
**The Latin American Research Consortium
and Dean's Workshop**
March 24-25, 2011

Draft Agenda

A. B. Freeman School of Business
Tulane University
#7 McAlister Drive
New Orleans, LA 70118
(504) 865-5438

LOCAL ARRANGEMENTS: *All sessions will be held at the A. B. Freeman School of Business (Goldring Woldenberg Hall II), # 7 McAlister Drive, New Orleans Louisiana 70118. Transportation will be provided from the hotel to Tulane University each day. Local hotel accommodations will be at the Hampton Inn and Parc St. Charles hotels. Please contact Lenore Mason (lmason@tulane.edu) to arrange your hotel reservations. Breakfast will be provided at the hotel and lunch will be provided on both meeting days and a reception and dinner for all participants will be held on Thursday night, March 24th at the Plimsoil Club in New Orleans. For questions call (504) 865-5438 or 5419.*



The **Latin American Research Consortium** was founded by Tulane University in 1995 with the purpose of promoting scholarly research on Latin American markets and business institutions. Its goal is to bring together scholars from around the world who are experts on Latin American business issues to share their research and knowledge related to these issues. Schools and other institutions represented at the consortium meetings in the past have included ITESM-Monterrey, EGADE, INCAE, Universidad de los Andes, IESA, IAE, ITESM-Guadalajara, University of Chile, Universidad de Belgrano, UDEM, Catolica de Bolivia, Catolica de Peru, ITAM, Instituto de Empresa (Spain), ICESI, Getulio Vargas, Universidad Francisco Marroquin, ESPAE-ESPOL, Universidad del Norte, Central Bank of Brazil, and UCLA, Tulane University, Texas Christian University, and the University of Illinois in the United States. In 2007 the Deans' Workshop was initiated as part of the Consortium meeting to provide the deans of the top business schools in Latin America a forum to share their programs and initiatives in management education in the region. The 2011 meeting, being held here at Tulane University in New Orleans, Louisiana, is the eleventh meeting of LARC.

Thursday March 24th Dean's Workshop and LARC Seminars
(Room 3110 Goldring-Woldenberg Hall II)

8:30 – 8:45 Welcome and Introductions

Angelo DeNisi, Dean
John Trapani, Program Director

Leading Change: The Challenges and Opportunities of Accreditation

Program Moderator: Angelo DeNisi, Dean, A.B. Freeman School of Business, Tulane University

8:45 – 9:15 The AACSB Perspective
Jerry Trapnell, Executive Vice President & Chief Accreditation Officer,
AACSB International

9:15 – 9:30 Leading Change: A US Perspective
James McFarland, Lawrence Chair & former Dean,
A.B. Freeman School of Business, Tulane University

9:30 – 10:45 Leading Change: Latin American Perspectives

Carlos Alcerreca, Dean, ITAM, México City
Fernando D'Alessio, Dean, Centrum, Lima
Irineu Giansesi, Vice Dean, INSPER, Sao Paulo
Francisco Sanánez, President, IESA, Caracas
Javier Serrano, Dean, UniAndes, Bogota

11:00 – 12:30 Challenges & Opportunities of Accreditation: Discussion Session

Manuel Agosin, Dean, U. Chile, Santiago*
Beatrice Avolio, Vice Dean Centrum, Lima
Carlos Basurto, Dean, UDEM, Monterrey*
Helmuth Chavez, Dean, UFM, Guatemala City
Virginia Lasio, Dean, ESPAE-ESPOL, Guayaquil*
Paul Latortue, Dean, U. Puerto Rico, Río Piedras Campus*
Hector Ochoa, Dean ICESI, Cali*
Alberto Rubio, Dean, U. Belgrano, Buenos Aires

12:30 – 1:00 Wrap-Up

Henry Gomez, UniAndes & IESA
James McFarland, Tulane

Thursday, March 24th Management and Marketing Research Seminars

(Room 3110 Goldring-Woldenberg Hall II)

2:00-3:30 Research Topics in Organizational and Consumer Behavior

Mita Sujjan, Tulane (Chair)

1. Jose Roberto Concha Velázquez (ICESI) – “Customer Satisfaction With Service Companies: The Case Of The Restaurant Industry”
2. Ana Arboleda (ICESI), – “Consumers’ Psychological Contract Influences on Attitudes Towards An Organization: A Moderated Meditational Model”

3. Carlos Mondragón(ITAM), Maria Merino (ITAM) – “A Profile of The Upper Middle Class Compulsive Buyer In Mexico City”

BREAK

3:45-5:15 Individual Differences in Organizational Behavior
Adrienne Colella, Tulane (Chair)

4. Shanna Daniels (Tulane) – “Backlash for Asking for Money? It Depends on the Gender of the Negotiator and the Type of Position”
5. Juanita Cajiao (ICESI), – “An Examination of the Effects of Alternative Instructional Methods on Student Learning Behaviors in a Business Education Course”
6. Julio C. Alonso (ICESI), Julian Benavides(ICESI), – “Relative Salary Efficiency of GPA Tour Golfers: A Dynamic Review”

Thursday, March 24th Finance Research Workshops

(Room 3111 Goldring-Woldenberg Hall II)

2:00-3:30 Topics in International Finance
Rob Hansen (Tulane), Chair

1. Helmuth Chavez (UFM), “Performance Evaluation for Mandatory Common Blended-Equity and Fixed Income Portfolios”
2. Maximiliano Gonzalez (UniAndes) and Alexander Guzman (UniAndes), “Families and Debt: Risk Aversion versus Risk of Losing Control”

BREAK

3:45 - 4:45 Topics in International Finance
Rob Hansen (Tulane), Chair

3. Luis Berggrun (ICESI) “Mutual Fund Momentum in Latin America”
4. Manuel Agosin (U. Chile) and Franklin Huaita, (U. Chile), “Overreaction in Capital Flows to Emerging Markets: Booms and Sudden Stops”

Friday March 25th Management and Marketing Research Seminars

(Room 131 Goldring-Woldenberg Hall I)

9:00-11:00 Advances in Marketing Strategy and Consumer Behavior
Harish Sujan, Tulane (Chair)

1. Nunzia Auletta (IESA), Sofia Esqueda,(IESA): “Web 2.0: A Fad or a Sound Marketing Strategy For Venezuelan Firms?”
2. Domingo J. Guerra, (ITESM), Edward C. Strong: “Comparative Analysis of Industry Leaders’ Webpage Message Strategies: Mexico and the U.S.”
3. Hector Gomez (ITESM), “Properties and Determinants of the Risk Adjusted Differential in the Competition for Intangible Market Value”
4. Adrian Fajardo (CENTRUM), “A Tale of Two Companies: The Lion’s Tail and the Mouse’s Head as Business Model Metaphors”

BREAK

11:15-12:30

5. Silvio Borrero, (ICESI) – “Proving It to Others or Proving It to You: Motivating Students to Initiate and Develop Healthy Levels of Physical Activity Using Extrinsic and Intrinsic Appeals”
6. Denise Buhrau, (Tulane) – “Keep Walking: Accounting for Individual Differences in Temporal Orientation to Motivate Healthy Behaviors”
7. German Castellanos, (ICESI) – “Savoring as a Self-regulatory for Eating Healthy”

2:00-3:00 Strategic Management and Teams
Michael Burke, Tulane (Chair)

1. Raphael Vesga, (UniAndes) – “Cognitive Structures, Cognitive Styles and Strategic Choice - An Application in the Top Management Teams Framework”
2. Ana Christina Gonzalez, (UniAndes) – “Boards of Directors and Top Management Teams: Composition and Financial Performance in Family Controlled Businesses”

BREAK

3:15-4:45

3. Ronald S. Landis, (U. Memphis) – “Allocating Individuals to Teams from a Fixed Pool”
4. Ernesto Blanco, (IESA) -- “Implementing Strategic Plans: Factors that Hinder the Process in Aggressive External Environments”
5. Leonardo Estrada, (ESPOL) - “Why Do TMT’s Look the Way They Do? A TMT Promotion Replacement Model”

4:45-5:00 Wrap Up

Friday, March 25th Finance Research Workshops

(Room 140 Goldring-Woldenberg I)

9:30-11:00 Dividend Policy in Latin America
Paul Spindt (Tulane), Chair

1. Julian Benavides (ICESI), and Luis Berggrun (ICESI), “Business Financing in Colombia: The debt and Equity Mix”
2. Santiago Rodriguez Raga (UniAndes), “Market Power, Concentration and Financial Stability in Latin America”
3. Emilio Cardona (UniAndes), “Emerging market closed-end fund and capital market segmentation”

BREAK

11:15-12:30 Topics in Financial Market Research
Paul Spindt (Tulane), Chair

4. Julian Benavides (ICESI), and Luis Berggrun (ICESI), “Tax Shields in Colombia and Their Effect on Leverage and Investments”

2:00-3:00 Topics in International Finance
David Lesmond (Tulane), Chair

5. Julio Alonso (ICESI), “Seasonal Spreads and Arbitrage Opportunities Within the International Sugar Market”

6. Polux Diaz (ITAM), “Mexican ADRS: Market Efficiency and Insider Trading”

BREAK

3:15-4:45 Topics in International Finance
David Lesmond (Tulane), Chair

1. Marcel Dabos (U. Belgrano), Ernesto R. Gantman (U. Belgrano), “The Fading Link? A New Empirical Analysis of the Relationship Between Financial Development and Economic Growth”
2. Eduardo Pablo (Tulane), “Cultural Distance and Its Effect on Cross-Border Entry Mode: Latin American Evidence”
3. Julio Cesar Alonso (ICESI), “Weekend & Holiday Effect: The Case of Stock Exchange Market Indexes of Brazil, Chile, Mexico, and Colombia”

4:45 - 5:00 Wrap Up

LARC Paper Awards 2010

We wish to thank all of the contributors of LARC 2010 workshops and congratulate the winners for their outstanding work. Abstracts of the winning papers, as well as other selected abstracts, are invited for publication in a special proceedings volume issued each year through the courtesy of ICESI. The 2010 LARC proceedings will be distributed at the meetings today.

The award winning papers were selected for awards by the review committee for the LARC Research Workshops 2010. We wish to thank the workshop chairs and review committee which included Mike Burke, Adrienne Colella, Mita Sujjan, and Harish Sujjan for management and marketing, and Paul Spindt, Rob Hansen, and David Lesmond for finance.

Management and Marketing

Silvio Borrero (ICESI) “The Balanced Model of Exercise Introduction: Persuading Young Adults to Practice a Sport Through a Balanced Pursuit of Meaningful Goals”

German Castellanos Ordonez (ICESI), “Savoring as a Strategy to Control Body Weight: A Preliminary Study of Eating Behaviors in a Youth Population”

Eduardo Wills/Luz Orozco (UniAndes) “Antecedents and Consequences of Social Capital for Agro-Business in Conflicted Rural Colombia”

Ana Arboleda (ICESI), “Perception of justice as an Antecedent of Consumers, Attitudes and Purchases Behaviors”

Finance

Luis De Garate (EGADE) “Financial Performance and Ownership Structure in Mexican Public Companies.”

Luis Preciado Berggrun (ICESI) and Oliver Rausch, "Momentum and Size Effects in the Colombian Stock Market"

Marcelo Dabos (Belgrano) and Tomas Williams, “A re-evaluation of the Impact of Financial Development on Economic Growth and its Sources by Region.”



The Goldring Institute for International Business was founded at Tulane University in 1991 through the generosity of the Goldring Family Foundation. The purpose of the Goldring Institute to promote and develop the research and academic programs of the A.B. Freeman School of Business which are related to international business. The Institute is divided into three centers: Center for Latin American Business Studies, Center for Asian & European Business Studies, and the Center for Freeman International Programs. The programs of the Institute are to serve the educational needs of Tulane students to understand the opportunities and challenges of global business, to support our faculty's global experience through international travel, teaching and research, and to position the school as a leader in management education around the world.