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# The Latin American Research Consortium

April 3-4, 2008

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EGADE-ITESM  
Fundadores y Rufino Tamayo  
Co. Valle Oriente, San Pedro Garza Garcia  
Monterrey, Mexico 66269

**LOCAL ARRANGEMENTS:** *All sessions will be held at EGADE in Monterrey, Mexico. Transportation will be provided from the hotel to EGADE each day. Local hotel arrangements can be made directly at Hotel Presidente Intercontinental Monterrey, Av. Vasoncelos, 300 Col. Residencial San Agustin, (52) (81) 8368 6000. Contact Jorge Alba Garcia (jalbagar@tulane.edu) if you have any questions regarding hotel accommodations or program agenda. Breakfast and lunch will be provided on both meeting days and a reception and dinner for all participants will be held on Thursday night, April 3<sup>rd</sup> at Club Industrial.*

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## DEANS' WORKSHOP

### Curriculum Innovation, Technology, and Program Development

April 3, 2008 (8:00 A.M. – 2:00 P.M.) – Open Session for All Program Participants

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**Thursday April 3, 2008 – EGADE Auditorium**

**8:00 a.m.** Welcome  
⇒ Angelo DeNisi, Tulane University (Moderator)  
⇒ Osmar Zavaleta, ITESM-DACS (Moderator)

**8:15-9:00 a.m.** “Curriculum Innovation at Universidad de los Andes”  
⇒ Maria Lorena Gutiérrez, Universidad de los Andes

**9:00-9:45 a.m.** “Leveraging Technology for Distance Learning at ITESM”  
⇒ Tony Dieck, ITESM-EGADE

**9:45-10:00 a.m.** Coffee Break

**10:00-10:45 a.m.** “E-Learning at Universidad Francisco Marroquín”  
⇒ Juan Carlos Cachanosky, Universidad Francisco Marroquín

**10:45 – 11:30 a.m.** “Business Engineering Programs at ITAM: A Joint Venture with the Division of Engineering”  
⇒ Carlos Alcerreca, ITAM

**11:30-12:15 a.m.** “IESA San Bernardino Project”  
⇒ Francisco Sananez and Henry Gomez, IESA



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 purpose 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 represented at the consortium meetings in the past have included ITESM-Monterrey, INCAE, Universidad de los Andes, IESA, ITESM-Guadalajara, University of Chile, Universidad de Belgrano, Catolica de Bolivia, ITAM, Instituto de Empresa, Getulio Vargas, Universidad Francisco Marroquin, ESPAE-ESPOL, and the Central Bank of Brazil in Latin America, and UCLA, Tulane University, Texas Christian University, and the University of Illinois in the United States. In 2007 we initiated the Deans' Workshop 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 2008 meeting, held at ITESM-Campus Monterrey, is the eighth meeting of LARC.

**12:15- 2:00 p.m.** Lunch and Panel Discussion (Salvador Trevino, Moderator)  
**“Challenges and Opportunities for Management Education”**

Panelists:

- ⇒ Beatrice Avolio, Centrum
- ⇒ Eduardo Guzmán, ITESM-Monterrey Campus
- ⇒ Carlos Maquieira, U. Chile
- ⇒ Daniel Moska, ITESM-Guadalajara
- ⇒ Héctor Ochoa, ICESI
- ⇒ Alexandra Portalanza, ESPAE-ESPOL
- ⇒ Luís Sánchez, U. del Norte
- ⇒ Carlos Steiger, Belgrano
- ⇒ Carlos Villanueva, ITESM-Monterrey Campus
- ⇒ Osmar Zavaleta, ITESM-Monterrey Campus
- ⇒ Sergio Enriquez, U. Francisco Marroquin
- ⇒ Helmut Chavez, U. Francisco Marroquin

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**NOTE: Afternoon Tour and Tulane Session is for the Dean’s Workshop Participants**

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**2:00 – 3:30 p.m.** Tulane Faculty Development PhD Program, AACSB Bridge to Business Program, and Burkenroad Reports for Latin America (EG 230 EGADE)

**3:30 – 5:00 p.m.** Tour of ITESM Monterrey Campus Distance Learning Facilities

**5:15 p.m.** Bus Transportation to Hotel

**7:00 p.m.** Dinner at Club Industrial Monterrey, Mexico

**NOTES:**

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## Finance Program

April 3, 2008 (2:00 P.M. – 7:00 P.M.)

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**Thursday, April 3** – Room EG 219, EGADE

- 2:00 p.m.**    **“Mutual Funds in Mexico”**  
⇒ Miguel Moreno Tripp, ITESM-Campus Monterrey
- 2:45 p.m.**    Coffee Break
- 3:00 p.m.**    **“Bond Markets in Emerging Economies”**  
⇒ David Lesmond, Tulane University
- 3:45 p.m.**    **“Impact of Futures Contracts on Volatility of IPC Stock Index:  
The Case of Mexico”**  
⇒ Maria Concepción del Alto, ITESM
- 4:30 pm**      **“Corporate Governance of Peruvian Firms”**  
⇒ Julián Benavides, ICESI
- 5:30 pm**      Session Closes
- 7 p.m.**        Dinner at the Club Industrial  
Monterrey, Mexico



### Tulane’s Faculty Development PhD Programs

Tulane University will offer its sixth Faculty Development PhD program beginning in June of 2009. PhD candidates may choose an area of concentration in accounting, finance, or management. The degree awarded is the Doctor of Philosophy degree in Business Administration from Tulane University.

The Tulane faculty development PhD programs began in 1994 and have grown to include over 100 faculty participants currently enrolled or graduated. Over 65 participants have received their PhD degree from Tulane. The PhD program is a special faculty development arrangement between Tulane University and selected top business schools in Latin America to provide doctoral degree programs for working faculty. Past partners have included: ITESM, Monterrey, Mexico; ITESM, Guadalajara, Mexico; IESA, Caracas, Venezuela; Universidad de los Andes, Bogotá, Colombia; ESPO, Guayaquil, Ecuador, ITAM, Mexico City, Mexico, Universidad Francisco Marroquín, Guatemala City, Guatemala, and; ICESI, Cali Colombia. Graduates of the Tulane faculty development PhD program now hold key administrative positions at many prestigious business schools in Latin America and others have distinguished themselves as outstanding scholars in their fields. The Latin American Research Consortium was founded to support the faculty development PhD program’s research goals.

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## Finance Program Continued

April 4, 2008 (8:30 A.M. – 12:30 P.M.)

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**Friday, April 4** – Room EG 219, EGADE

- 8:30 a.m.**    **“Corporate Governance and Political Connections in Mexico?”**  
⇒ Luis DeGarate (ITESM) and Robert S. Hansen (Tulane)
- 9:30 a.m.**    **“The Information Content of Earnings, Cash-Flow and Earnings Management: An Empirical Analysis for Mexican Companies”**  
⇒ Luis Santacruz (ITESM)
- 10:15 a.m.**    Break
- 10:30 a.m.**    **“Testing Capital Structure: Evidence from Mexico”**  
⇒ Miguel Calzada (ITESM) and Robert S. Hansen (Tulane)
- 11:30 a.m.**    **“Gains from Trade: Going Electronic in Mexico”**  
⇒ Osmar Zavaleta (ITESM) and Robert S. Hansen (Tulane)
- 12:30 p.m.**    Lunch



**The Goldring Institute for International Business** was founded at Tulane University in 1991 through the generosity of the Goldring Family Foundation. The Goldring Institute's purpose is 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 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.

- 2:30 p.m.**    **“Oil Resources: Drawing a New Geopolitical Map for the World”**  
⇒ Flory Dieck-Assad, ITESM
- 3:30 pm**    Break
- 3:45 p.m.**    **“Corporate Governance for Peruvian Firms”**  
⇒ Julián Benavides, Universidad ICESI
- 4:15 p.m.**    **“Cross-Country Diversification through M&A Transactions  
in Latin America”**  
⇒ Eduardo Pablo, IESA
- 4:45 p.m.**    Open Discussion
- 5:30 p.m.**    Closing Remarks
- 7:00 p.m.**    Dinner



#### **Tulane’s Post-Doctoral Bridge Program for Latin American Faculty**

Tulane University will offer a post-doctoral program starting in June 2008 to allow non-business PhD holders to transition into related fields of research in business. This “bridge to business” program is endorsed by AACSB International. Graduates of Tulane's post-doctoral program will receive the same initial qualification status by the AACSB as do graduates of a business doctoral program. This program is available to faculty in Latin America through our partner institutions ITAM in Mexico City and Universidad de los Andes in Bogota, Colombia. The graduates of Tulane's program will be considered academically qualified by AACSB-accredited business schools for a period of five years from program completion.

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## Behavioral Science Program

April 3, 2008 (2:00 P.M. – 7:00 P.M.)

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**Thursday, April 3** – Room EG 220, EGADE

- 2:00 p.m.**    **Team Learning and Regulation:  
Evidence from an Aviation Disaster**  
⇒ Michael Burke, Tulane University
- 2:45 p.m.**    Coffee Break
- 3:00 p.m.**    **Symposium I: Cultural Influences on Management and  
Organizational Behavior**
1. Strong Social Ties, Culture, and  
Employment Practices in Mexico  
⇒ Anabella Davila and Jorge Rocha, ITESM
  2. The Meaning of Job Performance  
within Latin American Cultures  
⇒ Otmar Varela, Nicholls State University
  3. Leadership Development in Latin America  
⇒ Olivia Villalba and Leticia Ramos, ITESM
- 5:00 p.m.**    Session Ends
- 7:00 p.m.**    Dinner at Club Industrial



### Burkenroad Reports for Latin America

The Burkenroad Reports for Latin America is an educational program initiated at Tulane in 1997 in a partnership with UniAndes, ITESM Monterrey, and IESA. It is a program that teaches students to prepare professional quality investment research reports on SME's located in the region. These reports are supervised by faculty, involve local company participation, and are distributed internationally by Tulane. Burkenroad reports are now prepared at seven top business schools in Latin America, which we refer to as the BRLA Consortium. The seven schools are: ITESM-Monterrey, ITESM-Guadalajara, Universidad de los Andes, IESA, Universidad Francisco Marroquin, ICESI, and ESPAE-ESPOL. Three new business schools are in the process of preparing their first set of reports during 2008: CENTRUM-Católica in Peru, Uninorte in Colombia, and Belgrano University in Argentina.

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## Behavioral Science Program Continued

April 4, 2008 (8:30 A.M. – 7:00 P.M.)

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**Friday, April 4** – Room EG 220, EGADE

**8:30 a.m.**     **Roundtable/Open Discussion:  
Publishing in Peer-Reviewed Journals**  
Adrienne Colella (Host), Tulane University

**10:30 a.m.**     Coffee Break

**10:45 a.m.**     **Symposium II: Research on International Aspects  
of Consumer Behavior**

1. Impact of Country of Origin on Consumer Purchase Decisions  
⇒ Jose Roberto Concha, ICESI

2. Factors Influencing the Performance of Own Label within Food  
Categories: A Case of the Columbian Food Retail Sector  
⇒ Octavio Ibarra, Universidad del Norte

3. Shopping Across the Border: Family Narratives  
⇒ Raquel Castaño, Maria Eugenia Perez and Claudia Quintanilla,  
ITESM

**12:30 p.m.**     Lunch

**NOTES:**



**2:00 p.m. Symposium III: Advances in Consumer and Organizational Behavior Research**

1. The Planning Fallacy: The Cognitive Process  
⇒ Ernesto Blanco, IESA

2. Identifying Customers “At Risk” in a Social Milieu: The Interactive Influence of Attachment Style and Intrinsic Motivation on Loyalty  
⇒ Aldo Torres, ITESM

**3:00 p.m.** Coffee Break

**3:15 p.m.** 3. Enabling Partnerships: The Interactive Influence of Practical Intelligence and Self-reliance on the Effectiveness of Achieving these Partnerships  
⇒ Raul Ruiz, ITESM

4. Protecting Client – Sales Person Relationships  
⇒ Jaime Garcia, ITESM

**4:00 p.m.** Wrap-up Discussion

**7:00 p.m.** Behavioral Science Group Dinner: El Gaucho

**NOTES:**