
**The Latin American Research Consortium
and Dean's Workshop**
March 25-27, 2009

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 arrangements can be made directly at the Hampton Inn on St. Charles Avenue. Contact Lenore Mason (lmason@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, March 26th at the World Trade Center in New Orleans. For questions call (504) 865-5438 or 5419.*



Burkenroad Reports for Latin America

The Burkenroad Reports for Latin America is an educational program initiated by Tulane in 1997 in a partnership with UniAndes, ITESM Monterrey, and IESA. It is a program that prepares students to produce 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 on 20 companies by nine top business schools in Latin America, which we refer to as the BRLA Consortium. The schools are: ITESM-Monterrey, ITESM-Guadalajara, Universidad de los Andes, IESA, Universidad Francisco Marroquin, ICESI, Centrum (Catolica de Peru), Universidad de Belgrano, and ESPAE-ESPOL.

Wednesday, March 25th

Burkenroad Reports for Latin America (BRLA) Workshop

Room 3101, Goldring Woldenberg Hall II

8:30-8:45 Introduction

John Trapani, Tulane
Eduardo Pablo, IESA
Pam Shaw, Tulane

8:45-10:45 Recent Public Company Reports for Publication and Program Updates

Henrique Ghersi, IESA
Julian Benavides, ICESI
Helmuth Chavez, UFM
Eduardo Court, Centrum

BREAK

11:30-12:30 Recent Public Company Reports for Publication

Alexandra Portalanza, ESPOL
Marcelo Dabos and Carlos Steiger, Universidad de Belgrano
Jose Maria del Castillo, UniAndes

LUNCH

- 2:00 – 2:30 Recent Public Company Reports for Publication and Program Updates
Bernardo Bernardi, UniNorte, Barranquilla
- 2:30-3:00 Forecasting Revenues and Capital Expenditures with Limited Information
Pam Shaw, Tulane
- BREAK**
- 3:30-3:15 Brief Database Explanation: Economatica
Statistical Financial Forecasting Methods & Monte Carlo Simulation
Eduardo Pablo, Tulane
- 4:15-5:00 Latin American Burkenroad Reports Update and Website
Eduardo Pablo, IESA
- 6:30 Dinner for Burkenroad Reports for Latin America Participants



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, ITESM-Guadalajara, University of Chile, Universidad de Belgrano, Catolica de Bolivia, Catolica de Peru, ITAM, Instituto de Empresa (Spain), Getulio Vargas, Universidad Francisco Marroquin, ESPAE-ESPOL, 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 2009 meeting, being held here at Tulane University in New Orleans, Louisiana, is the ninth meeting of LARC.

Thursday March 26th Dean's Workshop and LARC Seminars
(Room 3111 Goldring-Woldenberg Hall II)

8:30 – 8:45 Welcome and Introductions

Angelo DeNisi, Dean
John Trapani, Program Director
James McFarland, Moderator

8:45 – 10:15 Presentations

“Social Responsibility in Business School Curricula at UniAndes”
Maria Lorena Gutierrez, UniAndes

“Strategy in Emerging Countries: Markets, Sustainability and Social Entrepreneurship.”
Carlos Alcerecca, ITAM

“Experiential Learning and Social Responsibility”
Daniel Mosca, ITESM Mexico City

“Curricula Reform at ICADE & the Bologna Reform Process of European University Education”
Robert Robinson and Alfredo Arahuetes, ICADE (Spain)

BREAK

10:45 – 12:30 Presentations

“Teaching Social Responsibility at UDEM”

Tony Dieck, UDEM

“Strategic Choices: Operating in a Turbulent Business Context”

Francisco Sananez, IESA

“Business School Strategy and the Role of Social Responsibility”

Felipe Morande, U. Chile

12:30 – 2:00 Lunch

“Beyond Grey Pinstripes: The EGADE Model”

Eduardo Guzman, ITESM Monterrey

2:00 – 3:00 Panel One

“Social Innovation in Business: The Case of Santa Teresa”

Henrique Vollmer, Director, Santa Teresa (Panel Keynote)

Panelists

Beatrice Avolio, Centrum

Luis Sanchez, U. del Norte

Helmuth Chavez, UFM

Alexandra Portalanza, ESPOL

Carlos Stieger, Belgrano

BREAK

3:15 – 4:15 Panel Two

“Social Innovation in Business: The Use of Private-Public Partnerships”

Pres Kabacoff, CEO HRI Properties (Panel Keynote)

Panelists

Henry Gomez, IESA & UniAndes

Virginia Lasio, ESPOL

Irineu Gianesi, IBMEC

Eduardo Guzman, ITESM Monterrey

Diego Cardona, U. del Norte

BREAK

4:30 – 5:30

Panel Three

Implications for Educational, Research, and Outreach Programs

Panelists

Marcelo Paladino, IAE (Moderator)

Hector Ochoa, ICESI

Carlos Basurto, UDEM

Claudio Ruibal, U. Montevideo

Julia Sagebien & Paul LaTortue UPRRP

7:30 pm

Dinner Plimsoll Club, New Orleans Trade Center

Management Research Seminars

Thursday, March 26th (Room 3110 Goldring-Woldenberg Hall II)

2:00-3:30 Trust and Safety

Adrienne Colella Tulane (Chair)

1. Development of trust in organizations
José Roberto Concha Velásquez (ICESI)
2. Social costs of pursuing high aspirations in competitive negotiation
Lei Lai (Tulane), Hannah Riley Bowles (Harvard), & Linda Babcock (Carnegie Mellon)
3. The dread factor: How hazards and safety training influence training outcomes
Shirley Sonesh (Tulane)

BREAK

3:45-4:45 Advances in Consumer Behavior

Mita Sujjan, Tulane (Chair)

1. Responsible designs: Avoiding confusion in categories that have “me too” products
Julio C. Alonso & Ana Arboleda (ICESI)
2. Making do with less: Increasing happiness-to-consumption ratio
Silvio Borrero (ICESI)

7:30 pm Dinner Plimsoll Club, New Orleans Trade Center

Finance Research Workshops

Thursday, March 26th (Room 151 Goldring-Woldenberg I)

2:00-3:30 Corporate ownership and governance
Rob Hansen, Tulane (Chair)

1. “Ownership Structure and Performance during Business Cycles: Evidence from Chile”
Marcelo Gonzalez, U. Chile and Arturo Rodriquez, U. Chile
2. “Corporate Governance in Mexico on the light of the White Paper of the OCDE”
Luis de Garate, EGADE
3. “Dissertation Topics in Finance”
Helmuth Chavez, UFM and Polux Diaz Ruiz, ITAM

BREAK

3:45 - 4:45 Latin American portfolio allocation and ADRs
Rob Hansen, Tulane (Chair)

1. “Optimal Portfolio Allocation for Latin American Stock Indices”
Mauricio Arcos, ICESI, Julian Benavides, ICESI, and Luis Berggrun, ICESI
2. “Latin American ADRs and Signaling: Does the US regulation matter?”
Luis de Garate, EGADE

7:00 Dinner Plimsoll Club, WTC New Orleans

Friday March 27th

Dean's Workshop and LARC Seminars

Dean's Meeting on Faculty Development Doctoral Programs at Tulane
(Room 3101 Goldring-Woldenberg II)

9:00 – 10:00 Latin American Faculty Development PhD Program
John Trapani, Adrienne Colella, Mike Burke, Paul Spindt, Rob Hansen,
and Janice Hughes, Tulane University



Tulane's Faculty Development PhD Programs

Tulane University will offer its sixth Faculty Development PhD program beginning in September 2009. PhD candidates may choose an area of concentration in 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; ESPOL, 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. (<http://www.laphd.com>)

10:00 – 11:00 AACSB Bridge to Business Post-Doctoral Program
John Trapani, Victor Cook and Janice Hughes, Tulane University



Tulane's Post-Doctoral Bridge Program for Latin American Faculty

Tulane University will enroll the second cohort of the post-doctoral program starting in June 2009 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. The first cohort of this program hold doctorates in Anthropology, Communications, Economics, Education, Engineering, Mathematics, Philosophy, Psychology, Sociology and Statistics. Their PhD degrees are from Alabama, Berkeley, Barcelona, Bradford, Emory, Essex, Florida, Jesuit, Iowa State, Louvain, MIT, Pennsylvania, Texas, Toronto, Tulane and Waterloo. (<http://www.aacsbpostdoc.tulane.edu>)

Management Workshops (Room 3110 Goldring-Woldenberg II)

9:30-11:00 Individual Differences in OB and CB
Mike Burke, Tulane (Chair)

1. Globalization: From macro to micro processes
Delfino Vargas (El Colegio de Mexico)
Maria Merino (ITAM)
2. Exploring the relationship between personality traits need for cognition, positive affectivity and negative affectivity, and information choices, time estimations, and degree of confidence
Ernest Blanco (IESA)
3. The moderating effect of global self-esteem on the relationship between two dimensions of the Big Five personality factors (extroversion and negative affectivity) and subjective wellbeing (SWB): The Colombian case
Elvira Salgado, Eduardo Wills, Elvia Vargas, & John Castro (Universidad de los Andes)

BREAK

11:15-12:30

4. The relationship between subjective well-being and organizational citizenship behavior in a Colombian sample.
Guillermo Otálora & Ana del P. Cárdenas (Universidad de los Andes)
5. Understanding the effect of practical intelligence on sales performance: When does motivation make up for and when does it negate ability?
Jaime Garcia, Manish Kacker (Tulane), Raul Ruiz, Harish Suján (Tulane), & Mita Suján (Tulane)

LUNCH

2:00-3:00 Advances in Strategy
Harish Suján, Tulane (Chair)

1. The future of traditional retailers in Latin America
Silvia Gonzalez (ITESM) & Maria Merino (ITAM)
2. Commercial Intermediaries as supply chain transmitters and decouplers
Guillermo Abel Musik (ITAM) & Maria Merino (ITAM)

BREAK

3:15-4:15

3. Attracting investment to underdeveloped sectors: The case of aquaculture in Peru.

Christian Mejia-Acosta & Adrian Fajardo-Christen (CENTRUM Catolica)

4. Innovation across manufacturing value chains: An examination of the case of Colombia

Rafael Vesga (Universidad de Los Andes School of Management)

4:15-4:30 Wrap Up

7:00 pm Dinner Rambla (International House Hotel) Downtown, New Orleans

Finance Research Workshops (Room 3111 Goldring-Woldenberg II)

9:30-11:00 Forecasting government expenditures, market returns, and bank failure
Paul Spindt, Tulane (Chair)

1. “Forecasting the Colombian National Government’s Total Expenditures and Total Income using Temporal Aggregation,”
Julio Cesar Alonso, ICESI & Mauricio Alejandro Arcos, ICESI
2. “Financial Market Patterns: A Forecast Evaluation with High Frequency Data for the Colombian Exchange Market Index,” Julio Cesar Alonso, ICESI
3. “An Empirical Model of Bank Failure Probability”
Marcelo Pedro Dabos, U. Belgrano

BREAK

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

4. “Corporate Financial Distress and Bankruptcy Laws in Colombia”
Eric Fernando Rodríguez (UniAndes)
5. “What is the value of corporate social responsibility? An answer from the Brazilian sustainability index”
Jose Luis Rossi Junior, IBMEC
6. “Topics on Mexican Financial Markets”
Jorge Rocha, EGADE

LUNCH

2:00-3:00 Fund behavior and investor psychology
David Lesmond, Tulane (Chair)

1. “Performance Evaluation, Fund Selection & Portfolio Allocation Applied to Colombia's Pension Funds”
Luis Berggrun, ICESI and Fernando Jaramillo, ICESI

2. “Finance, Psychology, and Venezuela’s Bond Market: Do They Mix?” Candido Perez, IESA,
Ana Cristina Maldonado Larrazábal, IESA and Juan Carlos Asuaje Reggeti, IESA

BREAK

- 3:15-4:15
3. “Topics in Emerging Market Finance”
David Lesmond, Tulane
 4. “Privatization and Liquidity: The Case of The Chinese Market”
Ting Hu, Tulane
 5. “Corporate financial policies and the exchange rate regime: evidence from Brazil”
Jose Luis Rossi Junior, IBMEC

4:15-4:30 Wrap Up

7:00 pm Dinner TBA



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 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.