



## STRATEGIC MANAGEMENT IN LATIN AMERICA 2022 CONFERENCE PROGRAM

	DECEMBER 12th		
07:50-08:00	Bus transfer from downtown to University. Bus leaves from Sofitel Recoleta: Posadas 1232, CABA		
08:30-08:45	Registration & Welcome coffee		
08:45-09:00	Welcome words: <b>Gustavo Vulcano</b> (Academic Dean - Business School) Room SV203		
	Plenary session - <b>Álvaro Cuervo</b> "Sustainability and Emerging Markets" Room SV203		
09:55-11:15	Room SV203 <b>1-A SUSTAINABILITY &amp; MARKETING</b> Session Chair Joao Felipe Rammelt Sauerbronn	Room SV202 <b>1-B PLATFORMS &amp; BUSINESS MODELS</b> Session Chair Maria José Murcia	Room SV201 <b>1-C ENTREPRENEURSHIP #1</b>  Session Chair Ernesto Amoros
09:55-10:15	<i>"Buen Vivir as a source for sustainable marketing systems"</i> Rammelt Sauerbronn, Joao Felipe; UNIGRANRIO, Brazil Pereira da Silva, Klaus; UNIGRANRIO, Brazil	<i>"Media for equity: concept and practice of a novel relationship between investors (media companies) and investees (start-ups)"</i> Silveira, Vitor; FGV, Brazil Carneiro, Jorge; FGV, Brazil	<i>"Neuropsychological and managerial configurations of resilient agro-entrepreneurs"</i> Pichardo, Caleb; INCAE, Costa Rica Brenes, Esteban; INCAE, Costa Rica Rodríguez, Gabriel; INCAE, Costa Rica
10:15-10:35	<i>"Recycling shopping behavior: the underrated side of the coin in consumer recycling behavior"</i> Guesalaga, Rodrigo; Universidad Finis Terrae, Chile	<i>"Do business models influence a firm's performance in the presence of technological change? How? A study of companies in the electricity industry"</i> Flanagan, Cristián; IE, Spain	<i>"Family social capital as a mediator between socioemotional wealth and entrepreneurial orientation: evidence from Mexican SMES"</i> Ramírez, Edgar; ITESM, Mexico Baños, Veronica; ITESM, Mexico Mojarro, Barbara; ITESM, Mexico
10:35-10:55	<i>"The role of corporate social responsibility (CSR) on purchase intention of fashion brands among consumers of generations y and z in Latin America"</i> Bianchi, Constanza; UAI, Chile	<i>"Adapting to economic crises: firm boundary and location effects"</i> Martínez, Octavio; INCAE, Costa Rica	<i>"On becoming entrepreneurial: who learns what from whom and where?"</i> Fuentes A., Jorge; PUC, Chile
10:55-11:15	<i>"Sustainable housing subsidies and the relationship between public and private spaces: a public policy proposal"</i> Rodríguez Reyes, Luis Raul; ITESO, Mexico	<i>"Leapfrogging in platforms. The impact of transitory environmental shifts"</i> Sevil, Ángel; UDD, Chile	<i>"Complex configurations of resilient commerce entrepreneurs from Costa Rica"</i> Pichardo, Caleb; INCAE, Costa Rica Brenes, Esteban R.; INCAE, Costa Rica Rodríguez, Gabriel; INCAE, Costa Rica

11:15-11:30	Coffee break		
11:30-12:30	<b>Plenary session</b> <b>Room SV203</b> <i>“Panel: Political-Economic-Managerial Insights”</i> <b>Session chair:</b> Jaqueline Pels <b>Panelists:</b> Ana Maria Mustapic - Bernardo Kosacoff - Gustavo Grobocopatel		
12:30-13:40	Lunch		
13:40-15:00	<b>Room SV203</b> <b>2-A SUSTAINABILITY &amp; AGRIBUSINESS</b> Session Chair Andres Barrios	<b>Room SV202</b> <b>2-B STRATEGY IN DIVERSE IND.SETTINGS</b> Session Chair Diego Finchelstein	<b>Room SV201</b> <b>2-C ENTREPRENEURSHIP #2</b>  Session Chair Jay Anand
13:40-14:00	<i>“Sustainable practice adoption by subsistence farmers”</i> Barrios , Andres; UNIANDES, Colombia Steinfeld, Laurel; Bentley U., USA Samuelson , Appau; Melbourne Business School, Australia Gau, Roland; University of Illinois,USA Dadzie, Charlene;University of South Alabama, USA	<i>“Cacao Oro teaching case”</i> Pichardo, Caleb Andrés; INCAE, Costa Rica Brenes, Esteban R; INCAE, Costa Rica Martinez, Octavio; INCAE, Costa Rica Ciravegna, Luciano; INCAE, Costa Rica Lopez, Maria Fernanda; Costa Rica	<i>“Sexist unicorns: does a female founder impact capital raising for start-ups in Brazil?”</i> Cordeiro, Lucio; Link School of Business and FGV-EAESP
14:00-14:20	<i>“Moral discourses of food products in economies of affect: the avocado tales”</i> Cardoso, Flavia; UAI, Chile Cruz, Angela; Monash U., Australia Rojas-Gaviria, Pilar; Birmingham University Business School, UK	<i>“How do companies manage legitimacy in their business model? The case of electric companies”</i> Flanagan, Cristián; IE, Spain	<i>“Formalization of small businesses in emerging economies: why to stay in the shadows?”</i> Bustamante, Carla; UAI, Chile Pablo Egaña, UAI
14:20-14:40	<i>“Climate change risk perceptions and intention to adapt: small farmers’ perspective”</i> Peregrino de Brito, Renata; PUC-RIO, Brazil, Martins de Sá, Marcelo; Northumbria University, UK Machado, Nathalia; PUC-Rio, Brazil	<i>“The hidden benefit of product differentiation: evidence from coffee trade”</i> Martínez, Octavio; INCAE, Costa Rica Mora, Claudio; INCAE, Costa Rica	<i>“The impact of necessity and opportunity entrepreneurship motivations on sustainable entrepreneurship in nascent entrepreneurs”</i> Rojas Cruz, Lilia Raquel, ITESM, Mexico
14:40-15:00	<i>“Case: Valdez sugar company”</i> Pichardo, Caleb; INCAE, Costa Rica Brenes, Esteban; INCAE, Costa Rica Montoya, Daniel; INCAE, Costa Rica Chacon, Paula, Costa Rica	<i>“Developing women leaders: understanding the dynamics of self-efficacy beliefs”</i> Suzanne, Pamela; UDESA, Argentina	<i>“The role of diaspora on opportunity-driven entrepreneurship: a comparative study”</i> Pérez, Jonathan; UNIANDES, Colombia Andonova, Veneta; UNIANDES, Colombia
15:00-15:15	Coffee break		

15:15-15:45	<b>Plenary session - Jaqueline Pels</b> <b>Room SV203</b> <i>"Change of Era or Era of Changes?"</i>		
15:45-16:30	<b>Plenary session - Sergio Lazzarini</b> <b>-Virtual- Room SV203</b> <i>"The Right Privatization.</i> <i>Why Private Firms in Public Initiatives Need Capable Governments"</i>		
16:30-17:30	<b>Room SV203</b> <b>3-A SUSTAINABILITY</b> Session Chair Andres Barrios	<b>Room SV202</b> <b>3-B CEO &amp; TOP MANAGEMENT</b> Session Chair María José Murcia	<b>Room SV201</b> <b>3-C ENTREPRENEURSHIP #3</b> Session Chair Ernesto Amorós
16:30-16:50	<i>"Expanding the reach and impact of 'sustainability'"</i> Schultz, Clifford; Loyola U, USA Wulfers, Andres; Universidad Javeriana, Colombia Rammelt Sauerbronn, Joao Felipe; UNIGRANRIO, Brazil Barrios, Andres, UNI Andes, Colombia	<i>"The ambiguous trap of higher expectations: analysts' expectations and female CEO dismissals"</i> Aime, Federico, Oklahoma State, USA	<i>"Linkages between inputs and outputs of national entrepreneurship ecosystem: set priorities to policy making through necessary conditions analysis"</i> Avancci, Eduardo; UNICAMP, Brazil Inacio, Edmundo; UNICAMP, Brazil Amorós, José Ernesto; UT Oliveira, Liliane; Universidad de Minas Gerais, Brazil Morini, Cristiano; UNICAMP, Brazil
16:50-17:10	<i>"How sustainable entrepreneurs collaborate with incumbents to scale their impact?"</i> Santa María, Tomás; UDD, Chile	<i>"Board of directors and attention to enterprise risks: an exploratory contribution to the "g" of ESG"</i> Kalil, Ana; FGV, Brazil Carneiro, Jorge; FGV, Brazil Coimbra, Fabio; FGV, Brazil	<i>"Business training for microentrepreneurs: a comparative analysis"</i> Peregrino de Brito, Renata; PUC-RIO, Brazil, Bonato, Beatriz; PUC-RIO, Brazil, Gonçalves Marques Pacheco, Michelle; PUC-RIO, Brazil
17:10-17:30	<i>"Corporate networks and macroeconomic configurations: a historical approach"</i> Margaretic, Paula; UAI, Chile Díaz, Julián, UDD, Chile Salvaj, Erica, UDD & UTDT, Chile & Argentina	<i>"Firm size, persistent innovation, and firm growth: evidence from an emerging economy"</i> Parrao, Alejandra, PUC, Chile Reyes, Tomás, PUC, Chile Cruz, Alfonso, Chile Schön, Kristel, Chile	<i>"The effects of structured accountability on new venture performance"</i> Leatherbee, Michael; PUC, Chile
17:30	Bus transfer to downtown. Bus leaves from University SV entrance		
18:00-19:00	FREE TIME		
19:00	Bus transfer to Gala Dinner restaurant. Bus leaves from Sofitel Recoleta: Posadas 1232, CABA		
19:30-21:45	<b>Gala Dinner</b> <b>(Address: Fitz Roy 2110, Buenos Aires)</b>		
21:45	Bus transfer from Gala dinner restaurant to downtown		

	<b>DECEMBER 13th</b>		
<b>07:50-08:00</b>	Bus transfer from downtown to University. Bus leaves from Sofitel Recoleta: Posadas 1232, CABA		
<b>08:30-08:45</b>	Welcome coffee		
<b>08:45-09:30</b>	<b>Plenary session - Roberto Vassolo &amp; Natalia Weisz</b> <b>Room SV203</b> <i>"Strategy as Leadership: Towards a new model of Strategic Planning"</i>		
<b>09:30-11:10</b>	<b>Room SV203</b> <b>4-A PROACTIVITY &amp; RESILIENCE</b> Session Chair Rodrigo Guesalaga	<b>Room SV202</b> <b>4-B NETWORKS -CAPABILITIES &amp; PRACTICES</b> Session Chair Erica Salvaj	<b>Room SV201</b> <b>4-C PUBLIC &amp; PRIVATE COLLABORATION</b> Session Chair Ariel Casarin
09:30-09:50	<i>"In search of a compass for navigating the ecological transition"</i> Zicari, Adrián; ESSEC, France	<i>"Linking strategy positioning to high performance: how comprehensiveness in a firm's monitoring tools and practices enhances low-cost strategies' profitability"</i> Rodriguez, Carlos; INCAE, Costa Rica Melgarejo, Mauricio; Butler U, USA	<i>"Enterprises of exporting excellence - 3e: a model of integration and dynamization of the university - industry - government relations"</i> Godoy, Héctor; UNIANDES, Colombia
09:50-10:10	<i>"Corporate social responsibility, corporate citizenship and corporate sustainability: a critical review"</i> Sevil, Angel; UDD, Chile	<i>"Huawei and the invisible hand of Mao Zedong: how can defunct national leaders shape contemporary MNCS' cultures and internationalization strategies?"</i> Azevedo, Guilherme; Audencia, France	<i>"Attracting foreign direct investment into infrastructure in Latin America and the Caribbean: the role of the windows of opportunity"</i> Araujo Turolla, Frederico; PEZCO Economics, Brazil Paula-Fernandes, María E; PEZCO Economics, Brazil Margarido, Marco A.; PEZCO Economics, Brazil Igrejas da Silva, Rafael; IAG/PUC-Rio, Brazil Cattani, Yan; PEZCO Economics, Brazil
10:10-10:30	<i>"Resistance, resilience, and reimagining: the role of black women and social movements in sustainable and transformative marketplaces"</i> Barros, Denise; UNIGRANRIO, Brazil Coelho Rocha, Ana Raquel, UFF, Brazil Francis, June; SFU, Canada	<i>"Adaptation of management communication practices in response to crisis: the case of a family-business hotel chain during the coronavirus pandemic"</i> Kuperman, Izabella, FGV, Brazil Carneiro, Jorge; FGV, Brazil Coimbra, Fabio; FGV, Brazil	<i>"Containment measures and spillover effects in COVID times: a global study on business confidence"</i> Margaretic, Paula; UAI, Chile Finchelstein, Diego; UDESA, Argentina Sotelo, Agustín; UDESA, Argentina

10:30-10:50	<p><i>“Matching SDGS: what is being done vs. What is needed”</i></p> <p>Palomares, Itzel; ITESO, México</p>	<p><i>“Do political connections have a double-edged sword effect on firm-level innovation? Evidence from emerging economies”</i></p> <p>Fernandez, Viviana; UAI, Chile</p>	<p><i>“Political markets, unobserved nonmarket action and firm performance”</i></p> <p>Casarin, Ariel, UAI, Chile</p>
10:50-11:10		<p><i>“The corporate venturing strategy in the Chilean context”</i></p> <p>Peña, Camilo; Universidad Central, Chile</p>	<p><i>“COVID-19 vaccine brand preference and political orientation: the insightful case of Argentina”</i></p> <p>Fumagalli, Elena; UTDT, Argentina, Navajas, Joaquín, UTDT, Argentina Dolmatzian, Marina; Universidad Favaloro, Argentina Del Negro, Julieta; UTDT, Argentina, Krick, Candelaria, UTDT, Argentina</p>
11:10-11:20	Coffee break		
11:20-12:20	<p><b>Plenary session</b>  <b>Room SV203</b>  <i>“Panel: Meet the Editors”</i>  <b>Session chair:</b> Carlos Rodriguez  <b>Panelists:</b> Andres Barrios, <b>Journal of MacroMarketing</b> - Ernesto Amoros, <b>Management Research-</b>  Alvaro Cuervo, <b>Global Strategy Journal</b> - Roberto Vassolo, <b>Long Range Planing</b></p>		
12:20-13:30	Lunch		
13:30-14:30	<p><b>Plenary session</b>  <b>Room SV203</b>  <i>“Panel: The Entrepreneurial Perspective”</i>  <b>Session chair:</b> Diego Luzuriaga  <b>Panelists:</b> PVS: <b>Gonzalo Mallo.</b> Co-founder &amp; Managing Director; <b>Tomorrow Foods:</b> <b>Agustín Belloso.</b> Co-founder &amp; CEO; <b>Ozom:</b> <b>Marianella Bauché.</b> Co-founder &amp; Managing Director; <b>Klozer:</b> <b>María Cayre.</b> Co-founder &amp; CEO</p>		
14:30-15:30	<p><b>Room SV203</b>  <b>5-A SUSTAINABILITY: COVID &amp; ENVIRONMENT</b>  Session Chair  Rodrigo Guesalaga</p>	<p><b>Room SV202</b>  <b>5-B INTERNATIONALIZATION STRATEGY</b>  Session Chair  Santiago Mingo</p>	<p><b>Room SV201</b>  <b>5-C ENTREPRENEURSHIP #4</b>  Session Chair  Elena Fumagalli</p>
14:30-14:50	<p><i>“Assembling connections from vulnerability and resilience to face COVID-19”</i></p> <p>Bogea da Costa, Debora; UFF, Brazil  Coelho Rocha, Ana Raquel, UFF, Brazil  Barros, Denise; UNIGRANRIO, Brazil  Galindo, Flavia; UFRJ, Brazil</p>	<p><i>“The drivers of internationalization – a configurational perspective”</i></p> <p>Brenes, Esteban; INCAE, Costa Rica  Pichardo, Caleb, INCAE, Costa Rica  Ciravegna, Luciano, INCAE, Costa Rica</p>	<p><i>“University-sponsored incubators in emergent economies: understanding their critical success factors”</i></p> <p>Fernandez, Carla; INCAE, Costa Rica  Gamboa, Paola, UCR, Costa Rica</p>

14:50-15:10	<i>"Institutional responses to the disposable plastic issue: the Brazilian case"</i> Muller, Marcio; UNIGRANRIO, Brazil Rammelt Sauerbronn, Joao Felipe; UNIGRANRIO, Brazil	<i>"Hidden threats and overlooked solutions: unnoticed socio-political risks and firm action in Latin America"</i> Friel, Daniel; UDESA, Argentina	<i>"Understanding the role of institutions and economic context on entrepreneurial value creation choice"</i> Díaz, Julián; UDD, Chile Salvaj, Erica; UDD, Chile Vásquez, Felipe; UDD, Chile Ponce, Roberto; UDD, Chile
15:10-15:30	<i>"The Greta effect in investors' perception of corporate social responsibility events: evidence from a lab experiment"</i> Zicari, Adrián; ESSEC, France Longin, Francois; ESSEC, France	<i>"Differentiating emerging market multinational enterprises: organizational capabilities as necessary conditions for internationalization strategies"</i> Hermans, Michel; IAE, Argentina Borda, Armando, ESAN, Peru	<i>"The role of family for sustainability-related entrepreneurship: a co-creation perspective"</i> Fuerst, Sascha; ITESM, Mexico
15:30-16:00	<b>Closing Ceremony &amp; Cocktail</b> Room Hall SV203		
16:00-18:30	<b>Soccer World Cup Semi-finals</b> "FOX" University's Cafeteria (Ground floor - Alcorta Building)		
18:30	Bus transfer to downtown. Bus leaves from University main entrance		



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