

BALAS 2024 PROGRAM & SCHEDULE

TUESDAY JUNE 18th

08:45 09:00 **DOCTORAL COLLOQUIUM OPENING SESSION & Orientation**

1	Session 1.A: Session Chair	Room
09:00 12:30	Lourdes Aparicio and Gareth Rees	Effect of Stakeholder Pressure on Corporate Sustainability Results: Exploring Corporate Social Responsibility Practices and Corruption Practices in the Context of the Supply Chain
	Mariana Arraigada and Lucas Pujol-Cols	Emotional Intelligence and Work-Life Enrichment: analysis of their relationship as a basis for talent retention

Session 1.B: Session Chair	Room
Maximiliano Carlomagno	Mastering the scale-up: Strategies for internal ventures in incumbent firms
Carlos Fernando Morales Sánchez, Luz Dinora Vera Acevedo and Cristian Armando Yepes Lugo	Resilience as an Emergent Property in University Innovation Ecosystems: The Role of Social Capital at the Universidad Nacional de Colombia, Bogotá Campus

10:30 11:00 **Coffee Break**

2	Session 2.A: Session Chair	Room
11:00 12:30	Alexandre de A. Gomes Júnior, Susana C. F. Pereira and Martin C. Schleper	Exploring tensions in supply chain sustainability practices through a paradoxical lens
	Rafael Crispim, Eduardo Vasconcelos and Vincenzo Baglieri	Innovation management in the age of artificial intelligence

Session 2.B: Session Chair	Room
Jose Alexandre Costa and Henrique Martins	Stock Price Crash Risk and SASB Materiality
Ana Tereza Delapetra and Tania Veludo-de-Oliveira	Towards a Comprehensive Understanding of Food Well-Being: Developing and Validating the FWB Scale

Session 2.C: Session Chair	Room
Kelen Cristina Duarte and Marlusa de Sevilha Gosling	Transformative Travel - A study of women who travel solo from the perspective of decolonial feminism
Odille Sanchez-Dominguez and Sascha Fuerst	Resource and capability development within Technology-based Ventures: A mixed method study

12:30 14:00 **LUNCH**

14:00 14:30 Opening Session
Luiz Artur Ledur Brito (Dean FGV EAESP), Tales Andreassi (Vice Deputy Dean), Urbi Garay (BALAS President), Yvonne Yvonne L Huertas Carbonell (BALAS's Executive Director), and Susana C. F. Pereira (Conference Chair)

14:30 16:00 P1 **Plenary Session**
Annabelle Gower (Surrey University)

16:00 16:30 **Coffee Break**

3	Session 3.A: Session Chair	Room
16:30 18:00	Pedro Kenji Onouye Machado and Bianca Quintares Checon	Compliance analysis of the corporate governance criteria on Environmental, Social and Governance companies
	Rogiene Batista dos Santos and Rafael Felipe Schiozer	Does tax avoidance increase informational asymmetry? Evidence from the tax cuts and jobs act
	Andrés Fernando Mejía Amaya and Norma Consuelo Ortiz Silva	Does voluntary commitment to fair value and other accounting provisions improve firm value? Evidence from emerging countries with IFRSs
	AccTaxCon	

Session 3.B: Session Chair	Room
Juan Carlos Arismendi-Zambrano, Alan De Genaro and Henrique Leone Alexandre	Informativeness of the Federal Reserve Chair Communication's Sentiment on the Monetary Policy Uncertainty
Ricardo Rochman and William Eid Jr	Performance of Funds of Funds (FOFs) in Brazil
José Carlos Abreu Neto and Richard Saito	Unlocking the Power of Relationships: Limited Partner Networks and Performance in Private Equity
FinMarkInvest	

Session 3.C: Session Chair	Room
Gustavo Martinez-Lira, Alfonso Valdez-Cervantes and Ma. Margarita Orozco-Gómez	Impact of CRM Adoption on Customer Engagement Explained by Salespeople Hedonic Motivations
Paulo Tadeu de Resende and Jorge Manoel Teixeira Carneiro	Impact of training and communication on the execution of strategy by the sales team: A case study in a pharmaceutical company
Maria Ester De Castro Silveira Pinto and Mauricio Morgado	Which forms of content drive higher engagement in the digital marketing strategies of luxury brands?
Mktg	

Session 3.D: Session Chair	Room
Marina Gama and Aline Gagnon	From political ties to NGO donations: The strategic adaptation of cross-sector interactions
Juan M Gomez, Yeny E Rodriguez and Miguel-Angel Perez-Urribe	Understanding Satisfaction with Succession in Family Businesses: Insights from a Multilevel Analysis
Isis Domingues and Maciel Queiroz	Digital Transformation as a Strategy to Navigate Institutional Voids in Supply Chains: Insights from a Systematic Literature Review
StratB	

18:00 20:00 **COCKTAIL**

WEDNESDAY, JUNE 19th.

08:00 09:00 **Registration**

09:00 10:30 P2 **Plenary Session**
William F. Maloney (World Bank)

10:30 11:00 **Coffee Break**

4	Session 4.A: Session Chair	Room
11:00 12:30	Sandra Idrovo-Carlier, Pedro Mendi and Alfredo Rodriguez	Management practices and innovation activities
	Marcelo Scheer Evaristo and Maria Tereza Leme Fleury	Platform-based banking ecosystems: a comparative analysis between incumbents and challenger banks from a dynamic capabilities perspective
	Milagros Isabel Rivas Mendoza, Asghar Afshar Jahanshahi and Luis Antonio Paredes Izaguirre	Resilience or Escape? Workplace Adversity and the Dual Impact of Gender on Employee Intentions to Leave and Pursue Social Entrepreneurship
	Special Track: Innovation and Entrepreneurial ecosystems	

Session 4.B: Session Chair	Room
Flavio Nogueira, Roberto Nogueira and Paula Chimenti	ESG risk management evolutions in Brazil
Urbi Garay and Julio Gasia	Hedonic Determinants of Housing Prices in Caracas, Venezuela, and Construction of a Price Index
Douglas Augusto de Paula and Eduardo Flores	Impact of Cash Flow Hedge Accounting on Future Profitability and Stock Returns: A Country Comparison
FinMarkInvest	

Session 4.C: Session Chair	Room
Hellen Marquezini and Kelen Duarte	The Kiwi Winery Case: an ethical dilemma of payment gap and immigrants' rights
Eduardo C. M. Ney and Jorge Carneiro	Transforming bitter challenges into sweet opportunities in the chocolate industry: Hershey do Brasil's dilemma to continue growing within an uncertain macroeconomic context.
Carla Campana and Pablo Leão	Unpacking identity work mechanisms in a person-centered approach to business and management education
Cases&Education	

Session 4.D: Session Chair	Room
Regina Diaz and Raúl Montalvo	Crossroads or converging paths? When connecting the trinomial AI, customer journey and customer experience.
Niels Ketelhohn, Luis López, Octavio Martinez and Jaime Güell	Innovation in Latin America: The Role of Collaboration
Simone Sehnem, Tais Provensi and Elisete Aparecida Ferreira Stenger	Overcoming the Innovation Paradox in Agtechs Ecosystem: looking for technologies, solutions and opportunities
Special Track: Overcoming the Innovation Paradox in Developing and Emerging Economies:	

Session 4.E: Session Chair	Room
Susana C. F. Pereira, Alexandre de A. Gomes Júnior and Luciana M. Vieira	Circular economy practices for food loss and waste prevention and management: insights from a fresh food supply chain in Brazil
Julia De-Carvalho, Susana Carla Farias Pereira and Rodolfo Strauss Nunes	Monitoring and warning practices and technologies in front of extreme climatic disasters: compound of literature.
Roberto Ponce, María José Ibáñez and Felipe Vásquez-Lavín	Business Adaptation to the Physical Impacts of Climate Change: A Socio-ecological Framework Assessment.
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12:30 14:00 **LUNCH**

14:00 16:00 P2 Meet the Editors: Juliana Bonomi (Revista de Administração de Empresas - RAE), Nestor Salcedo (Journal of Economics Finance and Adm Science - JEFAS) and Luis Orozco (Management History)

16:00 16:30 Coffee Break

Session 5.A: Session Chair	Room
Guillermo Arevalo, Maximiliano González, Alvaro Alexander Guzmán Vásquez and María-Andrea Trujillo Dávila	Environmental disclosure, information asymmetries and firm's profitability: evidence from Latin American energy and mining industries
Anamari Irizarry, Camille Villafaña and Myra Pérez	Idioms, Internships, and Inclusivity: Boosting Employability and Global Workforce Diversity
Dyalá de la O Cordero, Juan Pablo Caballero Polanco and Guillermo Mateu Bartolomé	The effect of internal and external audit on ethics: A dishonesty behavior experiment with scratch lotteries
Cul_Soc_Ethics	

Session 5.B: Session Chair	Room
Samyra al-Houch, Susana Pereira and Maciel Queiroz	Circular economy practices and technology adoption in the fresh fruit and vegetable industry
Cristina Sartoretto, Jorge Streit, Luciana Hashiba, Luciana Betiol and Susana Pereira	Shedding light on the role of waste pickers in the circular economy
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Session 5.C: Session Chair	Room
Renata Martins, Felipe Zambaldi and Lucia Barros	Consumer-to-consumer helping: A meta-analytic review
Ivanete Schneider Hahn, Thais Cofferi and Marileia Batista Fertig	Influence of Xenocentrism on Consumer Purchase Intentions in E-Commerce
Juliana de-Campos-Maia-Barbanti and Tânia Veludo-de-Oliveira	The impact of remanufacturing: A case study on the partnership between brands and consumers
CB	

Session 5.D: Session Chair	Room
Special Panel: Is research in and on emerging markets impactful? The case of research on Latin America, Africa and India	

Session 5.E: Session Chair	Room
Iván Dario Sánchez Manchola and Yeny E. Rodriguez Ramos	The longer the better? The relationship between CEO's tenure and family firm's innovativeness considering leadership style and cultural dimensions
Hugo Alberto Alvarez-Perez, Caballero-Campbell Aidahir and Ruiz Linda Elizabeth	Assessing Entrepreneurial Readiness Among Bachelor-Level School Students
EntrepFamBus	

Session 5.F: Session Chair	Room
Carla Campana and Pablo Leão	Unpacking identity work mechanisms in a person-centered approach to business and management education
Sara Benetti, Ramiro Casó, Alejandro Robles Field, Jaime Frischwasser and Diego Murillo-Esquivel, Juan Carlos Barahona	New Challenges and Opportunities for The Global Network for the Advancement of Management
Cases&Education	

20:00 22:00 INSTITUTIONAL MEMBERS DINNER (BY INVITATION ONLY)

THURSDAY JUNE 20th

08:30 09:30 Registration

Session 6.A: Session Chair	Room
Andriana Sanchez Deschamps and Pablo Barriga Ortiz	A revolutionary approach to study and empower Dominican women entrepreneurs' self-efficacy using The Repertory Grid Technique (RGT)
Christopher Robertson, Elizabeth Moore and James Westerman	Cultural Distance and Moral Intensity: An Empirical Analysis of Latin American Values
Aida Lozada, Luz Gracia and Teresa Longobardi	Hispanic ethnicity and hidden barriers to CPA Exam success
Cul_Soc_Ethics	

Session 6.B: Session Chair	Room
Yuly Duran Straub	Sustainable entrepreneurship based on the identification of business opportunities, from the theoretical lens of business events and the perspective
Chiara Silveira Scappaticci and Pedro Tonhozi de Oliveira	The GenAI Revolution: Pioneering New Business Models in the Digital Age
Miguel Ángel Pérez-Urbe and Ana Cristina González	The importance of board involvement and economic and non-economic goals for family firms' access to capital.
EntrepFamBus	

Session 6.C: Session Chair	Room
Aighar Afshar Jahanshahi, Milagros Isabel Rivas Mendoza, Veronica Garcia Ibarra, Bernardo X. Fernandez-Telleria, Luis Thomaz Rocha	How Dark are Latino: Implications for Nascent Entrepreneurship
Homero Malagon, Alfonso Ávila and Aida Huerta	How do social entrepreneurs develop intangible capitals through social impact accelerators? Innovation, Technology, and Entrepreneurship Low Development: a Literature Review based Multi-level and Network Density Analysis.
Special Track: Innovation and Entrepreneurial Ecosystems	

Session 6.D: Session Chair	Room
Special Panel: Corporate Innovation for Sustainability: Cases of Implementing Circular Economy Principles in Brazil	

10:30 11:00 Coffee Break

Session 7.A: Session Chair	Room
Odiile Sanchez-Dominguez and Sascha Fuerst	The development of technology-based ventures: A review and future research agenda
Walter Palomino-Tamayo and Ernie Romero	The effect of organizational inertia on the adoption of big data analytics
Luis Vasconcellos, Fernando Ferreira and Daniel Dupas	The Shift from Product Centricity to Customer Centricity: Quality Management Lessons from the Brazilian Automotive Supply Chain
Special Track: Overcoming the Innovation Paradox in Developing and Emerging Economies:	

Session 7.B: Session Chair	Room
Ananias Costa Oliveira, Giuliana Isabella and Marcos Inácio Severo de Almeida	Effects of cashback and competition on prices: A study on Brazilian comparison websites
Carlos Lourenco, Julianne Chenu Madeira and Vanessa Martins Santos	Examining Retail Purchase Intentions: Flagship versus Conventional Stores in Brazil
Mktg	

Session 7.C: Session Chair	Room
Iván Dario Sánchez Manchola, Andrés Imbachi Perafán and Daniela Arévalo Villegas	Lightening the burden on the leader: Followers' attitudes as a source of the leader's work-family conflict
Jorge Luiz De Souza Evaristo and Elias Pereira Lopes Junior	The Psychodynamics of Intelligence in Scientific and Technological Institutions (STIs) in Relation to Level of Technological Maturity
Luz Rivas-Montoya and Diana Londoño	The Control/Autonomy Paradox: Unveiling the Process of Selective Coordination in M&A Partial Integration
Mgmt_HRM_OB	

Session 7.D: Session Chair	Room
Special Panel: Creative Praxis in the Classroom: The Impactful Five (5) Pedagogy	

Session 7.E: Session Chair	Room
Juan Camilo Mesa Bedoya, Ana Maria Gomez-Trujillo, Daniel Bonilla Calle, Billfrank Arroyo Bunzl and Diana Carolina Buritica Henao	Mapping 50 years of research on Internationalization Strategies: A Bibliometric Study
Shoeb Mohammad, Bryan Husted and Chris Bell	An Examination of how Individuals from Developing Countries Evaluate Companies that Engage in Corruption
StratIB	

12:30 14:00 LUNCH

14:00 15:30	Session 8.A: Session Chair	Room	Session 8.B: Session Chair	Room	Session 8.C: Session Chair	Room	Session 8.D: Session Chair	Room
	Nathalia Mello, Lucia Barros, Cristiane Pizzutti, Paulo Baptista, Marcos Severo and Giuliana Isabella	When does moral authority suit best? Comparing socio-political advocacy from companies against NGOs and governments	Sandra Mena-Candelaria, Maribel Ortiz Soto, Marcos A. Rodriguez-Negron, Guisell Larregui-Candelaria and Juan G. Rivera Ortiz	A Comparative Study on the Skills Required in Managerial Positions Perceptions of Students, Professors, and Employers	Henrique de Campos Junior and Francine Zanin Bagatini	A Blend of Active Teaching Methodologies: Creating a Student-focused Learning Ecosystem	Alicia Fernanda Galindo Manrique, Raymundo Diaz Robles, Martha Nelly Garza Garza and Homero Zambrano Mañueco	Emission abatement through eco-innovation and eco-taxes in OECD countries
	Gabriela Rauber, Lucia Barros, Felipe Zambaldi and Marcelo Perin	When Life Throws Curveballs: Unpacking Consumers' Compensatory Strategies	Mariana Arraigada, Lucas Pujol-Cols and Guillermo Dabos	Fostering talent retention through positive work-life interactions: The relationships among emotional intelligence, work-life enrichment, organizational commitment and turnover intentions	Dario Vedana	A Theoretical Framework Proposal for Research and Innovation Opportunities in Entrepreneurial Education	Maria Jose Quinteros, Mauricio Villena and Francisco Villegas	Corporate Social Responsibility in Business Research in a Global Context: A Bibliometric Analysis of 31,879 Articles using Text Mining Techniques
			Alysha Shivji	Unearthing Technologies of Racial Capitalism: From Plantations to Contemporary Industrial Agriculture	Topher McDougal, Nunzia Auletta, Maria Helena Jaén and Myrna Atalla	Alfanar: A Venture Philanthropy challenges in a Humanitarian Disaster	Neylane Castro, Mnele Silva and Elisabeth Süßbauer	Changing energy consumption practices in the workplace: interventions guidance towards more environmental behavior
	CB		Mgmt_HRM_OB		Cases&Education		Cul_Soc_Ethics	

Coffee Break

15:30 16:00
16:00 18:00

Dean's Panel: Innovation at Business Schools Moderator prof. Maria Tereza (FGV), Painelists: Luiz A. Brito (FGV EAESP), Nunzia Auletta (IESA), and Ernesto Amorós (EGADE)

18:00 20:00 Awards Ceremony at FGV EAESP

20:30 22:00 Special Dinner at Restaurant Fogo de Chão

FRIDAY JUNE 21st

08:00 09:00 Registration

09:00 10:30	Session 9.A: Session Chair	Room	Session 9.B: Session Chair	Room	Session 9.C: Session Chair	Room
	Alberto Mendez Morales, Camilo Anzola Morales, David Camargo and Liliana Ruiz	Intangible assets and their effects on business performance: an analysis of Colombian companies	Dario Vedana and Tales Andreassi	Chilli Beans: challenges and opportunities for innovation in an established business	Vittoria Loviseck	Circular Supply Chain Management for the Built Environment: a Stakeholders' Management Strategy perspective
	Paulo Renato Soares Terra and Calio Vieira Rêgo	Investor Protection and the Cash Flow Sensitivity of Cash	Octavio Martinez and David Proaño	Mashpi Lodge (a): Sustainability as a competitive strategy	Andres Guerrero and Christoph Birkholz	Exploring fundraising through Impact Investing process in early-stage social agribusiness: The Case of Mukatri in the Colombian Amazon.
	Matheus Brito, F. Henrique Castro and Claudia Yoshinaga	What factors move or correlate with digital assets? \ Is the digital market a leading or trailing indicator for other asset classes?	Carlos Lourenco and Mauricio Ribeiro	Value Creation in the Brazilian Aftermarket: Growth and Transformation Strategy	Priscila Miguel and Juliana Santos	Fostering supplier diversity through the ecosystem
	CorpFin		Cases&Education		Special Track: Innovation and Entrepreneurial ecosystems	

Coffee Break

10:30 11:00	Session 10.A: Session Chair	Room	Session 10.B: Session Chair	Room	Session 10.C: Session Chair	Room	Session 10.D: Session Chair	Room
	Daniela Pereira de Souza, Roberta Souza Piao, Ticiana Vincenzi and Elvia Florencio Torres Ximenes	An investigation into Circular Economy applied to the value chain of fashion retailers	John Rosso and Camilo Canal	Ownership concentration and capital investments efficiency in emerging markets	Ettore de Carvalho Oriol and Ricardo Correa Gomes	Measuring the Influence of Changes in the Choice Architecture on the Intention to Save for the Future	Segundo Camino-Mogro, Mary Armijos and Alberto López	CEO Gender, Boardroom participation with endogenous decisions and Firm Productivity
	Tais Provensi and Simone Sehnem	Circular Economy and Disruption in the Value Chain: The Role of Stakeholders and Networks in Startups	Aviner Augusto Silva Manoel and Marcelo Botelho da Costa Moraes	The Market Value of Domestic and Foreign Cash Holdings: An Empirical Analysis	Jaime Bastias and Jose Luis Ruiz	Pension Fund Administrators, regulatory shock, volatility, liquidity, and information asymmetries: lessons from Chile	Carlos Manuel Jimenez Aguilar and Mario Martínez Avella	Social and cultural forces in corporate and patrimonial states, and their relations with corporate governance: a contrast between North and South
	Samara de Carvalho Pedro, Eugénia Vale de Paula, Caio Sousa, Raissa Helena Paiva Apolinario and Leonardo Augusto de Vasconcelos Gomes	Circular Economy Ecosystem: Drivers and Future Paths	Gustavo Andy De Almeida Lopes Fernandes, Claudia Yoshinaga, Janaina Grossi and Rayane Rodrigues	Women on boards and top-level positions in the Global South: is there a change?	Zaina Hajj	Initial Approach to Higher Accounting Education in Brazil	Eduardo Moraes Correa Moraes Correa, Cyntia Meireles Martins Meireles Martins, Cilene Aragão de França Aragão de França and Igor de Jesus Lobato Pompeu Gammarano Lobato Pompeu Gammarano	Social capital and governance in a cooperative in the state of Pará, Amazon, Brazil
	Special Track: Innovation and Entrepreneurial ecosystems		CorpFin		Special Track: Public Management		CorpFin	

12:30 14:30 FAREWELL LUNCH