

Wednesday, April 5th, 2017. School of Economics and Business, University of Chile							
Time	Activity	Room	Track	Paper	Authors		
09:45 - 10:15	Registration Opens - Accreditation - Coffee Break	3rd Floor Accreditation Room	Accreditation and Coffee Break				
10:15 - 11:45	Parallel Paper Sessions	P-301	HR Management II	Conditioning factors of learning performance involving the use of a business simulation software.	- Cristobal Fernandez. - Diego Yañez. - Paulina Santander.		
				Creativity and Innovation at Work: Co-Working Spaces in Mexico.	- Martha Corrales Estrada.		
				Designing Training Needs Analysis Procedures and Instruments for Banco Santander Chile. How Multilatinas Develop Leadership Competencies.	- Jorge Mario Cotes Calderón. - Sebastian Mauricio Ugarte. - Anabella Davila.		
		P-302	Special Conference Track II	Competitive Pressure and Technology Licensing: Empirical Evidence from Latin America.	- Pedro Mendi. - Rodrigo Costamagna. - Sandra Idrovo Carlier.		
				The corporate governance of Latin American firms: Contest to the control and firm performance.	- Mauricio Jara. - Felix Lopez. - Pablo San Martin. - Paolo Saona.		
				Spreads Determinants of Corporate Bonds in State-Owned Companies. The CODELCO Case.	- Francisco Castañeda. - Diego Barria. - Franco Contreras. - Victor Caro.		
				Determinants of how intensely financial accounts are used in Latin America.	- Santiago Rodriguez-Raga. - Daniel Dominguez.		
		P-303	Finance IV	Volatility Asymmetry and Correlation of the MILA Stock Indexes. Stock Market Response to Currency Devaluations: The Case of Multinationals in Venezuela.	- Francisco Rantul. - Jose Luis Ruiz. - Miguel Angel Santos. - Carlos Alberto Molina.		
				Identification of Price Exuberance in Latin American Equity Markets.	- Sergio Garcia. - Cristian Mellado. - Diego Escobari.		
		P-304	Entrepreneurship I	Trade Associations, Networks and Export Performance.	- Jose Brache. - Christian Felzensztein.		
				Ownership Structure and Leverage: Evidence from Family Firms in Chile.	- Cristian Pinto-Gutierrez. - Mauricio Jara. - Paula Nuñez.		
				Governance and Financial Performance in Family Business Groups: The Case of Mexico. International New Venture Performance of Latin American Firms: The Role of Marketing Capabilities.	- Robert Grosse. - Diana Bustani. - Silvia Lozano Martin. - Rajshekar (Raj) Javalgi. - Luciano Ciravegna.		
		12:00 - 13:30	Plenary Session I	Aula Magna	<p>Surpassing the Developing Nation Threshold: The Role of Companies:</p> <p>- Oscar Landerretche, President of the Board of CODELCO (Chilean State Owned Mining Company). - Hans Eben, Distinguished Alumni, School of Economics and Business, University of Chile.</p>		

Wednesday, April 5th, 2017. School of Economics and Business, University of Chile					
Time	Activity	Room	Track	Paper	Authors
13:30 - 14:45	Lunch	Graduate Lounge II	Lunch		
14:45 - 16:15	Parallel Paper Sessions	P-301	Consumer Behavior II: Experiments and Values	Endowment effect in Latin America: An Experiment.	- Enrique Manzur. - Sergio Olavarrieta. - Pedro Hidalgo. - Pablo Farias.
				The impact of value dimensions and the moderating effects of social influence factors on word-of-mouth in person and on social networking sites.	- Pablo Farias.
				The 4 As of materialism and their influence over credit: evidence from the Base of the Pyramid	- Raul Montalvo.
				Anchoring and Reference Prices in Mutual Funds Investors' Decision-Making: An Experimental Approach.	- Jaime F. Lavin. - Mauricio A. Valle. - Nicolas Magner.
		P-302	Teaching Cases I	The Internationalization of SMART FIT: Challenges to the Sustainability of an Innovative Model in the Fitness Industry.	- Angela Pontes. - Raffaella Sauerbronn. - Danielle Paoliello. - Vagner Andrade. - Jorge Carneiro.
				THE HIGHVILLE: To become an entrepreneur or not	- Pablo Alamo Hernandez - Saioa Aguirre
		P-303	Economic	The Development of Venture Capital in Latin America: A comparative perspective.	- Rodrigo Wagner. - Ernesto H Stein.
				Primary and Secondary Educational Performance and Access to University Education. The Use of Ranking in the Chilean Case.	- Juan Alejandro Gallegos. - Nelyda Aurora Campos.
				Estimation of the efficiency of the higher education in Colombia.	- Andres Felipe Gomez. - Cristian David Ceballos Velez. - Alfredo Trespalcacios.
				Determinants of performance outcomes in export markets.	- Sara Wong. - Juan Carlos Bustamante.
16:15 - 16:30	Coffee Break	Graduate Lounge I	Coffee Break		
16:30 - 18:00	Paper Development Session	P-302	Paper Development - Meet The Editors Session: - Carlos Pombo, Academia Revista Latinoamericana de Administración. - Carlos Heitor, Latin American Business Review (LABR). - Enrique Ogliastri, Academia Revista Latinoamericana de Administración.		
18:00 - 19:15	Welcome Cocktail Reception	Panoramic Study Room	Cocktail		

Thursday, April 6th, 2017. School of Economics and Business, University of Chile							
Time	Activity	Room	Track	Paper	Authors		
08:00 - 08:30	Registration Opens - Accreditation - Coffee Break	3rd Floor Accreditation Room		Acreditation			
08:30 - 10:00	Parallel Paper Sessions	P-301	Teaching Cases II	Technological risks prevention at Aceros Argentinos. Management of change options for an improvement in safety management.	- Jorge Alejandro Walter. - Adrián Marcelo Darmohraj.		
				First steps overseas of Brazilian Ticketing Services Provider Bilheteria Digital.	- Beatriz Kury. - Guilherme Cohen Feldman. - Jorge Carneiro.		
				Farmacias Cruz Azul.	- Antonio Quezada.		
				P-302	HR Management I	Bureau de Eventos: Internationalization of an Emerging Country Service Company.	- Vivian Peuker Sardon Steinhauser. - Angela da Rocha.
			The Influence of the Role and Competencies of the Human Resource Manager in the Design of Human Resources Architecture.			- Aida Florencia Medina Lorza. - Alejandro Acosta. - Lorenzo Revuelto.	
			The Effects of the Psychological Contract Breach and Emotional Exhaustion on Turnover Intentions among Millennials: The Moderating Role of Perceived Job Meaningfulness.			- Carlos Oswaldo Cordova Chea. - Armando Borda Reyes. - Oswaldo Morales Tristan. - Alfredo Merino Pasco.	
				P-303	Finance I	Leader Identity Self-concordance: Facilitating Positive Leader Development Trajectory.	- Elisa Adriasola. - Valentina G. Reyes Ahumada. - Diego Bravo.
			Working Capital Management and Firm Value: Evidences from Brazilian Market.			- Juliano Ribeiro Almeida. - Eduardo Kasuo Kayo. - Almir Ferreira de Sousa.	
			It's not only what you say, but also how you say it: information disclosure in Latin America.			- Maximiliano Gonzalez. - Alexander Guzman. - Diego Tellez. - Maria Andrea Trujillo.	
				P-304	Strategy II	Gloomy days for Latin America: Success and Failures in past decisions and Future Capital Structure Choices.	- Matias Braun. - Nicolas Magner. - Jaime F. Lavin.
			Family firms and the enhanced corporate control: The bright side of business groups.			- Juan Pablo Torres Cepeda. - Mauricio Jara. - Felix Lopez-Iturriaga.	
			Networks, International Scope and SMEs Exports: A Case of high-tech Firms in Costa Rica. Strategic Management in Global Value Chains – A Latin American Perspective.			- Luis Rivera. - Luis Zárate-Montero. - Robert Grosse.	
				Policy Risk, Distance and Private Participation Projects In Latin America.	- Alfredo Jimenez. - Erica Helena Salvaj.		
				FSA and CSA in Multinationals of Emerging Countries: Grupo Nutresa Case.	- Lorena A Palacios-Chacon. - Zulma Paez.		
10:00 - 10:15	Coffee Break	Graduate Lounge I		Coffee Break			
10:15 - 11:45	Plenary Session II	Price Auditorium		Challenges for Government, Business and Business Schools: - Peter Brews, Dean of Darla Moore School of Business, University of South Carolina.			

Thursday, April 6th, 2017. School of Economics and Business, University of Chile					
Time	Activity	Room	Track	Paper	Authors
12:00 - 13:30	Parallel Paper Sessions	P-301	Operations and IT Management and Control	World Class Supplier Development Program: The case of the mining cluster policy in Chile.	- Mary Andrea Valdes. - Miguel Atienza.
				Performance Indicators for Hospital Emergency Departments Management.	- Liliana Neriz. - Alicia Nuñez. - Ricardo Mateo. - Francisco Ramis.
				Operations Strategies' Dynamic Rationale of the Pharmaceutical Industry in Puerto Rico from 1962 until 2011.	- Jorge Ayala Cruz.
		P-302	Marketing II	Use of Celebrity Endorsement in Advertising: A Content Analysis of Chilean Graphic Media.	- Enrique Manzur. - Rodrigo Uribe. - Cristian Buzeta.
				Web Traffic Performance for an Academic Program at a Latin American Graduate Business School.	- Sergio Cuervo. - Nestor U. Salcedo.
				The likelihood that a top brand will have a foreign vs. local language name: The roles of product category, national culture and foreign language proficiency in nine Latin American markets.	- Pablo Farias. - Luis Torres.
				Performance of valuable brands in Latin America.	- Aline Armanini Stefanan. - Marta Olivia Rovedder de Oliveira. - Mauri Leodir Löbler.
		P-303	Finance III	The Impact of Quote-Stuffing in High-frequency Trading.	- David Diaz. - Babis Theodoulidis. - Abnerly Ortiz.
				Performance of fixed income funds in Brazil: market timing and style analysis.	- Mariana Aparecida Calabrez Orenge. - William Eid Junior.
				Experimental Analysis of Diversification Effect on Stock Portfolios.	- Luiz Santos Junior. - Vinicio Almeida.
				Are the Brazilian investors losing return by choosing liquidity?	- Pedro Luiz Albertin Bono Milan. - William Eid Junior. - Claudia Yoshinaga.
		P-304	Entrepreneurship II	CI&T International Expansion.	- Sylvia Therezinha de Almeida Moraes. - Angela da Rocha.
				Development of institutional knowledge during the internationalization process of SMEs from an emerging economy.	- Cesar Pino. - Christian Felzensztein. - Sylvie Chetty.
				"Romanticizing Penniless Entrepreneurs?" The Relationship between Start-Ups and Human Wellbeing across Countries.	- Vesna Mandakovic. - Jose Ernesto Amorós.
				The role of context and socioemotional wealth to face threats to family business continuity.	- Orlando Llanos-Contreras. - Fredy Roberto Valenzuela. - Muayyad Jabri.
13:30 - 14:45	Lunch	Graduate Lounge II	Lunch		

Thursday, April 6th, 2017. School of Economics and Business, University of Chile					
Time	Activity	Room	Track	Paper	Authors
14:45 - 16:15	Parallel Paper Sessions	P-301	Teaching Cases III	Troubled Spain: leading organizational changes through networks and design.	- Eric Quintane. - Gianluca Carnabusi. - Maria Helena Jaen.
				The British connection: a ransom negotiation.	- Enrique Ogliastri. - Ivan Mauricio Cepeda.
				Clashing against Titans: Brazilian Nugali Challenges the International Premium Chocolate Industry.	- Gustavo Portela. - Felipe Esteves. - Jorge Carneiro.
				Runa: Clean and healthy energy from the Amazon to the World.	- Maria Helena Jaen. - Nunzia Auletta.
		P-302	Culture and Social Issues	Sustainability Strategies and Actions in Firms from the Brazilian Sugarcane Industry Participating in the Clean Development Mechanism (CDM) in view of the Triple Bottom Line Elkington.	- Ademir Antonio Ferreira. - Joice Chiareto. - Keysa Manuela Cunha de Mascena.
				Job Flexibility and job satisfaction among Mexican professionals: Do gender, dependents, and age matter?	- Miguel Angel Baeza. - Jian Yong Wang. - Jorge Gonzalez.
				College Student Ethics in Chile: Public versus Private Universities.	- Nataly Guiñez. - Cristhian Mellado. - Arturo Vasquez-Parraga.
		P-303	Accounting	Discretionary reporting, incentives and auditing.	- Gino Loyola. - Yolanda Portilla.
				Book-tax differences (BTD) of brazilian banks between 2004 and 2014: a study focusing the taxes aggressiveness and the earning management.	- Guilherme Otávio Monteiro Guimarães. - Adriano Rodrigues. - Marcelo Alvaro da Silva Macedo.
				Board Attributes and Earnings Management: Evidence During the Global Financial Crisis in Mexico.	- Itzel Palomares-Aguirre.
				Analysis of Economic and Financial Sustainability of Brazilian Distributors of The Electricity Sector.	- Pedro Filipe Carneiro de Carvalho. - Marcelo Alvaro da Silva Macedo. - Adriano Rodrigues.
		16:15 - 16:30	Coffee Break	Graduate Lounge I	Coffee Break

Thursday, April 6th, 2017. School of Economics and Business, University of Chile					
Time	Activity	Room	Track	Paper	Authors
16:30 - 18:00	Parallel Paper Sessions	P-302	Marketing I	A bibliometric overview of marketing research: A university analysis.	- Leslier Maureen Valenzuela Fernandez. - Jose Maria Merigo. - Carolina Andrea Nicolas.
				The impact of assumptions in CLV estimation: An initial discussion and verification.	- Mauricio Pozzebon de Lima. - Fernando Bins Luce. - Henrique Castro Martins.
				Relational Multi-Channel Approach: A Study of the Impact on Customer Lifetime Value.	- Celso Barros. - Carla Ramos. - Adriana Bruscato. - Danny Claro.
				Predicting Customer Value by Product: From RFM to RFM/P.	- Rodrigo Heldt. - Cleo Schmitt Silveira. - Fernando Bins Luce.
		P-303	Finance V	Institutional Investors and board diversity composition in Latin America.	- Maria Camila De La Hoz. - Mauricio Jara. - Carlos Pombo.
				The Returns to Art Investing: Long-Run Evidence from a Latin American Market.	- Urbi Alain Garay.
				On double career concern and financial trading.	- Yolanda Portilla.
		P-304	Strategy I	Can Pension Funds as Institutional Investors Affect the Cost of Bank Debt of Public Firms? Evidence from an Emerging Economy.	- Mauricio Jara. - Pablo San Martin. - Paolo Saona. - Giannina Tenderini.
				Impact of Investments in R&D in Business results: A laboratory study with Business Games.	- Antonio Carlos Aidar Sauaia. - Roberto Sbragia. - Manuella Silva.
				The link between learning orientation and knowledge generation to foster innovation in Mexican firms.	- Laura Esther Zapata-Cantu. - Jose Luis Pineda-Garelli.
				The effect of Corporate Governance and Ownership on the degree of Market Orientation: Empirical evidence case Chile.	- Ismael Oliva. - Karen Cecilia Alarcón.
		19:30 - 00:00	Gala Dinner	Vista Santiago Restaurante	Dinner

Friday, April 7th, 2017. School of Economics and Business, University of Chile					
Time	Activity	Room	Track	Paper	Authors
08:30 - 09:00	Registration Opens - Accreditation - Coffee Break	3rd Floor Accreditation Room		Acreditation	
08:45 - 10:00	Parallel Paper Sessions	P-301	Special Conference Track I	Intangible assets to foster export development. The case of successful exporters supported by ProChile.	- Valeska Viola Geldres-Weiss. - Joaquin Monreal-Perez.
				Export development process in SMEs export services: An intangible that promotes economic development.	- Soledad Etchebarne. - Isabel E. Torres Zapata.
				Thresholds are Everywhere: A Worker Food Program Investigation.	- Giuliana Isabella. - Hamilton Coimbra Carvalho. - Jose Afonso Mazzon.
				Are Necessity Entrepreneurs Really Unhappy? Revisiting the Relationship Between Necessity-Driven Entrepreneurship and Well-Being.	- Jose Ernesto Amoros. - Oscar Cristi. - Pablo Muñoz. - Wim Naude.
		P-302	Consumer Behavior I: Branding and Advertising Issues	Determinants Of Sports TV Audience: The Case Of The Fifa World Cups In Chile.	- Rodrigo Uribe. - Cristian Buzeta. - Enrique Manzur. - Maria Isabel Alvarez.
				Online brand content sharing on social networks – an experiment comparing advertisement and news.	- Wilian Feitosa. - Delane Botelho.
				First things first: The Role of Brand Functionality in Brand Equity.	- Mayoor Mohan. - Fernando R Jimenez. - Brian Brown. - Caley Cantrell.
				Fear versus hope appeals in health advertisements: the moderating role of individual characteristics on subsequent health decisions in Chile.	- Pablo Farias.
		P-303	Finance II	The not so simple relationship between credit cooperatives and banks.	- Fabio Augusto Pera de Souza.
				Do legal, regulatory and institutional frameworks matter for banking performance?	- Jose Arias Moya. - Carlos Maquieira Villanueva. - Mauricio Jara.
				Cash, liquidity and uncertain scenarios: the perception of financial managers in Brazil.	- Luciana Maia Campos Machado. - William Eid Jr.
		P-304	Strategy III	The business dynamics of wine tourism adoption.	- Jose Ignacio Barrera. - Juan Pablo Torres Cepeda. - Martin Kunc. - Steve Charters.
				Managing institutional voids: strategic configurations achieving high returns on equity.	- Esteban R. Breness. - Luciano Ciravegna. - Caleb A. Pichardo.
				International Licensing: Rethinking Theoretical and Empirical Research.	- Maria Luiza Carvalho de Aguillar Pinho. - Angela da Rocha.
				Dynamics between competitive strategies, resources and capabilities and performance of exporting companies in Latin America.	- Jorge Heredia. - Cristian Geldes. - Alejandro Flores.
		10:00 - 10:15	Coffee Break	Graduate Lounge I	Coffee Break
10:15 - 11:45	Plenary Session III	Price Auditorium	Fostering Productivity: - Joseph Ramos, President of the Chilean Productivity Commission. - Alejandro Miccco, Subsecretary of Finance, Chile.		
12:00 - 13:45	Awards and Closing Luncheon	Panoramic Study Room	Lunch		
14:30 - 16:10	Buses will depart	FEN Parking Lot	Go to Vineyard.		
16:10 - 18:00	Winery Tour	Vineyards	Vineyard Trip. (Price included in Registration Fee)		
18:00 - 19:30	Buses will depart	Vineyards	Trip back from Vineyard.		