



**BALAS Annual Conference 2013**  
**Free Markets and Social Inclusion: Towards a common goal**  
**March 20-22, 2013**  
**Lima, Peru**

**hosted by Universidad ESAN**

**List of accepted papers**

1	A Customer Satisfaction-Based Strategic Planning Method for Tourism Companies: Coping with Different Levels of Customer Loyalty, *Carlos Mello Moyano, UNISC - Universidade de Santa Cruz do Sul; *Jorge Lengler; *Carlos Alberto Callegaro, IUMA – Instituto Universal de Marketing em Agronegócio; *Vanderlei Becker Ribeiro, UNISC - Universidade de Santa Cruz do Sul In Session Submission: Consumer Behavior
2	Americas mid-level executives' opinions on liberties, authority, limits to market and CSR issues., *Alfredo Behrens, FIA, Business Management In Session Submission: Culture, Social, and Ethical Issues
3	An investigation of the partial adjustment effect of Brazilian IPOs, *Rafael Plantier Castanho, Insper Instituto de Ensino e Pesquisa; *Andrea Maria Accioly Fonseca Minardi, Insper Instituto de Ensino e Pesquisa; *Rodrigo Menon Simões Moita, Insper Instituto de Ensino e Pesquisa In Session Submission: Corporate Finance I
4	Are we really having an impact? A comprehensive approach to assess improvements on critical thinking at an MBA Program, *Luis Noel Alfaro Gramajo, INCAE Business School; *Felipe Perez Pineda, INCAE Business School; *Carlos Quintanilla, INCAE Business School; *Luis Javier Sanz Campos, INCAE Business School In Session Submission: Management Education and Teaching Cases I
5	Carbon Footprint Across the Coffee Value Chain: The Case of Costa Rican Coffee, *David Felipe Navichoc, CIMS-INCAE Business School; *Bernard Kilian, INCAE Business School; *Lloyd Rivera, CIMS-INCAE Business School In Session Submission: Free Markets and Social Inclusion
6	Causal Recipes for Internationalization speed – an exploratory study, *Luis Lopez, Incae Business School; *Luciano Ciravegna, University of London; INCAE; *Sumit Kundu, Florida International University In Session Submission: Entrepreneurship – international
7	Concern for Mother Nature. A women´s issue?, *Nancy Matos, ESAN; *Silvia González, ITESM, Mexico In Session Submission: Culture, Social, and Ethical Issues
8	Corporate Governance Improvement in a Weak Legal System: Brazilian Fiscal Council, *Jairo Laser Procianny, Escola de Administração/Universidade Federal do Rio Grande do Sul/Departamento de Finanças; *roberto decourt, Mackenzie In Session Submission: Corporate Finance II

9	Cultural Distance and its Effect on Cross-Border Entry Mode: Latin American Evidence, *Eduardo Pablo, Tulane University / IESA; *Urbi Alain Garay, IESA; *Maximiliano González, Uniandes In Session Submission: <a href="#">Corporate Finance II</a>
10	Dispositional and Situational Differences in Motives to Engage in Organizational Citizenship Behaviors, *Felipe Guzmán, Universidad Adolfo Ibáñez/Escuela de Negocios; *Alvaro Espejo, Universidad Adolfo Ibáñez / Escuela de Negocios In Session Submission: <a href="#">Human Resource Management I</a>
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13	Exporting from Latin America – insights from Chilean entrepreneurial firms, *Luciano Ciravegna, University of London; INCAE; *Christian Felzensztein, Universidad Adolfo Ibañez; *Paul Robson, Royal Holloway, University of London; *José Ernesto Amorós Espinosa, Universidad del Desarrollo, Chile In Session Submission: <a href="#">Entrepreneurship – international</a>
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18	Fund flows and performance in Brazil, *Luis Berggrun, Universidad Icesi; *Edmundo Lizaraburu In Session Submission: <a href="#">Financial Markets, Investment and Risk - fund flows</a>
19	Grupo Maseca Risk Assessment and Risk Management, *Arnoldo J Rodriguez, Webster University; *Brad Scott, Webster University; *David Porras, Webster University In Session Submission: <a href="#">Accounting, Taxation, and Management Information and Control Systems</a>

20	How does proximity affect marketing cooperation? A study of agribusiness clusters in a Latin-American emerging economy., *Cristian Geldes, Universidad de La Serena; *Christian Felzensztein, Universidad Adolfo Ibañez; *Ekaterina Turkina, HEC Montreal, Canada; *Aurelia Durand, HEC Montreal, Canada In Session Submission: <a href="#">Marketing Management</a>
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25	Inquiry into the Conceptual Dimensions of the Performance of Project Portfolio Management, *Pedro Bruno Barros de Souza, BNDES - Banco Nacional de Desenvolvimento Econômico e Social; *Jorge Manoel Teixeira Carneiro, Pontifical Catholic University of Rio de Janeiro In Session Submission: <a href="#">Strategies for Global Competitiveness</a>
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