

---

# 12.<sup>a</sup>

International Conference of the  
*Iberoamerican Academy  
of Management*

December 7-9, 2023 | PUCMM | Dominican Republic

**The challenges and opportunities  
in the management disciplines  
facing the post pandemic in the  
Iberoamerican region**

---

## Agenda



**PUCMM**  
Pontificia Universidad Católica  
Madre y Maestra



Iberoamerican Academy of Management

Time: <b>15:00</b>	<b>Work Shop</b>	Presenters Larry Williams, Bob Vrandenberg and Paul Bliese
Room: <b>C</b>		
Time: <b>17:00</b>	<b>Doctoral Consoulting</b>	Presenter Rosa Ruiz
Room: <b>C</b>		
Time: <b>19:00</b>	<b>FORMAL OPENING</b>	
Time: <b>19:00</b>	Conference <b>Mapping the Challenges and Opportunities in Corporate Governance in the Iberoamerican Region</b>	Presenter Ruth Aguilera
Room: <b>C</b>		
Time: <b>19:30</b>	<b>WELCOME COCKTAIL</b>	

Conference  
Time: **9:00**  
Room: **A**  
**Sustainable Development Goals, Sustainability Indices and Corporate Governance: An Analysis of Spanish Listed Companies**

Presenters  
**Irma Martínez-García and Silvia Gómez-Ansón**

Track  
Enviromental, Social and Governance

Conference  
Time: **9:20**  
Room: **A**  
**The Networking Myth and its Impact on Women's Career Advancement**

Presenters  
**Gabriela Contreras, Miryam Martínez-Martínez, Susana González-Pérez, Ruth Mateos de Cabo and Ricardo Gimeno**

Track  
Enviromental, Social and Governance

Conference  
Time: **9:40**  
Room: **A**  
**Sustainable Banking & Financial Inclusion in the Global South: The "S" in ESG**

Presenters  
**Fernando Úbeda, Álvaro Méndez and Francisco Javier Forcadell**

Track  
Enviromental, Social and Governance

Conference  
Time: **10:00**  
Room: **A**  
**Explorando la Intersección entre las Prácticas de Responsabilidad Ecológica y la Innovación Comercial en el Sector Servicios**

Presenter  
**Iris María Velez Osorio**

Track  
Enviromental, Social and Governance

Time: **10:40**  
**COFFEE BREAK**

Time: <b>11:00</b>	Conference <b>The Effects of Social Development Goals Diversification of Branded Products on Corporate Performance</b>	Presenters <b>Marco Giarratana, Milan Miric and Martina Pasquini</b>
Room: <b>A</b>	Track Enviromental, Social and Governance	
Time: <b>11:20</b>	Conference <b>Exploring the Motivations for Becoming a B Corp: An Institutional Theory Approach</b>	Presenters <b>Ignacio Pavez, Gonzalo Valdés and Catalina Chaura</b>
Room: <b>A</b>	Track Enviromental, Social and Governance	
Time: <b>11:40</b>	Conference <b>Identificando relaciones entre ciudad inteligente, gobernanza y creación de valor público: una revisión sistemática de literatura</b>	Presenters <b>Diego Armando Jurado-Zambrano, Juan Velez-Ocampo and Esteban López-Zapata</b>
Room: <b>A</b>	Track Enviromental, Social and Governance	
Time: <b>12:00</b>	Conference <b>Innovación en Seguridad Social en Salud: revisión de la literatura y tendencias actuales</b>	Presenter <b>Ignacio Chica and Rafael Zuñiga</b>
Room: <b>A</b>	Track Enviromental, Social and Governance	
Time: <b>12:40</b>	<b>LUNCH</b>	

Conference

Time:  
**14:00**

**El Fenómeno de la adopción temprana y los “Early Adopters” en el marco de la Industria 4.0: una revisión de la literatura**

Room:  
**A**

Track

**Innovation Management and Business Technologies**

Presenters

**Andrea Belen Arditi  
and María Isabel  
Camio**

Conference

Time:  
**14:40**

**The asymmetric effects of an emotional culture of sexist joviality on status conferral**

Room:  
**A**

Track

**Organizational Behavior and Human Resource  
Management**

Presenters

**Natalya Alonso and  
Olivia O’Neill**

Conference

Time:  
**15:00**

**CEO Relative Pay, Social Exchange, and Firm Earnings Management**

Room:  
**A**

Track

**Organizational Behavior and Human Resource  
Management**

Presenters

**David Weng and Long  
Wang**

Conference

Time:  
**15:20**

**Women Who LinkedIn: The Gender Gap in Online Executive Networking**

Room:  
**A**

Track

**Organizational Behavior and Human Resource  
Management**

Presenter

**Gabriela Contreras,  
Ricardo Gimeno and  
Ruth Mateos de Cabo**

Time: <b>15:40</b>	Conference <b>Organizational identification dynamics in platform-mediated work: a longitudinal study of lived experiences on delivery workers</b>	Presenter <b>Julian Diaz-Avenidaño</b>
Room: <b>A</b>	Track Organizational Behavior and Human Resource Management	
Time: <b>16:00</b>	Conference <b>Os processos de aprendizagem na capacidade absorptiva nas organizações baseadas em projetos: um estudo qualitativo</b>	Presenters <b>Rodrigo Teixeira, Isabel Scafuto and Roberto Lima Ruas</b>
	Track Organizational Behavior and Human Resource Management	
Time: <b>16:40</b>	<b>COFFEE BREAK</b>	
Time: <b>17:00</b>	Conference <b>As Lonely as the Moon? When and How Health Beliefs of COVID-19 Threat Affect Mental Health, Life Satisfaction, and Performance</b>	Presenters <b>Yarid Ayala, Nuria Tordera, Aysegul Karaeminogullari and Jaime A Bayona</b>
Room: <b>A</b>	Track Organizational Behavior and Human Resource Management	
Time: <b>17:20</b>	Conference <b>Two birds with one stone? Entrepreneurial self-efficacy promoting workability and employability within the COVID-19 pandemic</b>	Presenters <b>Yarid Ayala, Aysegul Karaeminogullari, Ernesto Amoros and Jaime A Bayona</b>
Room: <b>A</b>	Track Organizational Behavior and Human Resource Management	

Conference  
Time: **17:40**  
**La Renuncia Silenciosa en la República Dominicana: una Perspectiva Empresarial**

Room: **A**  
Track  
**Organizational Behavior and Human Resource Management**

Presenters  
**Cristóbal Rodríguez Montoya, Raquel de Castro Morel and Diana Frías Rodríguez**

Conference  
Time: **9:00**  
**Transformación organizacional hacia la sostenibilidad: una revisión sistemática de literatura y propuesta de framework**

Room: **B**  
Track  
**Round table #2 Enviromental, Social and Governance**

Presenter  
**Regina Soriano-Rivera**

Conference  
Time: **9:15**  
**Una perspectiva de Innovación Social en Colombia: la justicia social como propuesta de innovación para la consecución del trabajo decente**

Room: **B**  
Track  
**Round table #2 Enviromental, Social and Governance**

Presenters  
**Rafael Zuñiga and Ignacio Chica**

Time: <b>9:30</b>	Conference <b>Valoración de la Responsabilidad Social Corporativa en empleados mandos medios del sector industrial</b>	Presenters <b>Martha Báez, Belmarys Rodríguez and Julissa Pichardo</b>
Room: <b>B</b>	Track Round table #2 Enviromental, Social and Governance	
Time: <b>9:45</b>	Conference <b>Regulación Bancaria ante El covid-19: un Análisis Preliminar</b>	Presenter <b>Cándida Enilda Muñoz Martínez</b>
Room: <b>B</b>	Track Round table #2 Enviromental, Social and Governance	
Time: <b>10:00</b>	Conference <b>Responsabilidad Social Empresarial: Reputación y Gestión del Riesgo Reputacional</b>	Presenter <b>Catalina Madera</b>
Room: <b>B</b>	Track Round table #2 Enviromental, Social and Governance	
Time: <b>10:30</b>	<b>COFFEE BREAK</b>	
Time: <b>11:00</b>	Conference <b>Dinámica entre el razonamiento causal y efectual en trayectorias emprendedoras: procesos de fracasos y reingresos</b>	Presenter <b>María Dolores Dupleix</b>
Room: <b>B</b>	Track Round Table #1 Entrepeneurship and Familiy Business	



<p>Time: <b>11:30</b></p> <p>Room: <b>B</b></p>	<p>Conference</p> <p><b>Can they walk the talk regarding DEI? Evaluating senior leader statements for persistence in times of peril</b></p> <p>Track</p> <p>Round Table #3 Organizational Behavior And Human Resource Management</p>	<p>Presenters</p> <p>Faye K. Cocchiara, Sabrina D. Volpone, Wendy J. Casper, Julie Holiday Wayne and Marla L. White</p>
<p>Time: <b>12:00</b></p> <p>Room: <b>B</b></p>	<p>Conference</p> <p><b>Co-Creation of Value, Customer Engagement and Sustainable Competitive Advantage: a study in Traditional Restaurants</b></p> <p>Track</p> <p>Round Table # 4A Hospitality and Tourism</p>	<p>Presenters</p> <p>Roger Jaeger, Marcelo Kratz-Mendes, Aurora Zen and Daniela Callegaro-de-Menezes</p>
<p>Time: <b>12:30</b></p>	<p><b>LUNCH</b></p>	
<p>Time: <b>14:00</b></p> <p>Room: <b>B</b></p>	<p>Conference</p> <p><b>Risk, innovation and culture effects on industrial symbiosis: an ecological perspective analysis</b></p> <p>Track</p> <p>Round Table # 4B Innovation Management and Business Technologies</p>	<p>Presenters</p> <p>Jairo Salas-Paramo, Diana Escandon-Barbosa and Jaime Segura-Diaz</p>
<p>Time: <b>14:15</b></p> <p>Room: <b>B</b></p>	<p>Conference</p> <p><b>Revisión de Literatura sobre Chatbots y Servicio al Cliente usando modelado de temas</b></p> <p>Track</p> <p>Round Table # 4B Innovation Management and Business Technologies</p>	<p>Presenters</p> <p>Víctor W. Bohorquez-López, Christiam Mendez-Lazarte, Ximena Yance-Morales and Ana E. Gómez-Burns</p>

Time: <b>14:45</b>	Conference <b>Milton Friedman e o debate shareholder x stakeholder 50 anos depois – uma revisão sistemática da literatura com apoio da Inteligência Artificial</b>	Presenters Jairo Salas-Paramo, Diana Escandon-Barbosa and Jaime Segura-Diaz
Room: <b>B</b>	Track Round Table # 5A Strategic Management and Business Policy	
Time: <b>15:15</b>	Conference <b>Estudio Recordación de Marcas Consumidor Joven Clase AB/C+</b>	Presenters Eugenio Díaz Hernández, Claudine Collado Vilorio and Saulio Noel Flores Camarena
Room: <b>B</b>	Track Round Table # 5D Marketing and Related	
Time: <b>15:45</b>	Conference <b>Integral Calculus Trainers: An Active And Collaborative Learning Strategy</b>	Presenters Eva Cristina Manotas and Omar Ramirez González
Room: <b>B</b>	Track Round Table # 5E Business Education	
Time: <b>16:15</b>	<b>COFFEE BREAK</b>	
Time: <b>16:40</b>	Conference <b>Education Norms As Policies To Promote Financial Literacy: Are They Effective?</b>	Presenters Irma Martínez-García, Silvia Gómez-Ansón and Fermín López-Rodríguez
Room: <b>B</b>	Track Business Education	

<p>Time: <b>17:00</b></p> <p>Room: <b>B</b></p>	<p>Conference</p> <p><b>Revisiting the academic-practitioner model: Searching for a fit between classroom content and the need in the field - a supply chain perspective</b></p> <p>Track Business Education</p>	<p>Presenters</p> <p>S. Charles Malka and Lathan Craig Austin</p>
<p>Time: <b>17:40</b></p> <p>Room: <b>B</b></p>	<p>Conference</p> <p><b>Vertical Integration and Location Decisions: Evidence from US Manufacturers in Mexico</b></p> <p>Track International Management</p>	<p>Presenter</p> <p>Octavio Martínez</p>
<p>Time: <b>18:00</b></p> <p>Room: <b>B</b></p>	<p>Conference</p> <p><b>Cool Japan: A Cautionary Tale of Core Values Misalignment</b></p> <p>Track International Management</p>	<p>Presenters</p> <p>Daniel D. Goering, Luis Antonio Perez-Batres and Benjamin Boas</p>
<p>Time: <b>9:00</b></p> <p>Room: <b>C</b></p>	<p><b>Past, Present, And Future of The Iberoamerican Academy of Management</b></p>	<p>Presenters</p> <p>Len J.treviño, Ph.D, Herman Aguinis, Luis R. Gómez-Mejía y Julio De Castro</p>
<p>Time: <b>10:30</b></p>	<p><b>COFFEE BREAK</b></p>	

Time:  
**11:00**

**Why And How Does Good Methodology Lead To Good Research?**

Presenter  
**Herman Aguinis**

Room:  
**C**

Time:  
**12:00**

**LUNCH**

Conference

Time:  
**14:00**

**University and social context its influential impact on entrepreneurial intention in Latin America**

Presenters  
**Guillermo van der Linde, Tamara Mera and Rosa Ruiz**

Room:  
**C**

Track  
**Entrepreneurship and Family Business**

Time:  
**14:20**

**Entrepreneurial Strategy Development: Balancing Effectuation, Causation, and Bricolage**

Presenters  
**Vanessa Scazziota, Fernando Serra, Luiz Guerrazzi and Rui Fragoso**

Room:  
**C**

Track  
**Entrepreneurship and Family Business**

Time:  
**14:40**

**Reconceptualizing Entrepreneurship in Emerging Economies: Moving Beyond Neo-Liberal Economics and the Residue of Colonialism**

Presenters  
**Garry Bruton and Robert Eberhart**

Room:  
**C**

Track  
**Entrepreneurship and Family Business**

Time:  
**15:30**

**COFFEE BREAK**

Time:  
**16:00**

Conference

**Coercive and mimetic isomorphic pressures and business schools MBAs similarities**

Presenters

Isabel Scafuto,  
Fernando Serra and  
Manuel Ferreira

Room:  
**C**

Track

Strategic Management and Business Policy

Time:  
**16:20**

Conference

**The Forbidden Kingdom: Recessions and Competition**

Presenter

Tomas Reyes

Room:  
**C**

Track

Strategic Management and Business Policy

Time:  
**16:40**

Conference

**Asymmetry and Coopetition: the strategic challenge in business relationships**

Presenters

Marek Michalski, José  
Luis Montes-Botella  
and Washington  
Guevara-Piedra

Room:  
**C**

Track

Strategic Management and Business Policy

Conference

Time:  
**9:00**

**“Explorando la Innovación de Productos Sostenibles en las PYMES Chinas durante la Crisis del covid-19”**

Room:  
**A**

Track  
Innovation Management and Business Technologies

Presenters

Yilun Yang, Lucía Muñoz-Pascual and Jesús Galende

Conference

Time:  
**9:20**

**CEO reputation and value creation in asymmetric alliances**

Room:  
**A**

Track  
Innovation Management and Business Technologies

Presenters

José Mata, Adam Aoun and Alain Schatt

Conference

Time:  
**9:40**

**Consumer conscience and Mindful and its influence in the attitude towards virtual shopping: a study of technological stress and multisensory experience**

Room:  
**A**

Track  
Innovation Management and Business Technologies

Presenters

Diana Escandon-Barbosa, Jairo Salas-Paramo, Andres Navarro Newball and Hoshang Kolivand

Conference

Time:  
**10:00**

**The Influence of Openness in the Performance of Regional Innovation Ecosystems**

Room:  
**A**

Track  
Innovation Management and Business Technologies

Presenters

Everson Spindler, Aurora Zen, Marcel L.A.M. Bogers and José Arias-Pérez

Conference

Time:  
**10:20**

**Exploring the Dynamics of Regional Innovation Ecosystems: Strategy, Innovation, and Economic Performance**

Room:  
**A**

Track

Innovation Management and Business Technologies

Presenters

Aurora Zen and Juan Fernando Tavera-Mesias

Time:  
**11:00**

**COFFEE BREAK**

Conference

Time:  
**11:20**

**Journey to “El Dorado”: Finding Latin American Riches in Management and Organizational Research**

Room:  
**A**

Track

Entrepreneurship and Family Business

Presenters

Marleth Judith Morales Marengo, Stan A. Westjohn and Vishal Gupta

Conference

Time:  
**11:40**

**Entrepreneurial Ecosystems And The Gender Gap: A Shift From Economic Growth Toward Well-Being**

Room:  
**A**

Track

Entrepreneurship and Family Business

Presenters

Iñaki Peña Legazkue, Mahsa Samsami and Shima Barakat

Conference

Time:  
**12:00**

**Hybrid Entrepreneurship in the Global South: A Focus on Emerging Economies with Qualitative Insights from Vietnam**

Room:  
**A**

Track

Entrepreneurship and Family Business

Presenters

Mark Peterson and Carlos Alsua

<p>Time: <b>12:20</b></p> <p>Room: <b>A</b></p>	<p>Conference</p> <p><b>Exploring Innovation within international entrepreneurship: A Review and Suggested Research Pathways</b></p> <p>Track Entrepreneurship and Family Business</p>	<p>Presenters</p> <p>Juan Velez-Ocampo, Andres A. García and José Arias-Pérez</p>
<p>Time: <b>9:00</b></p> <p>Room: <b>C</b></p>	<p><b>Issues of Entrepreneurship: Developed and Emerging Economies</b></p>	<p>Presenters</p> <p>Bill Schulze, David Deeds, Henry Bradford, Carmelo Cennamo and Rachida Justo</p>
<p>Time: <b>10:00</b></p> <p>Room: <b>C</b></p>	<p><b>Editors Panel</b></p>	<p>Presenters</p> <p>Lilian Turner Eby, Wendy Casper, Gideon Markman and Cindy Devers</p>
<p>Time: <b>11:00</b></p>	<p><b>COFFEE BREAK</b></p>	
<p>Time: <b>11:30</b></p> <p>Room: <b>C</b></p>	<p><b>Rethinking Entrepreneurship in Causally entangled Crisis during the Poly Crisis Era</b></p>	<p>Presenter</p> <p>Jeffery S. McMullen</p>
<p>Time: <b>12:30</b></p> <p>Room: <b>C</b></p>	<p><b>Book Presentation: A Research Agenda for International Entrepreneurship</b></p>	<p>Presenter</p> <p>Christian Felzensztein</p>
<p>Time: <b>20:30</b></p>	<p><b>CLOSING DINNER</b></p>	





**Campus de Santo Domingo**

Av. Abraham Lincoln esq. Av. Simón Bolívar, Santo Domingo, República Dominicana  
T. 809 580 1962

**Campus de Santiago**

Autopista Duarte km 1½, Santiago, República Dominicana  
T. 809 580 1962

[www.iberacademy.org](http://www.iberacademy.org) • [www.pucmm.edu.do](http://www.pucmm.edu.do)