, Gina
Fuentes, Rolando

Garay, Urbi
Gil, Miguel
Godoy, Jesus
Gómez, Ana
González, Maximiliano
Granados, Cristian
Guizar, Isai
Guzmán Vásquez, Alvaro Alexander
Gómez Bravo, Yuli
Gómez, Juan M.

Hernández, Carlos Eduardo
Huezo-Ponce, Lizette

Kaltenecker Retto de Queiroz, Evodio
Kolbe, Diana
Kruse, Elliott

Lasio, Virginia
León, Martha
León-Castro, Ernesto
Lome Hurtado, Alejandro
López Astudillo, Andrés
López, Dennis

Macias, Hugo A
Maldonado García, Stella
Mao Carnero, Martha Elena
Márquez Rodriguez, Patricia
Martínez, Andrea
Martínez, Rodrigo
Martínez, Ana
Mendoza, Román
Moncayo, Pamela
Montalvo, Edgar
Morales Sánchez, Carlos Fernando
Morales, Rosa
Moreno Quezada, Guillermo Einar
Moreno, María
Méndez-Morales, Alberto

Reviewers List

Najera Ruiz, Tonatiuh
Nakata, Lina

Orozco C., Luz Elena
Orozco, Jairo
Osorio, María Lucila

Palacios, Sergio
Palomino-Tamayo, Walter
Paz Rueda, Ana Lucía
Pérez Sánchez, Mónica
Pérez, Ricardo
Pérez-Uribe, Miguel Ángel
Perilla, Ricardo
Pérez-Morón, James

Ramírez Rocha, Adriana
Ramírez, Jacobo
Restrepo Rivillas, Carlos Alberto
Riva, Enrico
Robayo, Oscar
Robbins, Jane
Rocha, Jorge
Rojas Cruz, Lilia Raquel
Roque López, Víctor Manuel

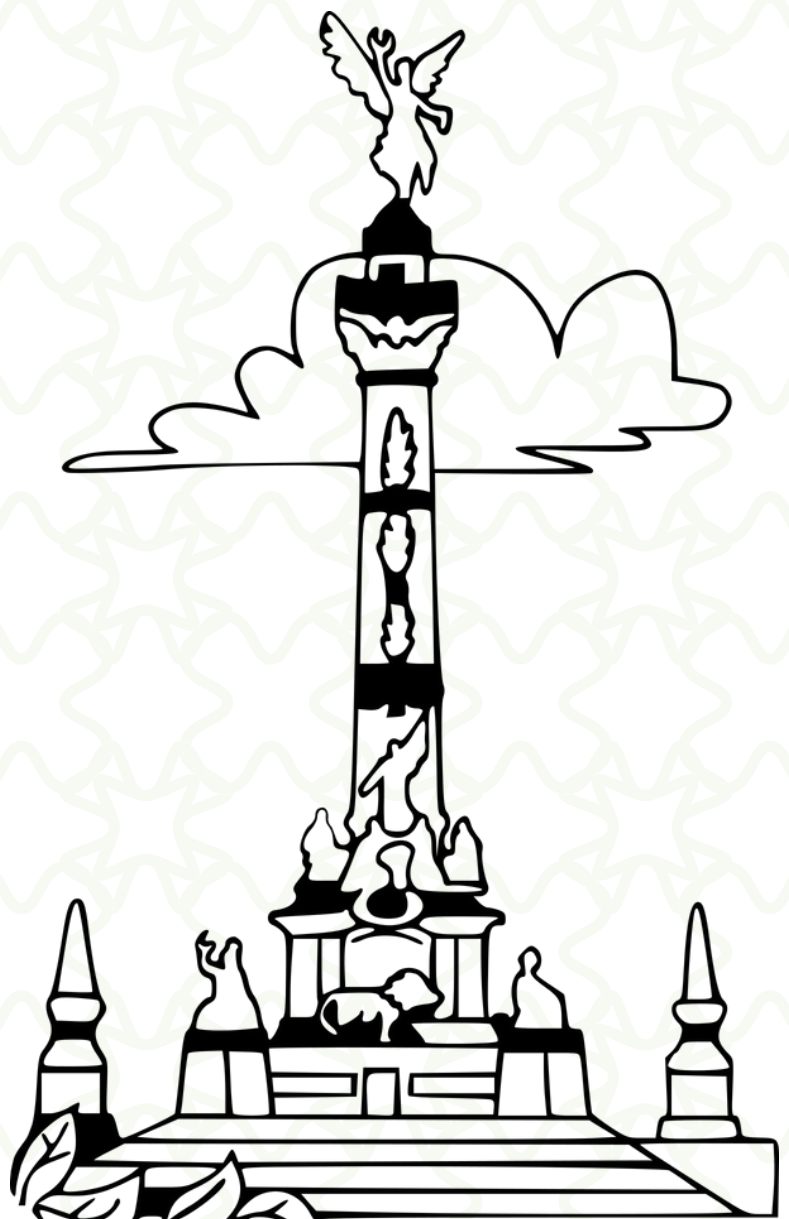
Saksanian, María Christina
Salazar Valencia, Yuli Andrea
Sanabria Téllez, John Alirio
Sayago, Juan
Schluep, Isabelle
Sosa, Aníbal
Sosa, Santiago
Sosa-Varela, Juan Carlos
Suarez, Marlen
Symmes, Felipe
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Usme, Wilson

Valenzuela, Lina
Vargas, Carlos
Varón Rojas, Diego Hernán
Vélez, Cristina
Veloso, Elza
Villa Loaiza, Carlos Hernán
Villa Mediana, Jenely
Viteri, Juan Pablo

Zambrano, Sandra
Zuluaga, Blanca
Zuluaga, Julio Cesar



Program Committee

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University of Arizona

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Universidad de Chile

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Universidad EAFIT

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Universidad del Rosario

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Northeastern University

Jose Antonio Robles
ESAN

Yeny Rodriguez
Universidad de Los Andes

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Universidad Icesi

Diego Téllez
Universidad EAFIT

Francisco Valderrey
EGADE Business School

Irma Liliana Vásquez
Universidad de La Salle

Program at a glance

Tuesday, June 20

08:00-08:20	Doctoral Colloquium
08:30-12:00	Opening Session & Orientation
14:00-16:00	Doctoral – Q-AI 322
	Executive Committee Meeting

Wednesday, June 21

08:00-09:00	Registration
09:00-09:30	Opening Session
09:30-10:45	Plenary Session: Sustainable Business
11:00-12:30	Session 1. A: Q-AI 222
	Session 1. B: Q-AI 321
	Remote 1 – Q-AI 322
	Remote 2 – Q-AI 402
12:30-14:00	Lunch - Claustro A de CEDETEC
14:00-16:00	Meet the Editors
16:15-17:45	Session 2. A: Q-AI 222
	Session 2. B: Q-AI 321
	Session 2. C: Q-AI 322
	Session 2. D: Q-AI 402
18:00-19:30	Cocktail - Claustro A de CEDETEC

Thursday, June 22

08:30-09:30	Registration
09:30-10:45	Plenary Session: Executive Panel
11:00-12:30	Session 3. A: Q-AI – 220
	Session 3. B: Q-AI – 321
	Session 3. C: Q-AI – 206
	Remote 3 Q-AI – 402
	Remote 4 Q-AI - 322
12:30-13:30	Lunch - Pabellón BiblioTEC
13:30-15:00	Plenary Session: Deglobalization: Views from and for Latin America
15:15-16:45	Session 4. A: Q-AI – 220
	Session 4. B: Q-AI – 321
	Session 4. C: Q-AI-206
	Remote 5 Q-AI – 402
	Remote 6 Q-AI - 322
17:00-18:30	Session 5. A: Q-AI-220
	Session 5. B: Q-AI – 321
	Session 5. C: Q-AI-322
	Session 5. D: Q-AI-402
19:30-22:00	Gala Dinner - Restaurante Arroyo

Friday, June 23

08:00-09:00	Registration
09:00-10:00	Plenary Session: Strategic Management in the Face of Deglobalization
	Challenges in LATAM
10:15-11:45	Session 6.A: Q-AI-222
	Session 6.B: Q-AI-321
	Session 6.C: Q-AI-206
	Remote 7 Q-AI-402
	Remote 8 Q-AI-322
12:30-14:30	Lunch & Awards - Pabellón BiblioTEC
15:00-17:00	Executive Committee Meeting

Note. The conference will be held in person at Mexico City Campus (Tec de Monterrey) and WHOVA platform. Times are US Central / Mexico Time (-6 GMT). Remote conferences will be held at ZOOM.

2023 Conference Schedule

Tuesday, June 20

- 08:00-08:20 ***Doctoral Colloquium Opening Session & Orientation**
- 08:30-12:00 **Doctoral – Q-AI 322**
- 08:30-09:15 **Title:** The role of Interlocks directorates, reputation effects in corporate social responsibility, corporate political activity adoption in México.
Authors: Alexandra Borbolla (Tecnológico de Monterrey University).
- 09:15-10:00 **Title:** 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.
Authors: Diana Sánchez Riera and Hugo Alberto Álvarez Perez
- 10:15-11:00 **Title:** Three Essays on the Determinants of the International Standardization Processes Adoption in Emerging Economies.
Authors: Maša Kuljiš
- 11:00-11:45 **Chair:** José Antonio Robles
***ZOOM ID for Doctoral Colloquium:** 826 6772 3058 | **Access Code:** 173726
Access the conference directly by pressing [here](#).

14:00-16:00 **Executive Committee Meeting**

Wednesday, June 21

- 08:00-09:00 **Registration**
- 09:00-09:30 **Opening 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) and Moderator Christiane Molina (EGADE).
ZOOM ID: 853 7328 8062 | **Access Code:** 935258
Access the conference directly by pressing [here](#).
- 11:00-12:30 **Session 1. A: Q-AI 222**
Title: The value effect of sustainability: Evidence from Latin American ESG bond market.
Authors: Guillermo Arévalo (Universidad de los Andes), Maximiliano González (Universidad de los Andes), Alexander Guzmán (CESA School of Business) and María Trujillo (CESA School of Business).

2023 Conference Schedule

Wednesday, June 21

11:00-12:30

Session 1. A: Q-AI 222

Title: Digital Transformation as an Enabler to Become More Efficient in Sustainability: Evidence from Five Leading Companies in the Mexican Market.

Authors: Regina Diaz (EGADE Business School) and Raúl Montalvo (EGADE Business School).

Title: SMEs conscious leadership and conscious culture: The mediating role of higher purpose.

Authors: Lilia Patricia López Vázquez (Tecnológico de Monterrey), Lucía Rodríguez-Aceves (Tecnológico de Monterrey / University of Bergamo) and Marcia Lorena Rodríguez Aldana (Tecnológico de Monterrey).

11:00-12:30

Session 1.B: Q-AI 321

Title: Articulation in International Studies: A perspective on academic research in Colombia and the world.

Authors: Sara Cristina Aguilar-Barrientos (Universidad EAFIT), Cristian Yepes-Lugo (Universidad de La Salle), Mauricio Hernández-Pérez (Universidad de La Salle), Angélica Nohely Marin-Usuga (Universidad Santo Tomás) and Jorge Eliecer Gaitán-Méndez (Universidad Santo Tomás).

Title: EMNEs' Divestment Behavior in Institutionally Uncertain Countries: Is There a Best Entry Strategy?

Authors: Luíza Fonseca (PUC-Rio) and Angela da Rocha (COPPEAD- UFRJ).

Title: Understanding how entrepreneurial competencies in undergraduate entrepreneurship education have been delivered through a literature review on decision-making.

Authors: Victor Valdés (Universidad Anahuac México) and Itzel Lopez (Universidad Anahuac México).

11:00-12:30

*Remote 1 - Q-AI 322

Title: International Evidence on the Cost Channel of Monetary Policy: The Role of Credit Supply

Authors: Carolina Pagliacci

Title: How do dynamic capabilities explain organizational and innovative performance in low-tech manufacturing companies?

Authors: Eliane Schleder Cezar Bonatti (Uniarp) and Ivanete Schneider Hahn (Uniarp / and University of São Paulo (USP).

***ZOOM ID for Remote 1:** 816 6169 8583 | **Access Code:** 658862 | Access the conference directly by pressing [here](#).

2023 Conference Schedule

Wednesday, June 21

11:00-12:30

*Remote 1 - Q-AI 322

Title: The origins and evolution of management education and training in Argentina (1930s-1960s).

Authors: Andrea Lluch (Universidad de los Andes) and Rolv Amdam (Norwegian Business School).

***ZOOM ID for Remote 1:** 816 6169 8583 | **Access Code:** 658862
Access the conference directly by pressing [here](#).

*Remote 2 - Q-AI 402

Title: Is work from home here to stay? Look from Mexico.

Authors: Alexander L Lapshun (Tecnológico de Monterrey) and Sergio Manuel Madero Gomez (Tecnológico de Monterrey).

Title: Predictors of international candidate choice of jurisdiction and relative performance on the US-CPA Exam: Panel Data Analysis 2015-2019.

Authors: Teresa Longobardi (University of Puerto Rico Río Piedras), Aida Lozada (University of Puerto Rico Río Piedras) and Yuly Suárez (Universidad Nacional de Colombia).

Title: Modeling the leadership of Leonidas Proano: An alternative model to the traditional cuadillo style of leadership in Latin America.

Authors: Jeffrey McClellan (Frostburg State University).

***ZOOM ID for Remote 2:** 868 1391 1100 | **Access Code:** 885107
Access the conference directly by pressing [here](#).

12:30-14:00

Lunch - Claustro A de CEDETEC

14:00-16:00

*Meet the Editors

Niels Ketelhöhn - CLADEA-BALAS Case Consortium

Jeffrey Muldoon - Management History

Ernesto Amoros - Management Research

Nestor Salcedo - Journal of Economics, Finance and Administrative Science

Moderator: Raúl Montalvo - EGADE

***ZOOM ID for Meet the Editors:** 836 1859 1021 | **Access Code:** 116844
Access the conference directly by pressing [here](#).

16:15-17:45

Session 2. A: Q-AI 222

Title: Banana crop productivity and climate change – Research gaps and challenges.

Authors: Carlos A. Silva (ESPAE Business School, ESPOL Polytechnic University, Ecuador), Paúl Vera-Gilces (Statistical Observatory of Banana, AEBE, Ecuador), Juan Manuel Domínguez (ESPAE Business School, ESPOL Polytechnic University, Ecuador) and Adán Martínez-Cruz (Centre for Environmental and Resource Economics, Swedish University of Agricultural Sciences).

2023 Conference Schedule

Wednesday, June 21

16:15-17:45

Session 2. A: Q-AI 222

Title: Exploratory analysis of the determinants of informality in emerging and frontier economies: An institutional approach.

Authors: Ricardo E. Buitrago R. (ECADE Business School), Andrés Felipe García-Suaza (Universidad del Rosario) and Juan Esteban Garzón Restrepo (Universidad del Rosario).

Title: Firm growth, age and the intensity of international trade.

Authors: Segundo Camino Mogro (Universidad Espíritu Santo) and Alberto López (Universidad Complutense de Madrid).

Session 2. B: Q-AI 321

Title: Entrepreneurial orientation as a mediating effect on social capital-performance relationship.

Authors: Yeny E. Rodríguez (Universidad de los Andes), Yesica Rojas (Universidad Pedagógica y Tecnológica de Colombia), Miguel Ángel Pérez-Urbe (Tecnológico de Monterrey) and Ana C. González (Grand Valley State University).

Title: Understanding Digital Entrepreneurship in Academic Ecosystems: A Future Research Agenda.

Authors: Juan Diego Hinojosa Sandoval (ECADE Business School) and María de Los Dolores González-Saucedo (ECADE Business School).

Title: Corporate Entrepreneurship in Free Trade Zones.

Authors: Cris Bravo Monge (ECADE Business School).

Session 2. C: Q-AI 322

Title: Banks' efficiency decomposition, engagement in securitization and productivity gains.

Authors: Ricardo Saito (FGV EAESP), Mariana Oreng (FGV EAESP), Raluca Parvulescu (IESEG) and Jean-Philippe Boussemart (IESEG).

Title: Evaluation in the selection of portfolios: a case with artificial intelligence

Authors: Roberto R Barrera-Rivera (ECADE Business School, Tecnológico de Monterrey) and Humberto Valencia-Herrera (Tecnológico de Monterrey).

Session 2. D: Q-AI 402

Title: Change in the organizational field through institutional work: Insights within the coffee industry in Colombia (1960-2018).

Authors: Cristian Yepes-Lugo (Universidad de La Salle) and Robert Ojeda-Pérez (Universidad de La Salle).

Title: Strategic philanthropy and family business: the routinization of social issues at Ingenio Manuelita, 1901-1947.

Authors: Pilar Acosta (Ecole Polytechnique) and Julio Zuluaga (Westminster International University in Tashkent).

2023 Conference Schedule

Wednesday, June 21

16:15-17:45

Session 2. D: Q-AI 402

Title: The Pijao Indians in the Colombian Andes: A legacy for organizational democracy.

Authors: Ricardo Perilla (Universidad del Tolima)

18:00-19:30

Cocktail - Claustro A de CEDETEC

Thursday, June 22

08:30-09:30

Registration

09:30-10:45

*Plenary Session - Excecutive Panel

Horacio Arredondo (EGADE), Clarissa Villarreal (Heineken MX), Daniel Ríos (AT&T), Moderator: Jaime Martinez Bownes

***ZOOM ID for Plenary Session:** 879 1529 8129 | **Access Code:** 382934

Access the conference directly by pressing [here](#).

11:00-12:30

Session 3. A: Q-AI - 220

Title: Use of neural networks to classify football clubs based on their variability in sports performance.

Authors: Norma Ortiz (Uniandes), María A. Moros (CESA) and Anderson Quintero (CESA).

Title: Does Your Cause Fit My "Self"? Self-Expansion and Self-Concept in Cause-Related Marketing.

Authors: Carlos M. Rodríguez (Delaware State University) and Shalini Bariar (Vesim Vivekanand Institute of Management).

Title: A Journey from Dark Triad Personality Traits to Dirty Business Action with Pleasure Outcomes.

Authors: Asghar Afshar Jahanshahi (Tecnológico de Monterrey, Business School).

2023 Conference Schedule

Thursday, June 22

11:00-12:30

Session 3.B: Q-AI – 321

Title: Entrepreneurial orientation and socio-emotional wealth as enablers of the impact of digital transformation on a post-covid family firm performance.

Authors: Virginia Lasio (Escuela Superior Politécnica del Litoral-ESPOL-ESPAE Graduate School of Management), John Rosso (Universidad Icesi- Facultad de Administración y Economía), Juan Manuel Gómez (Universidad Icesi- Facultad de Administración y Economía) and Alejandro Sánchez (Universidad Icesi- Facultad de Administración y Economía).

Title: Leadership styles in family firms: an empirical analysis of the legacy, entrepreneurial orientation and ownership structure on its antecedents and consequences.

Authors: Iván D. Sánchez (Full time Professor), Yeny E. Rodríguez (Full time Professor), Karol D. Arroyo (Undergraduate Student), Juan José Florez (Undergraduate Student), Juan Pablo Salcedo (Undergraduate Student) and Stacy Sandi (Undergraduate Student).

Title: Effects of the level of innovation in technologies on psychological distance on opportunity evaluations.

Authors: Nelson Andres Andrade Valbuena (Universidad Catolica de la Santísima Concepción), Sergio Olavarrieta (Universidad de Chile) and Juan Pablo Torres (Universidad de Chile).

11:00-12:30

Session 3.C: Q-AI – 206

Title: Perceived Globalness/Localness in Family Businesses Brands. A comparison with Non- Family Businesses Brands.

Authors: Edgar Ramirez Solis (Tecnológico de Monterrey), Miguel Ángel López (Tecnológico de Monterrey) and Jorge Eduardo Gomez (Tecnológico de Monterrey).

Title: The emergence of dynamic capabilities during entrepreneurial internationalization: A process framework.

Authors: Sascha Fuerst (Tecnológico de Monterrey, EGADE Business School) and Peter Zettinig (University of Turku, School of Economics).

2023 Conference Schedule

Thursday, June 22

11:00-12:30

*Remote 3 Q-AI - 402

Title: Craft beer consumers: an attribute-based segmentation.

Authors: Eugenia Csoban (IESA), Jenifer Campos (IESA) and José Sosa (IESA).

Title: Effects of mixtures of visual and auditory elements on purchase intention in fashion retail stores: a simulated experience.

Authors: Sofia Esqueda Henríquez (IESA) and Milko González López (IESA).

Title: Ride-hailing users: a segmentation based on habits of use.

Authors: Jenifer Campos (IESA), Marialaura Rosales (IESA) and María Corina Salas (IESA).

***ZOOM ID for Remote 3:** 835 6493 2131 | **Access Code:** 878325

Access the conference directly by pressing [here](#).

*Remote 4 Q-AI-322

Title: Digital Social Entrepreneurship: innovation opportunities from the Venezuelan crisis.

Authors: Nunzia Auletta (IESA), Patricia Monteferrante (IESA) and Aramis Rodríguez (IESA).

Title: De Mi Tierra.

Authors: Esteban R. Brenes (INCAE Business School), María Fernanda López (Ficohsa) and Caleb Pichardo (INCAE Business School).

***ZOOM ID for Remote 4:** 885 0061 0354 | **Access Code:** 367193

Access the conference directly by pressing [here](#).

12:30-13:30

Lunch - Pabellón BiblioTEC

13:30-15:00

Plenary Session

Deglobalization: Views from and for Latin America, Lourdes Casanova (Cornell), Jerry Haar (FIU), Vidal Garza Cantú (FEMSA), Moderator: Urbi Garay (IESA)

***ZOOM ID for Plenary Session:** 841 3800 5851 | **Access Code:** 950207

Access the conference directly by pressing [here](#).

15:15-16:45

Session 4. A: Q-AI - 220

Title: A Great Challenge for Executive Mothers, Working from Home, Undertaking Others Duties and Burnout Resilience During the COVID-19 Pandemic.

Authors: Yvette Mucharraz Y Cano (IPADE Business School), Diana Dávila-Ruiz (Universidad Anáhuac México Norte) and Karla Cuilty-Esquivel (IPADE Business School).

2023 Conference Schedule

Thursday, June 22

15:15-16:45

Session 4. A: Q-AI - 220

Title: The Cross-Country Generalizability of High-Performance Work Practices in Latin American and Other Countries, Interactions of Internal Promotions with Organizational Capital and Innovation Strategy on Market, Operational, and Financial Performance.

Authors: Richard Posthuma (University of Texas at El Paso), Gabriela Flores (Southwestern University), Wang Xiohui (Sun Yat-sen University), Ying Zhu (University of South Australia), Marissa Aquirre (Universidad de Piura), Frederik Anseel (University of Ghent), Paula Apascaritei (University of Navarra), Michael Campion (Purdue University), Rodrigo Costamagna (Universidad de la Sabana), Pieter Grobler (University of South Africa), Gaurav Gupta (University of North Carolina Wilmington), Ana Heloisa da Costa Lemos (Pontifícia Universidade Católica do Rio de Janeiro), Sandra Idrovo Carlier (University of Sabana), Robert Kok (Radboud University), Stefan Kemmer (Universität Regensburg), Valentina Kuskova (University of Notre Dame), Raúl Lagormarsino (ESE Business School), Julia Levashina (Kent State University), Paul Lighart (Radboud University), Lorenzo Lucianetti (University of Chieti and Pescara), Troy Mumford (Colorado State University), Lam Nguyen (Bloomsburg University of Pennsylvania), Jose Ramón Pin Arboledas (IESE Business School), Franziska Renz (University of Texas at El Paso), Erik Poutsma (Radboud University), Antonio Sancho (IPADE Business School), Maura Sheehan (National University of Ireland), Roel Schouteten (Radboud University), Thomas Steger (Universität Regensburg), Esparanza Suárez Ruz (University of Navarra), Lourdes Susaeta Erburu (University of Navarra) and Lien Vossaert (University of Ghent).

Title: Differentiated Roles and Perceptions of the Controller Function: An Exploratory Study.

Authors: Ricardo Ubeda-Sales (EGADE), Carlos Alsua (University of Arizona) and Diego Vallarino (COFACE).

15:15-16:45

Session 4. B: Q-AI - 321

Title: Raising sustainability flag to overcome liabilities while generating local sustainable development

Authors: Ana-María Gómez-Trujillo (CEIPA Business School), María-Alejandra González-Pérez (Universidad EAFIT), Juan Vélez-Ocampo (Universidad de Antioquía) and Olga Patricia Castaño-Díaz (ISA).

Title: Effects of political connections on firm performance in emerging markets: Evidence of a study in Latin America.

Authors: Andrés Fernando Mejía Amaya (Tecnológico de Monterrey) and Carlos Pombo Vejarano (Universidad de Los Andes).

2023 Conference Schedule

Thursday, June 22

15:15-16:45

Session 4. B: Q-AI - 321

Title: The boundaries of planetary boundaries: Looking to neltiliztli as an alternative for corporate sustainability.

Authors: Jason Good (EGADE Business School) and Bryan Husted (EGADE Business School).

Session 4. C: Q-AI-206

Title: Global Bank Lending under Climate Policy.

Authors: Asli Demirguc-Kunt (Non-Resident Fellow, Center for Global Development), Alvaro Pedraza (World Bank), Fredy Pulga (Universidad de la Sabana) and Claudia Ruiz-Ortega (World Bank).

Title: Caribbean's global competitiveness from a systemic and multifactorial perspective for the trans-Covid-19 period.

Authors: Segundo Castro-González (University of Puerto Rico, Río Piedras Campus), Jairo Ayala-Godoy (University of Puerto Rico, Río Piedras Campus) and Theany Calderón-Abreu (Universidad Puerto Rico, Río Piedras).

Title: International Capital Flows, Capital Controls and Institutions.

Authors: Jose Ruiz (Universidad de Chile) and Giovanni Huerta (Universidad de Chile).

15:15-16:45

*Remote 5 Q-AI - 402

Title: Teenagers Digital Content Activity: Measurement in Cusco- Peru Context.

Authors: Breezy Pilar Martínez Paredes (Universidad Nacional Mayor de San Marcos), Amelia María Pinto da Cunha Brandão (Universidad de Porto) and Pedro Manuel Dos Santos Quelhas Taumaturgo de Brito (Universidad de Porto).

Title: The Adoption of Digital Sales Channels in Multichannel B2B Contexts: Impact on Firm Performance and Sales Channels' Cannibalization.

Authors: Carlos Abe (Insper), Carla Ramos (Insper) and Danny Claro (Insper).

Title: Correlation between Bioethical Evaluation of Tax Evasion and the Intention to Evade Taxes: An Empirical Behavioral Study of Puerto Rico.

Authors: Beatriz Rivera-Cruz (University of Puerto Rico) and Silvia López Palau (University of Puerto Rico).

***Zoom ID for Remote 5:** 871 9041 5695 | **Access Code:** 022590

Access the conference directly by pressing [here](#).

2023 Conference Schedule

Thursday, June 22

15:15-16:45

*Remote 6 Q-AI-322

Title: Would you dare to revive an iconic br, for nostalgia's sake?

Authors: Beatriz González, Claudia Quintanilla , Edgardo Ayala

Title: Understanding the link: The competencies and motivations of nascent entrepreneurs to engage in sustainable entrepreneurship in Latin America.

Authors: Lilia Raquel Rojas-Cruz (EGADE Business School, Tecnológico de Monterrey) and Bryan Husted (EGADE Business School, Tecnológico de Monterrey).

Title: Entrepreneurial context and intrapreneurship in Latin America.

Authors: Jairo Orozco (Universidad EAN), Andreu Turro (Universidad Autónoma de Barcelona) and David Urbano (Universidad Autónoma de Barcelona).

***ZOOM ID for Remote 6:** 860 7636 0076 | **Access Code:** 405123

Access the conference directly by pressing [here](#).

17:00-18:30

Session 5. A: Q-AI-220

Title: Decomposing Regional Art Prices by Artistic Movement: An Analysis of Latin American Art.

Authors: Urbi Garay (IESA School of Management) and Fredy Pulga (Universidad de la Sabana, EICEA).

Title: Women in power with power: The influence of meaningful board representation on Default Risk.

Authors: Jannine Poletti Hughes (University of Liverpool), Isabel Avinzano (Universidad Pública de Navarra) and Beatriz Martinez (Universidad Pública de Navarra).

2023 Conference Schedule

Thursday, June 22

17:00-18:30

Session 5. B: Q-AI - 321

Title: Influence of Digital Content about Food Acculturation on Engagement and Sentimental Intensity: Evidence of Venezuelan Diaspora on Tik Tok.

Authors: Walter Palomino-Tamayo (ESAN University), Christina Saksanian (ESAN University) and Otto Regalado-Pezua (ESAN University).

Title: Uncovering M-Service Quality Dimensions in Mobile Philanthropy.

Authors: Sergio Palacios Wulschner (St. Mary's University).

Title: The effect of social media strategic alignment on social CRM capabilities.

Authors: Juan Sosa Godina (Tecnológico de Monterrey).

Session 5. C: Q-AI-322

Title: A Comparative study on the profile of Mexican entrepreneurs in Monterrey, Mexico City, and Guadalajara.

Authors: Mónica Chávez (National Chung Hsing University/Universidad de Monterrey/ Hochschule Karlsruhe Technik und Wirtschaft) and Rosa Morales (Universidad de Monterrey).

Title: Do Political Ties Foster or Hinder Entrepreneurial Orientation?

Authors: Shoeb Mohammad (Lakehead University) and Izu Mbaraonye (University of Nebraska- Lincoln).

Title: Business ideas trust on steroids: Artificial Intelligence increasing Opportunity Confidence on New Venture Ideas.

Authors: Federico Cruz (ITESM), Juan Diego Hinojosa Sandoval (ITESM) and Christian Salazar Mantilla (ITESM).

17:00-18:30

Session 5. D: Q-AI-402

Title: Digital Transformation at CAEX-Centroamérica.

Authors: Niels Ketelhöhn (INCAE Business School) and Jalima Noguera Marengo (INCAE Business School).

Title: Learning through micro-credential experiences: the Case of Puerto Rican UPR students.

Authors: Anamari Irizarry Quintero (University of Puerto Rico) and Grisel Meléndez (University of Puerto Rico, Río Piedras Campus).

Title: MAXTRA Cash Handling Solutions.

Authors: Alexander Nunez Torres (City University of New York).

19:30-22:00

Gala Dinner - Restaurante Arroyo

2023 Conference Schedule

Friday, June 23

08:00-09:00
09:00-10:00

Registration Plenary Session

Redefining Success: Strategic Management in the Face of Deglobalization Challenges in LATAM, Michael Hitt (UT), Alvaro Cuervo Cazurra (Northeastern), Moderator: Ernesto Amoros (EGADE)

***ZOOM ID for Plenary Session:** 844 9456 7392 | **Access Code:** 385160
Access the conference directly by pressing [here](#).

10:15-11:45

Session 6. A: Q-AI-222

Title: The Challenge of the Last-Mile: Evidence from a Scale-Up Experiment in the Dominican Republic.

Authors: Patrick Agte (Princeton University), Daniel Morales (Pontificia Universidad Católica Madre y Maestra), Christopher Neilson (Yale University) and Sebastián Otero (University of California, Berkeley).

Title: Blurred lines: How perpetrator attractiveness mitigates perceptions of sexual harassment.

Authors: Alejandro Centeno (Tecnológico de Monterrey) and Ajnesh Prasad (Tecnológico de Monterrey).

Title: Forces or choices in the extreme work context: did we understand younger and well- educated generation well?

Authors: Asghar Afshar Jahanshahi (Tecnológico de Monterrey, Business School).

10:15-11:45

Session 6. B: Q-AI-321

Title: Internal and contextual factors as determinants of entrepreneurial activity. The case of Ecuador.

Authors: Andrés Proaño Serrano (Universidad San Francisco de Quito), Francisco Forcadell (Universidad Rey Juan Carlos) and Marek Michalski (Universidad San Francisco de Quito).

Title: Technological Innovation in Agribusiness: A Bibliometric Analysis of Literature.

Authors: Charles R Arosa-Carrera (Universidad de los Llanos) and Silvana Dakduk (Universidad de los Andes).

Title: The concealment of knowledge as an inhibitor of the positive effect of collaborative work in innovation on agility.

Authors: Daniela Urresta-Vargas, Valeria Carvajal-Vargas and Jose Arias-Pérez.

2023 Conference Schedule

Friday, June 23

10:15-11:45

Session 6. C: Q-AI-206

Title: The Great Resignation in Free Trade Zones.

Authors: Cris Bravo Monge (EGADE Business School).

Title: Latin American and Other Country Culture Archetypes, Transformational and Transactional High-Performance Work Systems, and Innovation.

Authors: Richard Posthuma (University of Texas at El Paso), Haiyan Zhang (CIGNA) and Yang Zhang (Indiana University Southeast).

Title: Gender wage gap.

Authors: Nuria Rojas (Tecnológico de Monterrey).

10:15-11:45

*Remote 7 Q-AI-402

Title: Do political connections have a double-edged sword effect on firm level innovation? Evidence from emerging economies.

Authors: Nirosha Hewa Wellalage (University of Waikato), Sujani Thrikawala (Waikato Institute of Technology) and Viviana Fernández (Universidad Adolfo Ibáñez (UAI)-Business School).

Title: Cross-country survey of risk perception in Brazil, France, and UK.

Authors: Lucas Nogueira Cabral Vasconcelos (FGV), Claudia Emiko Yoshinaga (FGV) and William Eid Junior (FGV).

Title: The role of Institutional environments on entrepreneurial ecosystems: A comparison between Brazil and Mexico.

Authors: Sergio Enrique Robles-Ávila (Baldwin Wallace University) and Martha Corrales-Estrada (EGADE Business School - Tecnológico de Monterrey).

***ZOOM ID for Remote 7:** 846 2496 9983 | **Access Code:** 500697

Access the conference directly by pressing [here](#).

10:15-11:45

*Remote 8 Q-AI-322

Title: Informal Entrepreneurship under Poverty.

Authors: Christian Felzensztein (Clarkson University, NY), Francisco Barroso-Tanoira (Anahuac University, Merida, México) and Leo-Paul Dana (Dalhousie University, Nova Scotia, Canada).

Title: Starting a new business after 65: Relevant factors in OECD countries.

Authors: José Ernesto Amorós (EGADE Business School, Tecnológico de Monterrey), Alfonso Jesús Torres Marín (UNIE Universidad), Sergio Roses (Universidad del Salvador) and Marcelo Leporati (EAE Business School).

***ZOOM ID for Remote 8:** 881 1558 5576 | **Access Code:** 258977

Access the conference directly by pressing [here](#).

12:30-14:30

Lunch/Awards - Pabellón BiblioTEC

Transportation Logistics and Campus Map

Wednesday, June 21

- 08:00 Hotel Radisson Paraíso to Campos Ciudad de México (CCM)
- 19:30 CCM to Hotel Radisson Paraíso
- 19:30 CCM to Restaurant Bencomo (Institutional Members Dinner)
- 22:00 Restaurant Bencomo to Radisson Paraíso

Thursday, June 22

- 08:30 Hotel Radisson Paraíso to CCM
- 18:30 CCM to Arroyo Restaurant (Gala Dinner)
- 22:00 Arroyo Restaurant to Hotel Radisson Paraíso

Friday, June 23

- 08:00 Hotel Radisson Paraíso to CCM
- 14:30 CCM to Hotel Radisson Paraíso



NUEVO CAMPUS CIUDAD DE MÉXICO



- 1 Aulas I
- 2 Plaza Tec
- 3 Aulas II
- 4 BiblioTEC

- 5 Cenote
- 6 CEDETEC
- 7 Edificio Sur
- 8 CIEE

- Subida de transporte entre predios
- Bajada de transporte entre predios
- Transporte

- Cafetería
- Food Trucks
- Microondas
- Límite de seguridad

Associated Journals

We want to extend our sincere appreciation to our Associated Journals sponsors for their steadfast support. Your contributions have made a significant impact on BALAS and its objectives. We are thrilled to explore opportunities for further partnership and are excited about the prospect of a long-lasting relationship with you.

- Journal of Economics, Finance and Administrative Science
- ACADEMIA Revista Latinoamericana de Administración
- Journal of Management History
- Latin American Business Review
- Emerging Markets Case Studies
- Cladea Balas Case Consortium
- Management Research



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Our heartfelt gratitude goes to our sponsor, Tecnológico de Monterrey, Escuela de Negocios, for its generous support and help in making BALAS 2023 a remarkable conference. Success is the result of working together for a common goal that inspires us and motivates us.



Tecnológico de Monterrey
Escuela de Negocios

Supporting Institutions

We are delighted to welcome our academic community to BALAS 2023, a conference that reflects the dedication and enthusiasm of our host school EGADE Business School and our supporting team. We started working on this event a year ago, holding weekly meetings to ensure a smooth and successful organization. We are grateful to our volunteers from the institutions listed here, who have shown remarkable commitment, effort, and passion throughout the process. We could not have done this without their invaluable collaboration and support. Our sincere thanks go to all of them.



EGADE Business School
Tecnológico de Monterrey



INNOVATION ECOSYSTEMS FOR BUSINESS DEVELOPMENT

June, 2024 | São Paulo - Brazil

Sao Paulo Business School
of Administration



New digital and physical technologies are enabling the creation of new business models by new ventures and established organizations, as well as facilitating the interaction between partners and the creation of complementary business activities. In this context, the notion of ecosystems is becoming increasingly popular. In the last ten years, the World Economic Forum (WEF) has highlighted the central role of innovation ecosystems in fomenting economic activity.

Different types of innovation ecosystems co-exist. Established firms, suppliers, and other actors may work together in platform-based ecosystems creating new complementary products and services that can be mixed and matched to offer unique value propositions to various end users. Some of these actors may be startups that interact with larger organizations, venture capitalists, business angels, public sector agencies, universities, and research centers in entrepreneurial ecosystems to foster new ventures and growth.

For business leaders, innovation ecosystems are a source of winning ideas and a means to speed up their innovative efforts. At the same time, policymakers see them as a robust notion to orient the creation of policy mechanisms and stimulate economic activity. The focus is on understanding how to unleash the potential of different types of innovation ecosystems for business development. In academia, researchers have dedicated attention to the mechanisms to make that happen. Yet, most academic literature has focused on innovation ecosystems in developed countries.

The **BALAS 2024 Conference** will provide a scholarly academic forum for discussing innovation ecosystems for business development in the LATAM contexts, focusing on specific conditions and solutions of our reality.

Special Conference Tracks

- Opportunities and constraints in entrepreneurial ecosystems
- Orchestrating platform-based innovation ecosystems for business and sustainable development
- Knowledge-intensive and technology-based entrepreneurship to address society's challenges
- Overcoming the Innovation Paradox in Developing and emerging economies: Technology and Management to reach prosperity.

General Tracks

Accounting, Taxation & Mgmt. Control Systems | Consumer Behaviour | Corporate Finance | Culture, Social and Ethical Issues | Economics and Global Issues | Entrepreneurship and Family Business | Financial Markets, Investment and Risk Management | Information Systems, Technology Management and Operations | Management, OB and HRM | Marketing Management | Asia and Latin American Business and Economics | Strategy, IB & Global Competitiveness | Teaching Cases and Management Education

Doctoral Colloquium Track:

Track for doctoral research presentations

