1. President's Welcome
2. Executive Director’s Welcome
3. FGV Dean’s Welcome
4. Program Chair’s Welcome
5. Executive Committee
6. Organizing Committee
7. Track Chairs List
8. Reviewers List
9. Program at a Glance
10. Conference Schedule
11. Guidelines for Paper Presenters
12. Guidelines for Session Chairs
13. Transportation Logistics and Campus Map
14. Associated Journals
15. Supporting Institutions
16. Upcoming Conference Announcement
We are delighted to welcome you to São Paulo, one of the great centers of business, culture, entertainment, and fashion worldwide. This year marks our return to a fully presentational conference, after four years of completely online (2020 and 2021) and hybrid (2022 and 2023) conferences. And we are thrilled to announce that a total of 180 papers were submitted, marking the highest number of papers received in more than 20 years.

This year’s program has many exciting papers, plenary sessions, invited panels and, for the first time, paper development and case development workshops. I sincerely hope the program will capture your interest, and I strongly advise you to attend as many sessions as you can. Your enthusiastic involvement will contribute to the overall success of the event.

This year we have very special theme tracks on the areas of innovation, entrepreneurial ecosystems for business, and sustainability, as well as papers and teaching cases in our traditional general tracks, which cover all areas of business and economics research in Latin America and the Caribbean.

BALAS celebrated its first conference back in 1984! Known for its rigorous academic standards and warm, open, and encouraging qualities, today's annual conference brings together scholars from around the world. In addition to the conference, BALAS produces special publications, doctoral consortia, case studies and award programs.

We should all thank our hosts, FGV EAESP (we are deeply indebted to Susana C. F. Pereira, Conference Chair; Tales Andreassi, Deputy Dean; and Adriana C. de Oliveira, Global Conference Coordinator). A big thank goes to the chairs of the Executive Committee: John Rosso, Academic Chair; Nestor Salcedo, Communications Chair; Jose-Antonio Robles, Doctoral Colloquium Chair, and Niels Ketelhohn, Chair of Teaching Cases. Thank you to each one of you for your dedication and teamwork. A special recognition goes to the regional representatives of the Executive Committee, the track chairs, and the reviewers, as well as all the people and organizations that have contributed to make this an outstanding conference. A message of gratitude to our institutional members, comprised by respected universities committed to improving lives in Latin America through research and education.

I would like to express my special thanks to BALAS Executive Director Yvonne Huertas and BALAS Treasurer Dennis Lopez. Thank you for your time, dedication, energy and being there all the time during these past two years. It was a great team effort! And, finally, I would like to extend an enthusiastic welcome to Ricardo Buitrago as he begins his two-year term as the new President of BALAS.

This is the fourth BALAS conference in Brazil, and we hope you have a great time here!
Welcome to the 2024 BALAS academic conference! BALAS has forged a reputation during its more than three decades of existence as a preferred venue for sharing research, networking, and returning to meet with friends that have become an extended family.

What sets BALAS apart? It’s the unmistakable enchantment of its BALAS community of scholars and institutional members! Renowned keynote speakers offer profound insights, while the brilliant minds of our BALAS community converge to present and deliberate on groundbreaking research. It’s BALAS fertile ground for collaboration, where exceptional papers emerge and are celebrated with different awards. Our BALAS institutional members—the cornerstone of our organization—flourish in their pivotal roles. These members provide the essential support that underpins our vibrant network, fostering an environment where innovation and scholarship thrive. Through their sponsorship, they ensure that BALAS remains at the forefront of academic excellence and thought leadership in the realm of Latin American business studies. Thank you all!

BALAS conferences are transformative journeys that enrich our shared heritage and leave an enduring imprint on our collective memory. Our conferences are also cultural celebrations, immersing us in local artistry, culinary delights, and breathtaking landscapes that leave lasting impressions on our hearts and minds. Each BALAS conference is a voyage of change and evolution, etching its narrative in the annals of our shared academic and cultural heritage.

I wish to recognize the extraordinary and impeccable effort of our BALAS 2024 Conference Chair, Susana Carla Farias Pereira. She is supported by a team of dedicated professionals, including Adriana Cabral de Oliveira, whose initiative-taking efforts have been instrumental in crafting this BALAS 2024 memorable event.

I am profoundly grateful for the opportunity to work alongside our BALAS President, Urbi Garay, whose innovative leadership and unwavering integrity have propelled BALAS to new heights. As he entrusts the future to Ricardo Buitrago, we honor Urbi’s extraordinary legacy. Congratulations, my friend, for a job well done!

I also wish to commend our exceptional BALAS Executive Committee members for their invaluable contributions over the past two years, including our Treasurer, Dennis Lopez; Academic Chair, John Rosso; Doctoral Consortium Chair, Jose Antonio Robles; LAJM Chair and President-Elect, Ricardo Buitrago; and our new Communications Chair, Nestor Salcedo. Together, they form a dream team!

May all members of our cherished BALAS academic community enjoy this year’s conference and return home with great memories and new ideas for presenting papers at our next BALAS 2025 Conference.

Yvonne Huertas
BALAS Executive Director
Dear Balas delegates,

It is with great pleasure that FGV EAESP welcome you to the BALAS Conference in the vibrant city of São Paulo. We are delighted to have you join us for this exciting event, where academic, innovators and professionals from several countries will come together to share insights, explore new ideas and foster meaningful connections.

São Paulo, known for its rich cultural heritage and dynamic business environment, provides the perfect backdrop for our conference. This city is not only a hub of economic activity but also a melting pot of cultures, offering a unique blend of tradition and modernity. We encourage you to take some time to explore the city’s many attractions, from its world-class museums and art galleries to its renowned culinary scene. Not surprisingly, BALAS Conference in São Paulo reached the highest number of submitted papers in the last 20 years!

Over the next few days, you will have the opportunity to attend a series of keynote presentations, panel discussions, paper and case development workshops, and paper presentations led by experts in the field of innovation and entrepreneurial ecosystems.

We believe that the BALAS Conference in an excellent opportunity not only for networking and debates but also for being immersed in a series of inspiring sessions and insightful discussions, all designed to foster future collaboration among academics and professionals.

Finally, we would like to express our gratitude to the BALAS Board of Directors, here represented by its president prof. Urbi Garay, for choosing FGV EAESP to be the host of 2024 BALAS Conference and for their continuous support and help. Very special thanks to FGV EAESP BALAS team, led by prof. Susana Pereira, for their diligent work and commitment to organize this conference.

We do hope that you enjoy 2024 BALAS Conference at FGV EAESP.
Dear Esteemed Attendees,

Welcome to the Business Association of Latin American Studies (BALAS) 2024 Conference hosted by FGV EAESP! This year has seen a remarkable surge in submissions and attendees, underscoring the growing significance of nurturing innovation ecosystems across Latin America.

BALAS 2024 offers an unparalleled platform for scholars, educators, and practitioners worldwide to connect, share research insights, and engage in profound discussions on business, research, and education within the Latin American context. Under the theme "Innovation Ecosystems for Business Development," our conference will explore the specific conditions and solutions driving innovation in the Latin American region.

We are delighted to feature distinguished Keynote Speakers who will enrich our plenary sessions. Professor Annabelle Gawer, Chaired Professor in Digital Economy at the University of Surrey and Director of the Surrey Centre of Digital Economy (CoDE), will enlighten us on "Digital Platforms and Ecosystems: Strategy, Innovation, and Power." Additionally, Mr. William F. Maloney, Chief Economist for Latin America and the Caribbean at the World Bank, will share insights on "Escaping Latin America's Innovation Paradox."

Our meticulously curated program includes three thought-provoking panels covering critical topics. These panels are chaired by eminent experts in their fields, offering deep dives into impactful subjects such as research in emerging markets, corporate innovation for sustainability, and innovative pedagogies in the classroom. Furthermore, we are excited to introduce the Pre-Conference Doctoral Colloquium, featuring exceptional doctoral students presenting their research in parallel sessions.

For the first time, BALAS is proud to present workshops dedicated to paper and teaching case development. The Paper Development Workshop (PDW), organized by Revista de Administração de Empresas (RAE) and Management Research, alongside the Teaching Case Development Workshop (TCDW) organized by FGV EAESP in collaboration with the CLADEA BALAS Case Consortium (CBCC), promises valuable insights and learning opportunities.

Special thanks are extended to the chairs of the Executive Committee: BALAS President Urbi Garay, BALAS Executive Director Yvonne Huertas, BALAS Treasurer Dennis Lopez, and Ricardo Buitrago, President-elect, for their generous and unwavering support throughout the entire organizational process. Additionally, heartfelt gratitude is extended to the FGV team, particularly Adriana Cabral, Isabella Fumeiro, and Neyliane Maranhão, for their close collaboration. I would also like to express my sincere appreciation to Tales Andreassi, Deputy Dean of FGV EAESP, for his steadfast support throughout this journey.

We extend our heartfelt thanks to all attendees, authors, speakers, panellists, reviewers, and organizers whose expertise and dedication have been instrumental in shaping this conference. We encourage you to actively participate, exchange ideas, and cultivate meaningful connections throughout the Conference. Welcome to an enriching experience at BALAS 2024!

Best regards,

Susana C. F. Pereira
Associate Professor – FGV EAESP
Director of FGV Innovation Center (FGVin)
Conference Chair
Executive Committee

President
Urbi Garay
IESA, Venezuela

Past President
Sergio Olavarrieta
University of Chile FEN, Chile

Executive Director
Yvonne Huertas
University of Puerto Rico, Puerto Rico

Treasurer
Dennis Lopez
University of Texas at San Antonio, United States

Academic Chair
John Rosso
ICESI, Colombia

Doctoral Consortium Chair
Jose Antonio Robles
ESAN University, Peru

LAJM Chair
Ricardo Buitrago
EGADE Business School, Mexico

Teaching Cases Chair
Niels Ketelhohn
INCAE Business School, Costa Rica

Communication Chair
Nestor U. Salcedo
ESAN University, Peru
ESADE Business School, Spain
Executive Committee

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Lourdes Casanova
Cornell University, United States

US/Canada Rep
Christopher Robertson
Northeastern University, United States

Mexico Rep
José Ernesto Amorós
EGADE Business School, Mexico

Central America and Caribbean Rep
Camille Villafañe
University of Puerto Rico, Puerto Rico

Northern South America Rep
Virginia Lasio
ESPAE Graduate Business School, Ecuador

Southern South America Rep
Viviana Fernández
Adolfo Ibáñez University, Chile

Brazil Rep
Richard Saito
Fundação Getúlio Vargas, Esc. Administração de Empresas São Paulo, Brazil

Rep at Large
Jannine Poletti-Hughes
University of Liverpool, U.K.
Organizing Committee

FGV EAESP
São Paulo School of Business Administration at Fundação Getulio Vargas

FGVin
FGV EAESP Innovation Center

Tales Andreassi
Professor and Deputy Dean at FGV EAESP.

Susana Carla Farias Pereira
Associate Professor at FGV EAESP and Conference Chair

André Cherubini Alves
Assistant Professor at FGV EAESP

Adriana Cabral de Oliveira
Innovation Center (FGVin)

Neyliane Maranhão de Castro
Phd Student at FGV EAESP

Isabella Fumero
Marketing & Communications – FGV DICOM

Julia Colombo
Marketing & Communications – FGV DICOM

Carolina Bonesso Vitorino
Marketing & Communications – FGV DICOM

Karina Juliana Francisco
Marketing & Communications – FGV DICOM

Ana Paula Marques Soares
Marketing & Communications – FGV DICOM

Flávia dos Santos Nunes
Marketing & Communications – FGV DICOM

Balas Committee
Urbi Garay
Balas President

Yvonne Huertas
Balas Executive Director

John Rosso
Balas Academic Chair

Jose Antonio Robles
Balas Doctoral Consortium Chair

Ricardo Buitrago
Balas LAJM Chair
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<tr>
<th>TRACKS</th>
<th>TRACKS CHAIRS</th>
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<tr>
<td>Accounting, Taxation &amp; Mgmt. Control Systems</td>
<td>Norma Ortiz (UNIANDES)</td>
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<td>André Aroldo Freitas de Moura (FGV EAESP)</td>
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<td>Consumer Behaviour</td>
<td>Cristobal Barra (UNEGOCIOS)</td>
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<td>Tania Modesto Veludo de Oliveira (FGV EAESP)</td>
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<td>Corporate Finance</td>
<td>Diego Tellez (EAFIT)</td>
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<td>Natália Diniz Maganini (FGV EAESP)</td>
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<td>Culture, Social and Ethical Issues</td>
<td>Christopher Robertson (NEU)</td>
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<td>Jussara Jéssica Pereira (FGV EAESP)</td>
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<td>Economics and Global Issues</td>
<td>René Cabral (TEC Monterrey)</td>
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<td>Sergio Goldbaun (FGV EAESP)</td>
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<td>Entrepreneurship and Family Business</td>
<td>Yeny Rodríguez (UNIANDES)</td>
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<td>Edgard Eli Roger Barki (FGV EAESP)</td>
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<td>Financial Markets, Investment and Risk Management</td>
<td>Julian Benavides (ICESI)</td>
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<td>Claudia Emiko Yoshinaga (FGV EAESP)</td>
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<td>Information Systems, Technology Management and Operations</td>
<td>Enrique Mu (CARLOW)</td>
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<td>Asia and Latin American Business and Economics</td>
<td>Irma Liliana Vasquez (UNISALLE)</td>
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<td>Luciana Marques Vieira (FGV EAESP)</td>
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<td>Strategy, IB &amp; Global Competitiveness</td>
<td>Luz María Rivas (EAFIT)</td>
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<td>Marina Amado Bahia Gama (FGV EAESP)</td>
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<td>Teaching Cases and Management Education</td>
<td>Robert Ojeda (UNISALLE)</td>
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<td>Delane Botelho (FGV EAESP)</td>
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<tr>
<td>Doctoral Colloquium</td>
<td>Jose Antonio Robles (ESAN)</td>
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<td>Ely paiva (FGV EAESP)</td>
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**SPECIAL TRACKS**

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<thead>
<tr>
<th>TRACKS</th>
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<tbody>
<tr>
<td>Innovation ecosystems for business and sustainable development</td>
<td>Ana Carolina Martinez (ICESI)</td>
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<td>Juliana Bonomi Santos de Campos (FGV EAESP)</td>
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<td>Overcoming the Innovation Paradox in Developing and emerging economies: Technology and Management to reach prosperity</td>
<td>Carlos Morales (UNISALLE)</td>
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<td>André Cherubini Alves (FGV EAESP)</td>
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<td>Public Management</td>
<td>Ricardo Corrêa Gomes, FGV EAESP</td>
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</table>
Adelson Ferreira
Adriana Amaya
Adriana Rossiter Hofer
Aida Lozada
Ajith Venugopal
Alberto Méndez-Morales
Alejandro Fonseca
Alexandre Aguiar
Alexandre Bittar
Alicia Fernanda G. Manrique
Aline Rodrigues
Alysha Shivji
Ana Cláudia Azevedo
Ana Lucia Alzate
Ana Paula Cruz
Anamar Irizarry
Anderson de Souza Sant’Anna
Anderson Santanna
André Alves
Andrea Minardi
Andreina Sanchez Deschamps
Andres Felipe Millan Cifuentes
Andres Lopez Astudillo
Andrés Salas
Angela Pinto
Anna Niteroi
Antonio Padula
Apinyaong Seingyai
Armando Ibañez
Aydin Ozkan
Benjamin Cabrera
Bianca Quirantes Checon
Bruno Fischer
Bruno Sutil
Caio Sousa
Camilo Franco
Carla Campana
Carlos Aguirre
Carlos Alsua
Carlos Lourenço
Carolina Martinez
Cecilia M Lobo Araujo
Christina Saksanian
Christopher Robertson
Claudia Falchetti
Claudia Santiago
Claudio Luis Larriera
Cristian Yepes
Cristina Sartoretto
David Yepes
Denise Quatrín
Diana Sanchez
Diego Cueto
Dyalá de La O Cordero
Edmundo Inacio Jr.
Eduardo Contani
Eduardo Diniz
Eduardo Torres
Eduardo Vilas Boas
Edward Tamayo
Elena Del Pilar Infante
Ely Paiva
Eugenio Csoban
Eugênia Vale
Felipe Iachan
Fernando Deodato
Fernando Ferreira
Fernando Picasso
Francisco Castellanos-Sosa
Galina Kondrateva
Gareth Rees
Germano Reis
Giancarlo Medroa
Ginna Zabransky R.
Giovanna Buzanello Vargas
Giuliana Isabella
Gonzalo Pardo
Graziella Comini
Guillermo Arevalo
Guillermo Ruiz
Gustavo Andrey Fernandes
Gustavo Martinez-Lira
Hellen Marquezini
Henrique Campos Junior
Henrique Castro Martins
Henrique Martins
Herbert Kimura
Hugo Kantis
Ianaira Neves
Ines Pereira
Jackson Paul Pereira Silva
Jaime Rojas
Jana Schmutzler
Javier Delcarpio
Javier Sabogal
Jenifer Campos
Jhon Moreno
Jimmy Saravia
João Lins
Joelson Sampaio
John Jairo Cuevas
John Loomis
John Macías
Jorge Ramos-Mercado
Jorge Tello-Gambarra
José Antionio Núñez
José Francisco Navarro
Jose Guilherme Campos
Juan Federico
Juan M. Gómez
Julia Díaz
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Juliana Bonomi de Campos
Juliana Campos
Juliana Rodrigues
Julieth Emilse Ospina Delgado
Julio Carneiro Da Cunha
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Larissa Sincorá
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Luz Gracia
Maciel Queiroz
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Marcelo Fernandes
Marcelo Nobrega
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Marcos Severo de Almeida
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Maria Jose Quinteros
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Nunzia Auletta
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Rafael Baptista Palazzi
Rafael Schiozer
Rafael Teixeira
Rafael Ukubiski
Rafaela Almeida Cordeiro
Ramona De Luca
Raul Partyka
Raymundo Díaz Robles
Renan Pieri
Renato Souza
Ricardo Buitrago
Ricardo Rochman
Rick Kye Gan
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Roberto Rodrigues
Roberto Santillán
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Rodrigo Varela
Rogiene Batista Santos
Rony Castillo
Rosa María Fuchs
Rubens Massa
Sandra Gaitan
Sebastian Schich
Stella Maldonado García
Suzana Battistella-Lima
Suzi Dias
Teófilo Ozuna Jr
Thelma Rocha
Tobias Parente
Umesh Mukhi
Urbi Garay
Urs Jäger
Ursula Monteiro
Vanessa Cepellos
Vanessa Santos
Vania Nassif
Verônica Santana
Vinicius Brunassi
Vinicius Magnani
Vinicius Silva
Virginia Lasio
Vitor Azzari
Vittoria Loviscek
Viviane M. Rocha Ferreira
Walter Palomino-Tamayo
Wesley Xavier
Wilson Usme
Yang Chen
Yenni V. Duque-Orozco
<table>
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<tr>
<th>Time</th>
<th>Tuesday - June 18th</th>
<th>Wednesday - June 19th</th>
<th>Thursday - June 20th</th>
<th>Friday - June 21st</th>
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<tbody>
<tr>
<td>8:00-09:00</td>
<td>Registration and Welcome coffee (Doctoral Colloquium) - FGV Entrance at Rua Itapeva, 452.</td>
<td>Registration and Welcome coffee (Auditorio FGV - Av 9 de Julho)</td>
<td>Registration and Welcome coffee (Room 204 - 9 de Julho Building)</td>
<td>Registration and Welcome coffee (Room 404 - 9 de Julho Building)</td>
</tr>
<tr>
<td>09:00-10:30</td>
<td>Doctoral Colloquium Sessions (6th Floor at FGV - Av 9 de Julho)</td>
<td>Plenary Session (Auditorio FGV - Av 9 de Julho)</td>
<td>Special Panel (Sala Nobre at FGV - Av 9 de Julho)</td>
<td>Parallel Sessions (8th floor at FGV - Av 9 de Julho)</td>
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<tr>
<td>10:30-11:00</td>
<td>Coffee Break - Doctoral Colloquium (Room 602 and 603)</td>
<td>Coffee Break (Hall of the Auditorio FGV - Av 9 de Julho)</td>
<td>Parallel Sessions (6th floor at FGV - Av 9 de Julho) Paper Development Workshop (Sala Nobre at FGV - Av 9 de Julho) Teaching Case Development Workshop (Room 703 at FGV - Av 9 de Julho)</td>
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<tr>
<td>11:00-12:30</td>
<td>Doctoral Colloquium Sessions (7th Floor at FGV - Av 9 de Julho)</td>
<td>Parallel Sessions (Picarolo Building)</td>
<td>Parallel Sessions (6th Floor at FGV - Av 9 de Julho)</td>
<td>Parallel Sessions (9th floor at FGV - Av 9 de Julho) Paper Development Workshop (Sala Nobre at FGV - Av 9 de Julho) Teaching Case Development Workshop (Room 703 at FGV - Av 9 de Julho)</td>
</tr>
<tr>
<td>12:30-14:00</td>
<td>Lunch at room 602 and 603 (Doctoral Colloquium Only)</td>
<td>Lunch at FGV ESASP Sport Court (FGV - Av 9 de Julho)</td>
<td>Lunch at FGV ESASP Sport Court (FGV - Av 9 de Julho)</td>
<td>Farewell Lunch at FGV ESASP Sport Court (FGV - Av 9 de Julho)</td>
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<tr>
<td>14:00-16:00</td>
<td>Opening Session (Auditorio FGV - Av 9 de Julho)</td>
<td>Meet the Editors (Auditorio FGV - Av 9 de Julho)</td>
<td>Parallel Sessions (6th Floor at FGV - Av 9 de Julho)</td>
<td>Parallel Sessions (9th Floor at FGV - Av 9 de Julho) Paper Development Workshop (Sala Nobre at FGV - Av 9 de Julho) Teaching Case Development Workshop (Room 703 at FGV - Av 9 de Julho)</td>
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<td>16:00-18:00</td>
<td>Coffee Break (Hall - Auditorio FGV - Av 9 de Julho)</td>
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<tr>
<td>18:00-20:00</td>
<td>Welcome Cocktail - FGV ESASP (12th Floor - Picarolo Building)</td>
<td>Coffee Break (Picarolo Building)</td>
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<tr>
<td>19:30-22:00</td>
<td>From 19:30 to 21:30 BALAS’s Institutional member’s dinner (By Invitation only)</td>
<td>Parallel Sessions (Picarolo Building) Special Panel (Picarolo Building): Is research in and on emerging markets impactful? The case of research on Latin America, Africa and India</td>
<td>Special Dinner at Restaurant Fogo do Chão - Jardins Location (Bal will inform from FGV at 19:40 - Meeting pool FGV entrance Rua Itapeva No 432)</td>
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</tbody>
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**Important Information:**

- **Support Room**
  ROOM 704 AT FGV - Av 9 de Julho
  If you need a space to work or any other support, a team will be there to help you.

- **Sessions 18th in the morning**
  The sessions marked in green (on the 18th from 8h to 13h) are only for Doctoral Colloquium participants.

- **Picarolo Building**
  Picarolo Buildings is the same as Professor Antonio Anguaria Building, located at Rua Professor Picarolo, 63 - Bela Vista.
<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8:00-09:00</td>
<td>Registration for the Doctoral Colloquium - FGV Main entrance at Rua Itapeva, 432</td>
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<tr>
<td>8:45-09:00</td>
<td>DOCTORAL COLLOQUIUM OPENING SESSION &amp; Orientation - Room 603</td>
<td>Room 603</td>
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<tr>
<td>09:00 TO 10:30</td>
<td>PARALLEL SESSIONS – FGV EAESP AV. 9 DE JULHO</td>
<td>Room 604</td>
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<td></td>
<td>SESSION 1A – Session Chair: Ricardo Buitrago / Maciel Queiroz / Juliana Bonomi</td>
<td>Room 604</td>
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<td>63-Effect of Stakeholder Pressure on Corporate Sustainability Results: Exploring Corporate Social Responsibility Practices and Corruption Practices in the Context of the Supply Chain</td>
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<td>Lourdes Aparicio and Gareth Rees</td>
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<td>148-Emotional Intelligence and Work-Life Enrichment: analysis of their relationship as a basis for talent retention</td>
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<td>Mariana Arraigada and Lucas Pujol-Cols</td>
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<td>SESSION 1B – Session Chair: Nestor U. Salcedo / Ricardo Gomes / Marina Gama</td>
<td>Room 606</td>
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<tr>
<td></td>
<td>53-Mastering the scale-up: Strategies for internal ventures in incumbent firms</td>
<td>Maximiliano Carломagno</td>
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<td></td>
<td>109-Resilience as an Emergent Property in University Innovation Ecosystems: The Role of Social Capital at the Universidad Nacional de Colombia, Bogotá Campus</td>
<td>Carlos Fernando Morales Sánchez, Luz Dinora Vera Acevedo and Cristian Armando Yepes Lugo</td>
</tr>
<tr>
<td>10:30-11:00</td>
<td>COFFEE BREAK - ROOM 602 AND 603</td>
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<tr>
<td>11:00 TO 12:30</td>
<td>SESSION 2A – Session Chair: Walter Palomino and Simone Sehnem</td>
<td>Room 701</td>
</tr>
<tr>
<td></td>
<td>123-Exploring tensions in supply chain sustainability practices through a paradoxical lens</td>
<td>Alexandre de A. Gomes Júnior, Susana C. F. Pereira and Martin C. Schleper</td>
</tr>
<tr>
<td></td>
<td>36-Innovation management in the age of artificial intelligence</td>
<td>Rafael Crispim, Eduardo Vasconcellos and Vincenzo Baglieri</td>
</tr>
<tr>
<td></td>
<td>SESSION 2B – Session Chair: Nestor U. Salcedo / Claudia Yoshinaga / Henrique Martins</td>
<td>Room 702</td>
</tr>
<tr>
<td></td>
<td>101-Stock Price Crash Risk and SASB Materiality</td>
<td>Jose Alexandre Costa and Henrique Martins</td>
</tr>
<tr>
<td></td>
<td>46-Towards a Comprehensive Understanding of Food Well-Being: Developing and Validating the FWB Scale</td>
<td>Ana Tereza Delapedra and Tania Veludo de Oliveira</td>
</tr>
</tbody>
</table>
### SESSION 2C – Session Chair: Urbi Garay and Delane Botelho

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>ROOM 703</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>11:00</strong></td>
<td>78-Transformative Travel - A study of women who travel solo from the perspective of decolonial feminism</td>
<td>Kelen Cristina Duarte and Marlusa de Sevilha Gosling</td>
</tr>
<tr>
<td><strong>12:30</strong></td>
<td>124-Resource and capability development within Technology-based Ventures: A mixed method study</td>
<td>Odille Sanchez-Dominguez and Sascha Fuerst</td>
</tr>
</tbody>
</table>

### LUNCH (for the participants of the Doctoral Colloquium only) - ROOM 602 AND 603

### 13:00-18:00

**Conference Registration - Hall of the Auditório FGV - Av. 9 de Julho**

### 13:00-14:00

**Welcome coffee - Hall of the Auditório FGV - Av. 9 de Julho**

### 14:00-14:30

**Opening Session:**

Luiz Artur Ledur Brito (Dean FGV EAESP), Tales Andreassi (Deputy Dean), Urbi Garay (BALAS' President), Yvonne Huertas (BALAS' Executive Director), and Susana C. F. Pereira (Conference Chair)

**Location:** Auditório FGV - Av 9 de Julho

### 14:30-16:00

**Plenary Session**

Annabelle Gawer (Surrey University)

Digital Platforms and Ecosystems: Strategy, Innovation, and Power

Moderator: Maciel M. Queiroz (FGVin)

**Location:** Auditório FGV - Av 9 de Julho

### 16:00-16:30

**COFFEE BREAK - Hall** (Auditório FGV - Av 9 de Julho)

### PARALLEL SESSIONS – PICAROLO BIUILDING

#### SESSION 3A – Session Chair: Rafael Schiozer

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<tr>
<th>Time</th>
<th>Event</th>
<th>ROOM 903 PI</th>
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</thead>
<tbody>
<tr>
<td><strong>16:30</strong></td>
<td>157-Compliance analysis of the corporate governance criteria on Environmental, Social and Governance companies</td>
<td>Pedro Kenji Onouye Machado and Bianca Quirantes Checon</td>
</tr>
<tr>
<td><strong>17:00</strong></td>
<td>97-Does tax avoidance increase informational asymmetry? Evidence from the tax cuts and jobs act</td>
<td>Rogiene Batista dos Santos and Rafael Felipe Schiozer</td>
</tr>
<tr>
<td><strong>17:30</strong></td>
<td>129-Does voluntary commitment to fair value and other accounting provisions improve firm value? Evidence from emerging countries with IFRSs</td>
<td>Andrés Fernando Mejía Amaya and Norma Consuelo Ortiz Silva</td>
</tr>
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#### SESSION 3B – Session Chair: Richard Saito

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>ROOM 301C PI</th>
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</thead>
<tbody>
<tr>
<td><strong>16:30</strong></td>
<td>13-Informativeness of the Federal Reserve Chair Communication’s Sentiment on the Monetary Policy Uncertainty</td>
<td>Juan Carlos Arismendi-Zambrano, Alan De Genaro and Henrique Leone Alexandre</td>
</tr>
<tr>
<td><strong>17:00</strong></td>
<td>126-Performance of Funds of Funds (FOFs) in Brazil</td>
<td>Ricardo Rochman and William Eid Jr</td>
</tr>
<tr>
<td><strong>17:30</strong></td>
<td>41-Unlocking the Power of Relationships: Limited Partner Networks and Performance in Private Equity</td>
<td>José Carlos Abreu Neto and Richard Saito</td>
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<tr>
<td>Time</td>
<td>Session 3C – Session Chair: Gustavo Martinez</td>
<td>Room 101C PI</td>
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<tr>
<td>16:30 – 18:00</td>
<td>99-Impact of CRM Adoption on Customer Engagement Explained by Salespeople Hedonic Motivations</td>
<td>Gustavo Martinez-Lira, Alfonso Valdez-Cervantes and Ma. Margarita Orozco-Gómez</td>
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<tr>
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<td>20-Impact of training and communication on the execution of strategy by the sales team: A case study in a pharmaceutical company</td>
<td>Paulo Tadeu de Resende and Jorge Manoel Teixeira Carneiro</td>
</tr>
<tr>
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<td>28-Which forms of content drive higher engagement in the digital marketing strategies of luxury brands?</td>
<td>Maria Ester De Castro Silveira Pinto and Mauricio Morgado</td>
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<tr>
<th>SESSION 3D – Session Chair: Luz Maria Rivas</th>
<th>Room 301AB PI</th>
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<tbody>
<tr>
<td>81-From political ties to NGO donations: The strategic adaptation of cross-sector interactions</td>
<td>Marina Gama and Aline Gatignon</td>
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<tr>
<td>120-Understanding Satisfaction with Succession in Family Businesses: Insights from a Multilevel Analysis</td>
<td>Juan M Gomez, Yeny E Rodriguez and Miguel-Angel Perez-UrIBE</td>
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<tr>
<td>26-Digital Transformation as a Strategy to Navigate Institutional Voids in Supply Chains: Insights from a Systematic Literature Review</td>
<td>Isis Domingues and Maciel Queiroz</td>
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<tr>
<th>Time</th>
<th>WELCOME COCKTAIL - (12° FLOOR - PICAROLO BUILDING)</th>
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<td>18:00 – 20:00</td>
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<tr>
<th>Time</th>
<th>WEDNESDAY - JUNE 19TH</th>
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<tr>
<td>08:00 – 18:00</td>
<td>Conference Registration - Hall of the Auditório FGV - Av. 9 de Julho</td>
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<tr>
<td>08:00 – 09:00</td>
<td>Welcome coffee - Hall of the Auditório FGV - Av. 9 de Julho</td>
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<tr>
<td>09:00 – 10:30</td>
<td>Plenary Session</td>
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<td></td>
<td>William F. Maloney   (World Bank)</td>
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<td></td>
<td>Escaping Latin America’s Innovation Paradox</td>
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<td></td>
<td>(Moderator: André Cherubini Alves )</td>
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<td></td>
<td>Location: Auditório FGV - Av 9 de Julho</td>
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<tr>
<td>10:30 – 11:00</td>
<td>COFFEE BREAK - Hall (Auditório FGV - Av 9 de Julho)</td>
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<tr>
<th>Time</th>
<th>PARALLEL SESSIONS – PICAROLO BUILDING</th>
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<tbody>
<tr>
<td>11:00 – 12:30</td>
<td>SESSION 4A – Session Chair: Juliana Bonomi</td>
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<tr>
<td></td>
<td>128-Management practices and innovation activities</td>
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<td>118-Platform-based banking ecosystems: a comparative analysis between incumbents and challenger banks from a dynamic capabilities perspective</td>
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<td>59-Resilience or Escape? Workplace Adversity and the Dual Impact of Gender on Employee Intentions to Leave and Pursue Social Entrepreneurship</td>
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Special Track: Innovat. and Entrepreneurial ecosystems
<table>
<thead>
<tr>
<th>Session</th>
<th>Chair</th>
<th>Room</th>
<th>Presentation</th>
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<tbody>
<tr>
<td>4B</td>
<td>Urbi Garay</td>
<td>901 PI</td>
<td>34-ESG risk management evolutions in Brazil&lt;br&gt;58-Hedonic Determinants of Housing Prices in Caracas, Venezuela, and Construction of a Price Index&lt;br&gt;130-Impact of Cash Flow Hedge Accounting on Future Profitability and Stock Returns: A Country Comparison</td>
</tr>
<tr>
<td>4C</td>
<td>Luis Henrique</td>
<td>201AB PI</td>
<td>79-The Kiwi Winery Case: an ethical dilemma of payment gap and immigrants' rights&lt;br&gt;100-Transforming bitter challenges into sweet opportunities in the chocolate industry: Hershey do Brasil's dilemma to continue growing within an uncertain macroeconomic context</td>
</tr>
<tr>
<td>4D</td>
<td>Di Serio</td>
<td>201C PI</td>
<td>8-Crossroads or converging paths? When connecting the trinomial AI, customer journey and customer experience&lt;br&gt;133-Innovation in Latin America: The Role of Collaboration&lt;br&gt;84-Overcoming the Innovation Paradox in Agtechs Ecosystem: looking for technologies, solutions and opportunities</td>
</tr>
<tr>
<td>4E</td>
<td>Alexande Gomes Jr.</td>
<td>903 PI</td>
<td>111-Circular economy practices for food loss and waste prevention and management: insights from a fresh food supply chain in Brazil&lt;br&gt;164-Monitoring and warning practices and technologies in front of extreme climatic disasters: compound of literature&lt;br&gt;19-Business Adaptation to the Physical Impacts of Climate Change: A Socio-ecological Framework Assessment</td>
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</tbody>
</table>

**LUNCH**<br>12:30-14:00<br>LUNCH - FGV EAESP SPORT COURT - 9 DE JULHO BUILDING (WITH A SPECIAL PRESENTATION BY FGV BAND TATU BOLA)

**Meet the Editors**: Juliana Bonomi (Revista de Administração de Empresas - RAE), Tales Andreassi (ARLA- Academia Revista Latinoamericana de Administración) Nestor Salcedo (Journal of Economics, Finance and Adm. Science - JEFAS) and Luis Orozco (Management History)<br>Location: Auditório FGV - Av 9 de Julho
<table>
<thead>
<tr>
<th>Session 5A</th>
<th>Room 902AB PI</th>
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<tr>
<td>39-Environmental disclosure, information asymmetries and firm’s profitability: evidence from Latin American energy and mining industries</td>
<td>Guillermo Arevalo, Maximiliano González, Alvaro Alexander Guzmán Vásquez and María-Andrea Trujillo Dávila</td>
</tr>
<tr>
<td>80-Idioms, Internships, and Inclusivity: Boosting Employability and Global Workforce Diversity</td>
<td>Anamari Irizarry, Camille Villafañe and Myra Pérez</td>
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<tr>
<td>47-The effect of internal and external audit on ethics: A dishonesty behavior experiment with scratch lotteries</td>
<td>Dyalá de la O Cordero, Juan Pablo Caballero Polancos and Guillermo Mateu Bartolomé</td>
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<tr>
<th>Session 5B</th>
<th>Room 901 PI</th>
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<tbody>
<tr>
<td>142-An investigation into Circular Economy applied to the value chain of fashion retailers</td>
<td>Daniela Pereira de Souza, Roberta Souza Piao, Ticiana Vincenzi and Elvia Florencio Torres Ximenes</td>
</tr>
<tr>
<td>182-Shedding light on the role of waste pickers in the circular economy</td>
<td>Cristina Sartoretto, Jorge Streit, Luciana Hashiba, Luciana Betiol and Susana Pereira</td>
</tr>
<tr>
<td>103-Circular Economy and Disruption in the Value Chain: The Role of Stakeholders and Networks in Startups</td>
<td>Tais Provensi and Simone Sehnem</td>
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<tr>
<th>Session 5C</th>
<th>Room 201AB PI</th>
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<tr>
<td>177-Consumer-to-consumer helping: A meta-analytic review</td>
<td>Renata Martins, Felipe Zambaldi and Lucía Barros</td>
</tr>
<tr>
<td>14-Influence of Xenocentrism on Consumer Purchase Intentions in E-Commerce</td>
<td>Ivanete Schneider Hahn, Thais Cofferi and Marileia Batista Fertig</td>
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<tr>
<td>139-The impact of remanufacturing: A case study on the partnership between brands and consumers</td>
<td>Juliana de-Campos-Maia-Barbanti and Tânia Veludo-de-Oliveira</td>
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**Session 5D - Room 201C PI**

Special Panel: Is research in and on emerging markets impactful? The case of research on Latin America, Africa and India
Panel coordinator: Jorge Carneiro (FGV-EAESP)
Panelists: Irene Kujala (Åbo Akademi University, Finland) Umesh Mukhi (FGV EAESP) Guilherme Mota (Director of Business Development & Innovation at India Brazil Chamber of Commerce) and Sandro Benelli (Executive, board member and consultant)
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<tr>
<th>SESSION 5E – Vania Nassif</th>
<th>ROOM 903 PI</th>
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<tr>
<td>121-The longer the better? The relationship between CEO’s tenure and family firm’s innovativeness considering leadership style and cultural dimensions</td>
<td>Iván Dario Sánchez Manchola and Yeny E. Rodríguez Ramos</td>
</tr>
<tr>
<td>60-Assessing Entrepreneurial Readiness Among Bachelor-Level School Students</td>
<td>Hugo Alberto Álvarez-Perez, Caballero-Campbell Aldahir and Ruiz Linda Elizabeth</td>
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<tr>
<th>SESSION 5F – Session Chair: Delane Botelho</th>
<th>ROOM 802AB PI</th>
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<tr>
<td>172-New Challenges and Opportunities for The Global Network for the Advancement of Management</td>
<td>Sara Benetti, Ramiro Casó, Alejandro Robles Field, Jaime Frischwasser and Diego Murillo-Esquível, Juan Carlos Barahona</td>
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<tr>
<td>42-Student Grants for Decarbonization and Risk</td>
<td>Ernesto Gallo</td>
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<tr>
<td>141-Value Creation in the Brazilian Aftermarket: Growth and Transformation Strategy</td>
<td>Carlos Lourenço and Mauricio Ribeiro</td>
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<th>INSTITUTIONAL MEMBERS DINNER (BY INVITATION ONLY)</th>
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**THURSDAY - JUNE 20TH**

**08:00-18:00**

Conference Registration - Room 704 (9 de Julho Building)

**08:00-09:00**

Welcome coffee - Room 704 (9 de Julho Building)

**PARALLEL SESSIONS – FGV EAESP AV 9 DE JULHO**

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<tr>
<th>SESSION 6A – Session Chair: Christopher Robertson</th>
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<tr>
<td>45-A revolutionary approach to study and empower Dominican women entrepreneurs’ self-efficacy using The Repertory Grid Technique (RGT)</td>
<td>Andreina Sanchez Deschamps and Pablo Barriga Ortiz</td>
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<tr>
<td>35-Cultural Distance and Moral Intensity: An Empirical Analysis of Latin American Values</td>
<td>Christopher Robertson, Elizabeth Moore and James Westerman</td>
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<tr>
<td>6-Hispanic ethnicity and hidden barriers to CPA Exam success</td>
<td>Aida Lozada, Luz Gracia and Teresa Longobardi</td>
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<tr>
<th>SESSION 6B – Session Chair: Edmundo Inácio</th>
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<tr>
<td>160-Sustainable entrepreneurship based on the identification of business opportunities, from the theoretical lens of business events and the perspective of social innovation</td>
<td>Yuly Duran Straub</td>
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<tr>
<td>87-The GenAI Revolution: Pioneering New Business Models in the Digital Age</td>
<td>Chiara Silveira Scappaticci and Pedro Tonhozi de Oliveira</td>
</tr>
<tr>
<td>117-The importance of board involvement and economic and non-economic goals for family firms' access to capital.</td>
<td>Miguel Ángel Pérez-Uribe and Ana Cristina González</td>
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</table>
09:00 TO 10:30
SESSION 6C – Session Chair: Juliana Bonomi
44-How Dark are Latino: Implications for Nascent Entrepreneurship
Asghar Afshar Jahanshahi, Milagros Isabel Rivas Mendoza, Veronica Garcia Ibarra, Bernardo X. Fernandez-Telleria, Luis Antonio Paredes Izaguirre, Valentina Schmitt, Arturo Orozco Leyva, Angela Ximena Campos Garcia, Priscila Rezende da Costa and Angelica Pigola

132-How do social entrepreneurs develop intangible capitals through social impact accelerators?
Thomaz Rocha

Homero Malagon, Alfonso Ávila and Aida Huerta

SESSION 6D
Special Panel: Corporate Innovation for Sustainability: Cases of Implementing Circular Economy Principles in Brazil
Panel coordinator: Cristina Sartoretto - FGVin - Innovation Center of FGV
Co-coordinator: Luciana Hashiba (FGVin)
Panelists: Fernanda Facchini (Natura Co. - Head of Climate Change e Circular Economy); Yuri Tomina Carvalho (Braskem - Head of Circular Packaging Design Lab.) and Gabriel Poli de Figueiredo - IPT (Instituto de Pesquisa Tecnológicas - São Paulo Technological Research Institute)
Location: Salão Nobre at 9 de Julho Building

10:30-11:00
COFFEE BREAK - FGV EAESP SPORT COURT - 9 DE JULHO BUILDING
PARALLEL SESSIONS – FGV EAESP AV 9 DE JULHO

SESSION 7A – Session Chair: Luciana Hashiba
98-The effect of organizational inertia on the adoption of big data analytics
Walter Palomino-Tamayo and Ernie Romero

23-The Shift from Product Centricity to Customer Centricity: Quality Management Lessons from the Brazilian Automotive Supply Chain
Luis Vasconcellos, Fernando Ferreira and Daniel Dupas

135-The development of technology-based ventures: A review and future research agenda
Odille Sanchez-Dominguez and Sascha Fuerst

SESSION 7B – Session Chair: Nestor U. Salcedo
70-Effects of cashback and competition on prices: A study on Brazilian comparison websites
Ananias Costa Oliveira, Giuliana Isabella and Marcos Inácio Severo de Almeida
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<tr>
<th>Time</th>
<th>Session</th>
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<th>Facilitator(s)</th>
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<tr>
<td>14:00-15:30</td>
<td><strong>SESSION 8B</strong> – Session Chair: Mariana Arraigada</td>
<td>ROOM 603</td>
<td>Sandra Mena-Candelaria, Maribel Ortiz Soto, Marcos A. Rodriguez-Negron, Guisell Larregui-Candelaria, Juan G. Rivera Ortiz and David Ruiz Cardona</td>
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<td>29-A Comparative Study on the Skills Required in Managerial Positions Perceptions of Students, Professors, and Employers</td>
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<td>66-Fostering talent retention through positive work-life interactions: The relationships among emotional intelligence, work-life enrichment, organizational commitment and turnover intentions</td>
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<td>Mariana Arraigada, Lucas Pujol-Cols and Guillermo Dabos</td>
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<td>50-Unearthing Technologies of Racial Capitalism: From Plantations to Contemporary Industrial Agriculture</td>
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<td>Alysha Shivji</td>
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<td>15:30-16:00</td>
<td><strong>COFFEE BREAK - FGV EAESP SPORT COURT - 9 DE JULHO BUILDING</strong></td>
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<tr>
<td>16:00-18:00</td>
<td><strong>Dean’s Panel: Innovation at Business Schools</strong></td>
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<td>Moderator prof. Maria Tereza (FGV EAESP)</td>
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<td>Painelists: Luiz A. Brito (FGV EAESP), Nunzia Auletta (IESA), and Ernesto Amorós (EGADE)</td>
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<td>Location: Auditório FGV - Av 9 de Julho</td>
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<tr>
<td>18:00-19:30</td>
<td><strong>Awards Ceremony at FGV - EAESP</strong></td>
<td></td>
<td>Luiz Artur Ledur Brito (Dean FGV EAESP), TalesAndreassi (Deputy Dean), Urbi Garay (BALAS’ President), Yvonne Huertas (BALAS’ Executive Director), and Susana C. F. Pereira (Conference Chair)</td>
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<tr>
<td>19:40</td>
<td><strong>BUSES FROM FGV TO FOGO DE CHÃO JARDINS</strong> (Meeting point FGV ENTRANCE RUA ITAPEVA No 432)</td>
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### Friday - June 21th

**20:00-22:00**
SPECIAL DINNER AT RESTAURANT FOGO DE CHÃO (JARDINS LOCATION).

**22:00**
BUSES FROM FOGO DE CHÃO JARDINS TO THE UNIVERSE AND TO BLUE TREE HOTEL

#### Registration for the Conference at Room 704 (9 de Julho Building)

#### Welcome coffee - Room 704 (9 de Julho Building)

### Parallels Sessions – FGV EAESP AV 9 de Julho

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<th>Room</th>
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<tr>
<td><strong>SESSION 9A</strong></td>
<td>Natália Diniz</td>
<td><strong>ROOM 602</strong></td>
<td>73 - Intangible assets and their effects on business performance: an analysis of Colombian companies</td>
</tr>
<tr>
<td>96 - Investor Protection and the Cash Flow Sensitivity of Cash</td>
<td>Paulo Renato Soares Terra and Caio Vieira Rêgo</td>
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<tr>
<td>49 - What factors move or correlate with digital assets? Is the digital market a leading or trailing indicator for other asset classes?</td>
<td>Matheus Brito, F. Henrique Castro and Claudia Yoshinaga</td>
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<tr>
<td><strong>SESSION 9B</strong></td>
<td>Norma Consuelo</td>
<td><strong>ROOM 603</strong></td>
<td>175 - Chilli Beans: challenges and opportunities for innovation in an established business</td>
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<tr>
<td>137 - Unpacking identity work mechanisms in a person-centered approach to business and management education</td>
<td>Carla Campana and Pablo Leão</td>
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<tr>
<td>154 - A Theoretical Framework Proposal for Research and Innovation Opportunities in Entrepreneurial Education</td>
<td>Dario Vedana</td>
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<tr>
<td><strong>SESSION 9C</strong></td>
<td>Juliana Bonomi</td>
<td><strong>ROOM 604</strong></td>
<td>136 - Circular Supply Chain Management for the Built Environment: a Stakeholders’ Management Strategy perspective</td>
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<tr>
<td>152 - Exploring fundraising through Impact Investing process in early-stage social agribusiness: The Case of Mukatri in the Colombian Amazon.</td>
<td>Andres Guerrero and Christoph Birkholz</td>
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<td>125 - Fostering supplier diversity through the ecosystem</td>
<td>Priscila Miguel and Juliana Santos</td>
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**PAPER DEVELOPMENT WORKSHOP**

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<th>Titles and Authors</th>
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<td>THE INDIVIDUAL EFFECTS OF EMPLOYEE RESOURCE GROUPS</td>
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<td>DO MANAGERS DREAM OF ELECTRIC SHEEP? A MOTIVATION MODEL BASED ON MANAGERS AND ARTIFICIAL INTELLIGENCE INTERACTIONS</td>
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<td>BLOCKCHAIN AND GENDER (IN)EQUALITY: A SYSTEMATIC LITERATURE REVIEW</td>
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1 **PREPARING THE PRESENTATION**

✓ Download the 2024 Balas PowerPoint template in the link below.

PPT TEMPLATE

✓ Organize your ideas in a simple manner, prefer clean and organized slides, and use readable fonts.

2 **BEFORE STARTING THE SESSION**

✓ Arrive at the correct time indicated on the event schedule.
✓ Introduce yourself to the session chair.
✓ Provide the presentation file so that it can be saved on the room's computer.

3 **PRESENTING**

✓ Keep in mind that you have 20 minutes to present, and this time cannot be exceeded.
✓ After the presentation, there will be 10 minutes for the audience to make comments or ask questions about your paper.
Guidelines for Session Chairs

1. BEFORE STARTING THE SESSION
   ✓ Introduce yourself.
   ✓ Please make sure that at least one of the authors of each of the papers is present in the session.
   ✓ Ask them to provide the presentation file so that it can be saved on the room's computer.
   ✓ Indicate that presenters have up to 20 minutes for their presentations, and that there will be up to 10 minutes for comments and questions from you or from the audience. In total, no more than 30 minutes should be allocated to each presentation. In the case of sessions with only two papers, presenters have understandably more time for their presentations.

2. DURING THE SESSION
   ✓ You would need to keep the time.
   ✓ Indicate to the presenters that they have 5 minutes left, and 1 minute left.
   ✓ Be prepared with one or two questions for each presenter and try to stimulate participation.
   ✓ If you see somebody in the audience that may contribute to the session you may ask them to join and provide comments or questions (be aware of the time)
   ✓ Session chairs should endeavor to create an atmosphere of respect and courtesy.

3. END OF THE SESSION
   ✓ Thank the presenters and reviewers that collaborated.
   ✓ Invite the audience to the coming sessions or to go to the coffee break for social networking.
Getting to FGV EAESP

The main building is on Av. 9 de Julho, 2029, Bela Vista. There is easy access via Rua Itapeva, 432 (with parking nearby for those traveling by car).

FGV also has a new building (Picarolo Building) (about 1 minute walking from the main building), where part of the conference will take place. Address: R. Prof. Picarolo, 63 – Bela Vista.

Access by train

- Take the metro: Go to your nearest metro station and take the line that connects to the Yellow Line (Linha Amarela—Line 4).
- Transfer to the Yellow Line: If you are not already on the Yellow Line, transfer to it at the relevant interchange station. Major interchange stations include:
  - Luz (connection with Blue Line 1 and Red Line 3)
  - República (connection with Red Line 3)
- Travel to Paulista Station: Once on the Yellow Line, travel to Paulista Station.
- After arriving at Paulista Station, follow the signs to exit towards Av. Paulista.
- Walk to FGV EAESP:
  - From Paulista Station, head to Av. Paulista and walk southeast towards Rua Bela Cintra.
  - Turn right onto Rua Bela Cintra and continue walking.
  - Turn left onto Av. 9 de Julho and continue until you reach number 2029. The walk should take about 10–15 minutes.

Access by Bus

- Find a bus route: Look for a bus route that goes towards Av. 9 de Julho. You can use a navigation app or the SPTrans website to find the best route.
- Some common bus lines that pass through Av. 9 de Julho include:
  - 107T–10 (Metrô Tucuruvi – Pinheiros)
  - 875A–10 (Terminal Lapa – Metrô Ana Rosa)
  - 9290–10 (Terminal Pinheiros – Parque D. Pedro II)
- Take the bus: Make sure to have your Bilhete Único (public transport card) or cash ready for the fare.
- Travel towards FGV EAESP: the bus stops in front of FGV EAESP. Once you get off, you should see the FGV building nearby.
We want to sincerely thank 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 (JEFAS);
✓ Journal of Management History;
✓ Management Research: The Journal of the Iberoamerican Academy of Management;
✓ Academia - Revista Latinoamericana de Administración (ARLA);
✓ Latin American Business Review (LABR),
✓ Revista Brasileira de Gestão de Negócios (RBGN),
✓ Journal of Evolutionary Studies in Business (JESB);
✓ Emerald Emerging Markets Case Studies (EEMCS);
✓ TEC Empresarial;
✓ CLADEA-BALAS Case Consortium (CBCC);
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.
Sustainability is growingly important in business. The need for added socio-environmental protections is urgent as the world rapidly approaches various tipping points. Particularly for developing countries, which are most vulnerable to the effects of climate change, among others. Coordinated actions, encompassing the government, NGO, and business sectors are essential.

With the above in mind, INCAE Business School warmly invites you to the 2025 BALAS Conference whose theme will be Sustainable Business: Challenges and Opportunities for Latin America. Its goal is to be a forum for academics, practitioners, and policy-makers to discuss the socio-environmental issues affecting business, geared toward generating solutions.

In addition to a Doctoral Colloquium, the conference will offer tracks covering various business areas.

- Sustainable Business  
  (Special conference track - encouraged)
- Financial and Managerial Accounting
- Marketing and Consumer Insights
- Corporate Finance and Investment Strategies
- Business Ethics, Social Responsibility, and Cultural Dynamics
- Entrepreneurship, Family Business, and Strategic Management
- Organizational Behavior and Human Resource Management
- Technology Management, Digital Transformation, and AI
- Public Policy, Management, and Geopolitics
- Teaching Cases and Management Education
- Enterprise and Management History
- Other (Comprising further topics)

INCAE is one of Latin America's leading business schools. Holding the prestigious triple crown accreditation, it is in the top 2% of business schools worldwide. Sustainability has long been a key part of our educational model. (See www.incae.edu)

Costa Rica is astonishingly rich in biodiversity, holding about 5% of our planet's animal and plant species. The country is also internationally recognized for its sustainability efforts. These make Costa Rica an ideal setting for the sustainability-themed 2025 BALAS conference.

Costa Rica is a renowned eco-tourism destination. It offers a variety of activities from which to choose.

The conference is right before Holy Week/Easter, when much of the country goes on holiday. We highly recommend scheduling tourism activities before the conference and making arrangements well in advance.

(See www.visitcostarica.com/en/costa-rica/things-to-do)