

ROSA GONZÁLEZ

Assistant Professor | Finance Area

Joined the School in 2003

ACADEMIC BACKGROUND

2009 - 2015	Ph.D. in Management, Tulane University, A.B. Freeman School of Business, New Orleans, LA, United States.
2006 - 2009	Master in Management, Tulane University, A.B. Freeman School of Business, New Orleans, LA, United States.
2000 - 2001	MBA, Universidad de los Andes, School of Management. Bogotá, Colombia.
1995 - 1996	Specialization in Financial Management. Universidad de la Salle, Bogotá, Colombia.
1989 - 1994	Certified Public Accountant. Universidad Nacional de Colombia, Bogotá, Colombia.

TEACHING EXPERIENCE

Courses Taught in Recent Years

Graduate

- Financial accounting
- Financial planning
- Cost information systems
- Management cost in the supply chain

Undergraduate

- Financial accounting
- Fundamentals of accounting
- Professional ethics and responsibility

ACADEMIC ACTIVITIES

2006 - to date	Assistant Professor. Universidad de los Andes, School of Management.
2015 - 2017	Director, Bachelor Programme in International Accounting. Universidad de los Andes, School of Management.
2004 - 2006	Instructor. Universidad de los Andes, School of Management.
2003 - 2004	Graduate Assistant. Universidad de los Andes, School of Management.
2002 - 2003	Part-time Professor. Universidad de los Andes, School of Management.

OTHER PROFESSIONAL ACTIVITIES

Consultancies

2018 – to date	Universidad de los Andes, Administrative and Financial Vicepresidency. Accounting cos model for UniAndes. Bogotá, Colombia.
2015	Universidad de los Andes, School of Education. Financial model for UniAndes Kindergarden. Bogotá, Colombia.
2015	Universidad de los Andes, Center for Innovation in Technology and Education (ConectaTE). Financial model for UniAndes Kindergarden. Bogotá, Colombia.
2015	Sinú Technological Park and Cordoba Department. Financial model for Factibility Analysis. Bogotá, Colombia.
2014	Universidad de los Andes, Administrative and Financial Vice Presidency. Evaluation of new financing options for Financial Support Office. Bogotá, Colombia.
2011	Valuation of Zona Franca Metropolitana in order to seek potential investors. Bogotá, Colombia.
2011	Valuation of Multainers in order to evaluate new potential markets. Bogotá, Colombia.
2011 - 2017I	CFES. Senior reviewer of the Financial Management National Exam (Saber Pro) questions applied to undergraduate students in order to validate their competence in financial topics.
2008 -2009	Ministry of National Education. Methodology for estimating the costs of higher education programmes. Bogotá, Colombia.
2007 – 2008	ECOPETROL, Cost Model for administrative service areas. Bogotá, Colombia.
2000 – 2001	TELECOM, Colombia's National Telecommunications Company; BDO Audit AGE. Commercial performance assessment. Bogotá, Colombia.

OTHER PROFESSIONAL EXPERIENCE

2002 - 2003	Commercial, operations and administrative manager. VISE LTDA. Quality Assurance Director (head of ISO 9001 certification process; development of company's control scheme). Bogotá, Colombia.
1995 - 1999	Business Analyst, (tariff design for regulated and no-regulated customers; analysis of new regulatory scheme and its impact in company's finance; implementation of new regulatory scheme; member of commercial system continuous improvement team; coordinator of billing process for 1.350.000 clients). CODENSA S.A. ESP, Bogotá, Colombia.
1993 - 1995	Vice-rector's Administrative Assistant, (system support of Personnel restructuring; analyzed impact of social security regime change; controller of faculty's evaluation process). Universidad Nacional de Colombia. Bogotá, Colombia.

RESEARCH

Research Areas

- Quality of financial reports
- International accounting
- Behavioral factors on accounting

PUBLICATIONS

Articles

- 2015 Dissertation: "A Comprehensive Assessment of the Effect of Internal Capital Markets on Firms Performance: Colombian Case" Advisor: Prof. Sheri Tice.

Books

- 2021 Gonzalez, M., Gonzalez, R., and Ordoñez, J. (2020) Impact of IFRS Regulations on the Valuation of Companies in Colombia, Universidad de los Andes. ISBN 958-798-0484, 978-9587-980-486.

Chapters in Books

- 2012 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.

Cases

- 2020 Ortiz, N., Gonzalez, R., and Perera, L. (2020) Finance and CSR at Banco W: In Search of the Missing Link. HBSP CLADEA-BALAS Case Consortium.
- 2019 Ortiz, N., Jaramillo, C., and González, R. (2019) Fabricato: Do not Break the Thread. The Case Center.

Other Academic Publications

- 2022 González, R. Financial Accounting Class Notes, Universidad de los Andes, 2022 (in progress).
- 2020 González, R., Marco de Referencia del módulo de Gestión Financiera, Saber Pro. Bogotá: Evaluation Directorate, ICFES.
- 2012 Brucker, Clara; González, Rosa; Rodríguez, Eric; Gil, Hernando; Marco de Referencia: Módulo de Gestión Financiera, Bogotá, Colombia: Instituto Colombiano para el Fomento de la Educación Superior – Ascolfa.
- 2002 González, Rosa, "Corporate governance in AVAL Conglomerate": Bogotá, Colombia: Universidad de los Andes, 2002.

Conferences

- 2020 Speaker at Universidad Autonoma del Peru, Virtual September 11st: Title: Transformation of the Accounting Profession. Organizaed by Universidad Autonoma del Peru.

- 2020 Speaker at International Financial and Accounting Meeting, Virtual July 13rd: Title: A new Generations's Look at the Accounting Profession". Organizaed by Colombian National Institute of Public Accountanst (INCP).
- 2019 Discussant of paper "Power Distance, Political Uncertainty and Stock Price Crash Risk: International Evidence" by Qiaoling S., Jianming Y. and Xunchang Z. at AAA Annual Meeting, San Francisco, August 9th to 14th. Organizaed by American Accounting Association.
- 2019 Presenter of pedagogical experiences "A new approach to financial accounting course" and "Professional Ethics course design" at AAA Annual Meeting, San Francisco, August 9th to 14th. Organizaed by American Accounting Association.
- 2018 Presenter of case Fabricato: Do not break the thread, Balas Annual Conference "Bridging Borders for Peace and Posterity", San Diego (USA) March 21st – 23rd. Organized by Business Association of Latin American Studies.
- 2018 Speaker at XLIX ASFACOP General Meeting, Cúcuta (Colombia) March 14th – 16th. Title: From Thinking to Acting Ethically in Undergraduate Accounting Programs Organized by the Asociación de Facultades de Contaduría Pública (Association of Public Accounting Schools)

SCHOLARSHIPS AND ACADEMIC DISTINCTIONS

- 2018 Awarded with Universidad de los Andes Best Teaching Award at BALAS Annual Conference for Case Fabricato: Do Not Break the Thread. Business Association of Latin American Studies. San Diego, USA.
- 2001 Awarded with Vega Lara Scholarship for outstanding academic and professional performance. Universidad de los Andes. Bogotá, Colombia.
- 1990 Awarded with a merit-based scholarship for outstanding academic achievement. Universidad Nacional de Colombia. Bogotá, Colombia.