

LUZ ELENA OROZCO

Associate Professor | Strategy Area

Joined the School in 1998

ACADEMIC BACKGROUND

2015	Ph.D. in Management, Tulane University. New Orleans, LA, United States.
2009 - 2012	M.Sc. in Management, Tulane University. New Orleans, LA, United States.
1997 - 1999	M.Sc. in Industrial Engineering, Universidad de los Andes. Bogotá, Colombia.
1990 - 1997	Bachelor's Degree in Industrial Engineering, Universidad del Valle. Cali, Colombia.

TEACHING EXPERIENCE

Courses Taught in Recent Years

Graduate

Consultancy
Management game

Undergraduate

Strategy
Consultancy
Optimization models / Tools for making decisions II (simulation).
Tools for making decisions I (multivariate analysis)
Simulation
Optimization
Management game

PhD program

Guiding Reading

ACADEMIC ACTIVITIES

2001 - to date	Assistant professor, UASM, Bogotá, Colombia.
1999 - 2003	General Secretary, UASM, Bogotá, Colombia.
1998 - 1999	Administrative Assistant, UASM, Bogotá, Colombia.

OTHER PROFESSIONAL ACTIVITIES

Consultancies

2015	Study about rural insecurity and associativity in five Colombian Regions. Financial support provided by National Department of Planning.
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2008 - 2010	Assessment of the Ethics Policy in SAB Miller. With Oscar Pardo, Gustavo González and José Miguel Ospina.
2000	Consultancy of CIFI (Uniandes), Information Technology Strategic Plan for the Ministry of Communications. Bogotá, Colombia.
2000 - 2005	Tutor of seven SMEs within the Expopyme UASM/Proexport Program. Firms advised: Laboratorios M&N, Moises Saraga y Cia Ltda. Isaias 43, Laboratorios Mery and Pronut. Bogotá, Colombia.
1999	Consultancy of CIFI (Uniandes), Information Technology Strategic Plan for the Servicios Especializados de Tránsito y Transporte, SETT (Specialized Services in transport and transit). Bogotá, Colombia.
1997 - 1998	Consultancy, Information Technology Strategic Plan for the Employment General Direction, Servicio Nacional de Aprendizaje, SENA (National Learning Service). Bogotá, Colombia.

OTHER PROFESSIONAL EXPERIENCE

1997 - 1998	Consultant Assistant, Opus Ingeniería. Bogotá, Colombia.
1996 - 1997	Head of Purchasing, CESCOCONSTRUCCIONES LTDA. Bogotá, Colombia.
1995 - 1995	Administrative Assistant, CESCOCONSTRUCCIONES LTDA. Bogotá, Colombia.
1993 - 1994	Quality Control, London Fog Ind. Cali, Colombia.

RESEARCH

Research Areas

- Gender diversity in family firms
- Governance in Family firms
- Rural Studies

PUBLICATIONS

Articles in Academic Journals

2020	Orozco L, Baldrich V. (2020) Antecedentes contextuales de la participación femenina en juntas directivas: el caso de Colombia. <i>Multidisciplinary Business Review</i> (ISSN 0718-3992) 13 (1), pp. 17-30.
2020	Orozco L, Baldrich V. (2020) Gender, violence and social resources in rural producers' economic decisions. <i>Journal of Rural Studies</i> (ISSN 0743-0167) 80 (-), pp. 222-234.
2020	Orozco L, Baldrich V. (2020) HOW FEMALE AND MALE BOARD MEMBERS INFLUENCE FIRM PERFORMANCE: AN INFORMATION-PROCESSING APPROACH.
2020	Orozco Collazos, L.E., Forero Pineda, C., Baldrich V. & Moscoso R. M. (2020) Meso-Organizations, relational capital, and rural producers' integration into the market in a context of violence. <i>Journal of Rural Studies</i> , 80, 391-402. doi 10.1016/j.jrurstud.2020.10.015

- 2018 Orozco L, Isabel Botero. (2018) Does Women Ownership Matter? Making a case for the importance of women membership in ownership groups.
- 2014 Clemente Forero Pineda, Eduardo Wills Herrera, Veneta Stefanova Andonova Zuleta, Luz Elena Orozco Collazos, Oscar Armando Pardo Aragón, Violence, insecurity and hybrid organizational forms: A study in conflict-ridden zones in Colombia. Journal of Development Studies. ISSN 0022-0388. United Kingdom.
- 2011 Wills Herrera, E., Orozco Collazos, L.E. Forero-Pineda, C., Andonova, V. & Pardo, O., «The relationship between perceptions of insecurity, social capital and subjective well-being: Empirical evidences from areas of rural conflict in Colombia». In: The Journal of Socio-Economics, 40, 88 - 96, 2011.
- 2009 Clemente Forero Pinedo, Eduardo Wills, Veneta Andonova, Luz Elena Orozco Collazos, Oscar Pardo Aragon, «Violence, personal and political insecurity and hybrid organizational forms: A study in conflict-ridden zones in Colombia». In: Galeras de Administración Facultad de Administración, Universidad de los Andes, Colombia, 2009.
- 2008 “La inseguridad política y social y su influencia en la forma de organizar la producción y el comercio en el campo colombiano: principales hallazgos y enseñanzas” (Social and political insecurity and its influence on the way production and commerce are organised in Colombian rural areas: principal findings and learnings). February, 2008.
- 2007 “Trends in Supply Chain Management in the Colombian pharmaceutical sector”: Bogotá, Colombia: UASM, March, 2007.

Articles in Business Magazines / Newspapers

- 2016 “¿Cómo las empresas de familia forjan la capacidad emprendedora?”, article published in Portafolio, Bogotá, Colombia; March, 2016.
- 2007 “La posición en la cadena, un factor diferenciador en las PYME del sector farmacéutico” (The position in the chain, a differentiating factor in SMEs of the pharmaceutical sector). Article published in La República, Bogotá, Colombia. Co-authored with Sergio Hernández. March, 2007.
- 2006 “El tamaño no importa... lo importante es la vision” (The size doesn't matter .. the important thing is the vision), article published in La República, Bogotá, Colombia: November, 2006, pp. 8-11.

Articles in Professional / Trade Journals

- 2017 Los Yepes, líderes del comercio. Misiónpyme.
- 2016 Orozco, Luz Elena (2016) “Tres acciones para formar familias emprendedoras”. In Portafolio – suplement family firms, May 31, 2016.
- 2014 Orozco, Luz Elena and González, Gustavo: Joint ventures with family firms: learnings from two Colombian cases. In: Sharma, Pramodita; Yusof, Mohar; Parada, Maria Jose; DeWitt, Rocki-Lee; and Auletta, Nunzia, «Global STEP Booklet, Volume II; Sustaining Entrepreneurial Family Businesses: Developing the Core, Expanding the Boundaries». STEP Summit Reports and Resources. Paper 13. <http://digitalknowledge.babson.edu/sumrep/13>

- 2014 González, Gustavo y Orozco, Luz Elena: Pathways for next generation preparation and involvement in Colombian family firms. En: Sharma, Pramodita; Yusof, Mohar; Parada, Maria Jose; DeWitt, Rocki-Lee; and Auletta, Nunzia, «Global STEP Booklet, Volume II; Sustaining Entrepreneurial Family Businesses: Developing the Core, Expanding the Boundaries» (2014). STEP Summit Reports and Resources. Paper 13. <http://digitalknowledge.babson.edu/sumrep/13>
- 2013 Luz Elena Orozco Collazos, Gustavo Alfonso Gonzalez Couture, Luis Diaz Matajira. Enseñanzas éticas de las familias empresarias. 2013. Caracas. Venezuela.

Books

- 2022 Orozco L, Velasco N, García J, González-Uribe, Catalina, Hernandez E. (2022) La Covid-19 y cómo algunas organizaciones colombianas respondieron a la pandemia. Ediciones Uniandes. (ISBN 9789587980882) Colombia.
- 2018 “Creación de valor en las empresas familiares colombianas: líderes sociales y empresariales”. Orozco, L., Díaz L., González G. (2018). ISBN 978-958-774-762-1.
- 2013 Inseguridad rural y asociatividad: Una investigación sobre violencia y formas organizativas en zonas de conflicto. ISBN 978-958-695-887-5

Cases

- 2022 Taborda R, Orozco L. (2022) Savings and gender in Colombia. ANOVA, simple linear regression, and extreme observations. Inglaterra.
- 2021 Orozco L. (2021) HOMI Foundation: expanding a non-profit family firm. Colombia.
- 2020 Orozco, L.E., Díaz, L. y Vélez, D. (2020, October) Liderazgo y Gestión de Empresas de Familia. Diseño y desarrollo de MOOC Coursera.
- 2018 López Vergara, María Piedad, Orozco Collazos Luz Elena., Should I Continue Working for My Family Firm? In: Muler, C., Botero, I, Discua, Al, Subramarnan, R. Family Firms in Latin America (ISBN 9781138298507) Routledge, Estados Unidos.
- 2018 Orozco, Luz Elena; Díaz, Luis; Serna, María Alejandra; “Aristizábal family. Growing the family firm?”; Study Case and Teaching Note for CAP collection.
- 2017 Orozco, Luz Elena; Thiell, Marcus; “Transmilenio: Crisis in an Award-Winning Bus Rapid Transit System?” Study Case (AN057 in Spanish and AN059 in English) and Teaching Note (AN058 in Spanish and AN060 in English) for CLADEA – BALAS Case Consortium 2017.
- 2017 Thiell, Marcus; Orozco, Luz Elena; Hamburguesas El Corral - Does delivery service matter? Case Study (AN0041) and Teaching Note (AN0042) for CLADEA – BALAS Case Consortium to be published in Harvard.
- 2014 Orozco Collazos, Luz Elena, Thiell, Marcus. Transmilenio S.A.: ¿crisis en un sistema de transporte masivo premiado? 2014. Casos CAP No CP-07-01. pp. 26. ISSN 2322-9330.

- 2009 Diana Trujillo, Luz Elena Orozco Collazos, Marcus Thiell, Roberto Gutierrez, Cerámicas Costaragua: The Challenges of Selling to Low-Income Citizens, Case Study and Teaching Note for SEKN. Harvard Publishing, 2009.

Chapters in Books

- 2022 Servantie V, Schorch S, Orozco L. (2022) Decision-making in Colombian B Corps during the COVID-19 crisis. Small and Medium Sized Enterprises and the COVID-19 Response (ISBN 9781802205763) pp. 222-250. Edward Elgar Publishing
- 2018 Inseguridad y asociatividad en zonas rurales de regiones con historia de violencia. In: La Academia y el Proceso de Paz. Forero C., Orozco, L., Wills, E., Moscoso M., vol 12, pp 279-307.
- 2017 When Do Women Make a Difference in The Family Firm: Understanding the Latin American Context. In: Women Entrepreneurship in Family Business» (Edited by Vanessa Ratten, Leo-Paul Dana and Veland Ramadani).
- 2014 Orozco, Luz Elena; Cannella Jr., Albert A; The impact of multimarket contact on efficiency and profitability. In: Selected papers from the Latin American Research Consortium 2011-2013. Ed. Estudios Gerenciales - Journal of Management and Economics for Iberoamerica Cali-Colombia p.p.9-31. ISBN9789588357829.
- 2014 Luz Elena Orozco Collazos, Gustavo Alfonso Gonzalez Couture, Family firms and entrepreneurial families as breeding grounds for virtues. 2014. In: Exploring Transgenerational Entrepreneurship. The role of Resources and Capabilities. Ed. Edward Elgar -Gran Bretaña p.p.20-41. ISBN 978-1-78100-361-9.
- 2012 Orozco, Luz Elena. Simulación para la toma de decisiones. In: Tendencias en la administración: gerencia y academia, 2012. Francisco Azuero, Ana Cristina González y María Lorena Gutiérrez (Academic edition and compilation). Vol. 1 ISBN 978-958-695-807-3.
- 2012 The Relationship Between perceptions of insecurity, social capital and subjective well-being: empirical evidences from areas of rural conflict in Colombia.

Working Papers

- Luz Elena Orozco C., Clemente Forero-Pineda, Victor A, Baldrich, Manuel Moscoso; Mesoorganizations and integration of rural producers into the market in a post-conflict context.
- Luz Elena Orozco Collazos, Albert Cannella, Jr.; Female Leaders in Family Firms: An Identity Theory Lens.
- Clemente Forero-Pineda, Luz Elena Orozco, Adriana Valenzuela; Insecurity, Social Capital and Collective Action.
- Glass ceiling in Colombia? –Orozco Collazos, Luz Elena; Baldrich, Victor.
- Women board members and firm performance, the case of Colombia.
- Orozco Collazos, Luz Elena; Botero, Isabel.
- When Does Gender Diversity Matter in Entrepreneurial Teams? Important.
- Considerations in Male-Dominated Contexts.
- Luz Elena Orozco C., Victor A. Baldrich; Gender, Violence and Social Resources in Rural Producers' Economic Decisions and Integration into the Market.

Conferences

- 2022 Entrepreneurial Forms: A Continuum for NGFM. Academy of Management Conference 2022.
- 2022 Selling Brownies or Formal Education: A Breakpoint for Entrepreneurial Learning in Family Firms. Academy of Management Conference 2022.
- 2020 How Female and Male Board Members Influence Firm Performance: An Information-Processing Approach. AOM 2020.
- 2018 “Developing Legacy Across Generations: Understanding the Transmission of Family Legacy”. IFERA 2018 Annual Conference, The Neetherlands, Zwolle, July 3-6 2018. 2018 Tertulia: Asociatividad e Inseguridad Rural: oportunidades y retos para la construcción de capital social en el post-conflicto. March 15 de 2018. Bogotá.
- 2017 “When Do Women Make a Difference in the Financial Performance of a Family Firm: Understanding the Latin American Context”. 3rd International Family Business Research Forum. Viena, September 2022, 2017.
- 2017 Society for Institutional & Organizational Economics (SIOE), New York, June 23-25 2017, “Insecurity, Social Capital and Collective Action”.
- 2016 International Family Enterprise Research Academy, Bogotá, June 27-30 2016, “Gender Diversity in Family Firms (FF).”
- 2014 Strategic Management Conference, Philadelphia, September, 2014 – “Multimarket Contact and Efficiency”.
- 2013 Family Enterprise Research Conference- FERC, May 16-19, 2013, “The dynamics of virtues in family-controlled firms”, with Luis Diaz and Gustavo González C.
- 2010 Latinamerican Research Conference LARC, New Orleans, 2010, “Antecedents of social capital for agro-business in conflicting environments”, with Eduardo Wills.
- 2010 Strategic Management for Latinamerica Bogotá 2010.
- 2008 Strategic Management for Latinamerica, Chile 2008.

Thesis

- 2021 2021 – May. Soraya Quiroga, “Análisis sobre la brecha pensional de género en Colombia”. Thesis to obtain the degree of Manager and Lawyer. Co-director with Laura Cecilia Porras, PhD.
- 2019 2019 - May. Mariana Mejía Sepúlveda, “Empoderamiento: generando poder de decisión de la mujer en el hogar”. Thesis to obtain the degree of Economist. Co-director with Diana Mercedes Trujillo, PhD.
- 2018 2018 - December. Víctor Alonso Baldrich Mora, “Mujeres en juntas directivas en Colombia y su efecto sobre el desempeño financiero de las empresas”. Thesis to obtain the degree Master of Economics. Co-director with Fabio Sánchez, PhD.

OTHER ACADEMIC PUBLICATIONS

- 2018 Moscoso, M., Orozco L. E., Forero, C. & Wills, E. (2018, marzo) “Notas de Política No. 30: Asociatividad e Inseguridad Rural: oportunidades y retos para la construcción de capital social en el post-conflicto”. CEDE y Escuela de Gobierno. <https://egob.uniandes.edu.co/index.php/es/me-publicaciones/notas-de-politica/15-notas-de-politica/135-asociatividad>.

SCHOLARSHIPS AND ACADEMIC DISTINCTIONS

- 2013 Best Latin-American Paper. Luz Elena Orozco, Gustavo González and Luis Diaz, “The dynamics of virtues in family-controlled firms”, In Family Enterprise Research Conference- FERC–, Viña del Mar, May 2013.
- 2010 LARC 2010 Best Paper Award, - May, 2010- Eduardo Wills, Luz Elena Orozco Collazos, «Antecedents and Consequences of Social Capital for Agro-Business in Conflicted Rural Colombia». In: LARC 2010 Conference: Antecedents and Consequences of Social Capital for Agro-Business in Conflicted Rural Colombia. Selected Abstracts from the Latin American Research Consortium, p. 80 – 87.
- 1997 Work Scholarship for the best semester GPA in graduate programs of public universities. Given by Universidad de los Andes. Engineering’ School to develop MsC Industrial Engineering. Bogotá Colombia.
- 1992 - 1996 Scholarship to the best semester GPA, to continue with the undergraduate program. Given by Universidad Del Valle. Colombia.