

VENETA ANDONOVA

Associate Professor | Strategy Area

Joined the School in 2016

ACADEMIC BACKGROUND

2000 - 2004	PhD. in Business Administration. Universitat Pompeu Fabra, Department of Economics and Business. Barcelona, Spain.
1998 - 1999	MSc in Business Administration. Universitat Pompeu Fabra, Department of Economics and Business. Barcelona, Spain.
1994 - 1998	B.A. in Management. University of Sofia. Sofia, Bulgaria.

TEACHING EXPERIENCE

Courses Taught in Recent Years

Graduate

- Strategy
- Strategic formulation and execution
- International Strategy and Globalization
- Strategy in a Glocal context

Undergraduate

- Strategy
- International Business
- Humans as Entrepreneurs

ACADEMIC ACTIVITIES

2019 - to date	Dean. UASM. Bogotá, Colombia.
2016 – to date	Associate Professor, UASM. Bogotá, Colombia.
2016 – 2018	Director, Research Committee. UASM, Bogotá, Colombia.
2009 - 2016	Adjunct Professor, UASM. Bogotá, Colombia.
2011 - 2016	Associate Professor, American University in Bulgaria.
2006 - 2009	Associate Professor, UASM. Bogotá, Colombia.
2005 - 2006	Associate Professor, ITAM, Department of Business. Mexico City, Mexico.
2003 - 2005	Assistant Professor, ITAM, Department of Business. Mexico City, Mexico.
2001 - 2003	Lecturer, Universitat Pompeu Fabra, Department of Economics and Business. Barcelona, Spain.

PUBLICATIONS

Articles in Academic Journals

- 2022 Andonova V. (2022) Escaping from institutional weakness by EM-MNEs: the role of firms' resources vulnerability. *The European Business Review* (ISSN 1754-5501) 34 (4), pp. 492-520.
- 2021 Andonova V, Urbig D. (2021) Diverging associations of dimensions of competitiveness with gender and personality. *Personality and Individual Differences* (ISSN 0191-8869) 176 (-), pp. 110775--.
- 2020 Andonova V. (2020) Understanding the interplay between brand and innovation orientation: Evidence from emerging multinationals. *Journal of Business Research* (ISSN 0148-2963)
- 2019 Innovation in Emerging Markets: The Case of Latin America, (with Lourdes Casanova, Fernanda Cahen, Anne Miroux, Diego Finchelstein, Anabella Davila, Juana García, Moacir Miranda de Oliveira Jr.), *Academy of International Business Insights*, Vol. 19, No. 2, 2019.
- 2019 "How can EMNCs enhance their global competitive advantage by engaging in domestic peacebuilding? The case of Colombia", (with Juana García), *Transnational Corporations Review*, <https://doi.org/10.1080/19186444.2018.1556520>
- 2019 Andonova V. (2019) Creating value through good governance. KPMG and STEP reports on the Global STEP family business survey 2019. *Personality and Individual Differences* (ISSN 0191-8869) 176 (-), pp. 4-12.
- 2019 "How context shapes entrepreneurial self-efficacy as a driver of entrepreneurial intentions: A multilevel approach", (with Jana Schmutzler and Luis Díaz-Serrano), *Entrepreneurship Theory and Practice*, <https://doi.org/10.1177/1042258717753142>
- 2016 "The role of industry factors and intangible assets for company performance in Colombia", (with Guillermo Ruiz Pava), *Journal of Business Research*, 2016, vol. 69(10): 4377 - 4384.
- 2014 "Violence, insecurity and hybrid organizational forms: A study in conflict-ridden zones in Colombia", (with Eduardo Wills-Herrera, Luz E. Orozco, Clemente Forero-Pineda and Oscar Pardo), *Journal of Development Studies*, 2014, 50(6): 789 – 802.
- 2013 "Conflict and negotiation in Colombia: Are pre-donations useful?" (with Hernando Zuleta and Juanita Villaveces), *Journal of Socio-Economics*, 2013, vol.47, pp. 105 - 117.
- 2013 What can Latin-American entrepreneurs learn from Catalan gazelles?" (with Carlos Valencia and Jorge Juliao Rossi), *Academia Revista Latinoamericana de Administración*, 2013, vol. 26(2).
- 2013 "When waiting is strategic: Evidence from Colombian M&As 1995-2008," (with Yeny Rodriguez and Ivan Dario Sanchez), *Journal of Business Research*, 2013, vol. 66 (10): 1736 - 1742.
- 2011 "The relationship between perceptions of insecurity, social capital and subjective well-being: Empirical evidence from areas of rural conflict in Colombia", (with

- Eduardo Wills-Herrera, Luz E. Orozco, Clemente Forero-Pineda and Oscar Pardo) *Journal of Socioeconomics*, 2011, vol.40 (1), pp. 88 - 96.
- 2011 “Internet interacted: 1991-2003” (with Antonio Ladron and Eric Brousseau) *Management Research*, 2011, vol. 9 (3), pp. 192 – 206.
- 2010 “The Value of Strategic Waiting in Colombian M&As: 1995-2008,” (with Yeny E. Rodríguez-Ramos and Iván Darío Sánchez-Manchola) *Globalization, Competitiveness and Governability*, 2010, vol. 4 (1), pp. 55 - 61, available at http://gcg.universia.net/pdfs_revistas/revista_21_1272367145829.pdf
- 2009 “Beyond Moral Hazard: The Effect of Firm-Level Compensation Strategies on Economic Conflict,” (with Hernando Zuleta) *Peace Economics, Peace Science and Public Policy*, 2009, vol. 15(1), Article 5, available at <http://www.bepress.com/peps/vol15/iss1/5>.
- 2009 “Political Institutions and Telecommunications,” (with Luis Diaz-Serrano) *Journal of Development Economics*, 2009, vol.89 (1), pp. 77 - 83.
- 2008 “Common Law and Civil Law as Pro-Market Adaptations,” (with Benito Arruñada) *Washington University Journal of Law and Policy*, 2008, 26, pp. 81 - 130.
- 2008 “Judges’ Cognition and Market Order,” (with Benito Arruñada) *Review of Law and Economics*, 2008, 4(2), pp. 665 - 692.
- 2007 “The Effect of Legal Enforcement on Human Resource Practices: A Case study in Rural Colombia”, (with Hernando Zuleta), *International Journal of Manpower*, 2007, Vol. 28, Issue 5, pp.344 - 353.
- 2007 “Market Potential for Interacting Telecommunication Technologies in the Presence of Network Effects,” (with Antonio Ladron) *Academy of Management Best Papers Proceedings*, 2007.
- 2007 “Two Paths to Prosperity when Property Rights Enforcement is Weak,” *Globalization, Competitiveness and Governability*, 2007, Vol. 1, Issue 1, pp. 136 – 145.
- 2006 “Mobile Phones, Internet and the Institutional Environment,” *Telecommunications Policy*, 2006, February, Vol. 30, Issue 1, pp. 29 - 45.
- 2006 “Interacciones Tecnológicas y Efectos Red: Claves para Predecir el Impacto del VOIP sobre la Industria de las Telecomunicaciones,” (with Antonio Ladron) *Universia Business Review*, 2006, 12, pp.66 - 79. (<http://www.universia.es/ubr/pdfs/UBR0042006066.pdf>).
- 2003 “Disintermediation Online: Differences in the Behavior of Traditional Retailers when Adopting E-commerce,” *Management Research*, 2003, Vol. 1, Issue 3, pp. 279 - 290.

Books

- 2019 *Entrepreneurial Ecosystems in Unexpected Places: Examining the Success Factors of Regional Entrepreneurship*, Andonova V, Nikolova M, Dimitrov D, (eds.). Palgrave Macmillan 2019.
- 2017 *Multilatinas: strategies for internationalization*, Andonova, V and Losada, M. (eds.), Cambridge University Press, 2017. The book is written around a unique dataset of 62 of the largest multilatinas from Brazil, Mexico, Colombia, Argentina, Chile

and Peru. I am the co-author of 13 of the book chapters (6 with Juana Garcia and 7 with Mauricio Losada). The book also contains 4 contributed chapters. Available at: <http://www.cambridge.org/co/academic/subjects/management/international-business/multilatinas-strategies-internationalisation?format=HB&isbn=9781107130043#q5HyyHBcLWLJVBeO.97>

- 2005 “Market Institutions and Judicial Rulemaking,” (with Benito Arruñada), Handbook of New Institutional Economics, 2005, Claude Menard and Mary Shirley, (eds.), Springer.

Chapters in Books

- 2022 Andonova V, Garcia J. (2022) An Analysis on Latin American ESG Implementation. Emerging Market Multinationals Report 2021: Building the Future on ESG Excellence (ISBN 978-1-7328044-4-1) pp. 127-134. Emerging Markets Institute, Cornell University
- 2022 Andonova V. (2022) Sofia Innovation System. Successful Innovation Systems. (ISBN 3030806383) pp. 249-281. Springer.
- 2021 Andonova V. (2021) Entrepreneurial Ecosystems and Innovation in the Balkans. Innovation from Emerging Markets (ISBN 9781108486866) pp. 150-182. Cambridge University Press.
- 2021 Garcia J, Andonova V. (2021) Innovation in War and Peace: How Colombian Conflict and Post-conflict Triggered Military and Business Model Innovation. Innovation from Emerging Markets (ISBN 9781108486866). Cambridge University Press.
- 2020 Andonova V. (2020) Chapter 4: The role of diaspora in entrepreneurial ecosystems and national innovation systems. Entrepreneurial Ecosystems Meet Innovation Systems (ISBN 978 1 78990 117 7) pp. 61-83. Edward Elgar Publishing.
- 2020 Garcia J, Andonova V, Guerrero A. (2020) What unicorns say about emerging markets and the respective entrepreneurial ecosystems: Three cases from Latin America. Emerging Market Multinational Report (ISBN 978-1-7328042-2-7) pp. 155-163. Cornell University
- 2019 Andonova V, Perez-Lopez JA. (2019) Founder and Stakeholder Interests: Combining Economic and Societal Factors in the Balkan Peninsula. Entrepreneurial Ecosystems in Unexpected Places (ISBN 9783319982182) pp. 137-182. Palgrave Macmillan, Cham
- 2018 “Corporate governance and corporate citizenship in Colombia: a lever for global competitiveness?” In: Cornell University (eds.), Andonova V, García J, Majía A, 2018 pp 91-100.
- 2018 “Deben importarnos las multilatinas” In: La nota económica, (eds.) Andonova V, 2018, pp 72- 73.
- 2018 Andonova V, Garcia J. (2018) Social Innovation in Latam. Emerging Market Multinational Report (ISBN 978-1-7328042-2-7) pp. 120-130. Cornell University
- 2017 “La inserción de Colombia en los mercados internacionales: comercio, inversión y multilatinas” In: Nuevos enfoques para el estudio de las relaciones internacionales de Colombia, (eds.) 2017, pp 263 – 294, Andonova V, Biar S., García J.

- 2017 "Argentina - the precursor" In: Multilatinas. Strategies for internationalization, (eds.), 2017, Andonova V, Garcia J.
- 2017 "Chile – the disciplined" In: Multilatinas. Strategies for internationalization, (eds.), 2017, Andonova V, Garcia J.
- 2017 "Colombia – the new wave" In: Multilatinas. Strategies for internationalization, (eds.), 2017, Andonova V, Garcia J.
- 2017 "Peru – the future" In: Multilatinas. Strategies for internationalization, (eds.), 2017, Andonova V, Garcia J.
- 2017 "Mexico – the lighthouse" In: Multilatinas. Strategies for internationalization, (eds.), 2017, Andonova V, Garcia J.
- 2017 "Brazil – the heavyweight" In: Multilatinas. Strategies for internationalization, (eds.), 2017, Andonova V, Garcia J.
- 2017 "where do we find them?" In: Multilatinas. Strategies for internationalization, (eds), 2017, Adanova V, Lozada M.
- 2017 "Institutional uncertainty in Latin America". In: Multilatinas. Strategies for internationalization, (eds), 2017, Adanova V, Losada M.
- 2017 "Organisational resources and competences". In: Multilatinas. Strategies for internationalization, (eds), 2017, Adanova V, Losada M.
- 2017 "Non-market resources and business groups" In: Multilatinas. Strategies for internationalization, (eds), 2017, Adanova V, Losada M.
- 2017 "Resource-dependent strategies of internationalisation: the where, when and how of going abroad" In: Multilatinas. Strategies for internationalization, (eds), 2017, Adanova V, Losada M.
- 2017 "Where, when and how? Empirical results" In: Multilatinas. Strategies for internationalization, (eds), 2017, Adanova V, Losada M.
- 2017 "strategies for internationalization" " In: Multilatinas. Strategies for internationalization, (eds), 2017, Adanova V, Losada M.
- 2014 "Determinants of Bulgarian outward foreign direct investment" In: Internationalization of Firms from Economies in Transition, T. Mai and E. Turkina (eds.), 2014, Edward Elgar, Pp.203 - 247.
- 2012 "Multilatinas" in Tendencias en Administracion: Gerencia y Academia, 2012, vol. 2, Universidad de los Andes.
- 2010 "Las empresas gacelas en Catalunya: análisis de siete casos", (with Carlos Valencia) in Les Empreses d'Alt Creixement i les Gaseles a Catalunya, 2010, Observatori de Prospectiva Industrial, Generalitat de Catalunya, pp.105-110.
- 2009 "The Strategic Importance of Close Employment Relations in Conflict-Ridden Environments: Three Cases from Colombia", (with Roberto Gutiérrez and Luis Felipe Avella), in Best HRM Practices in Latin America, M. Elvira and A. Davila (eds.), 2009, Taylor and Francis, pp. 25 - 36.
- 2007 "Technology as a Remedy for Political Risks," In: A New Generation in International Strategic Management, 2007, Stephen B. Tallman (ed.) Eduard Elgar Publishing, pp. 282 - 294.

- 2006 “Reglas Electorales, Competencia Política y Derechos de Propiedad. Un Estudio de Ámbito Internacional,” In: Organización de Gobiernos y Mercados en las Sociedades Democráticas, 2006, Toboso and Arias (eds.), PUV: Spain.

Conferences

- 2022 SciBiz Conference 2022: Academic Network Panel.
- 2022 AACSB Annual Dean’s conference 2022.
- 2022 The Estoril Conferences 2022.
- 2021 GII conference for Colombia 2021 joint with the Colombian Presidency.
- 2020 EMI Annual Conference.
- 2019 FLAUC Annual Meeting Santiago 2019.
- 2019 SMLA 2019.

OTHER PUBLICATIONS

- 2021 Andonova V. (2021) One with the Universe.
- 2020 Velasco N, Andonova V, Carulla J. (2020) Así se ha visto afectada la cadena de abastecimiento por la cuarentena. . Portafolio (ISSN 0123-6326) Colombia.
- 2020 Velasco N, Andonova V. (2020) COVID-19: Tareas logísticas para la Salud Pública.
- 2020 Velasco N, Andonova V. (2020) El consumo de productos frescos durante la cuarentena 2017 “El ambiente de negocio en Colombia: una interpretación empresarial” (with Juana Garcia, Jorge Ramirez V.).
- 2017 Second EMI Report 2017: Emerging multinationals in a changing world, chapter on Colombian multinationals (with Juana Garcia, Mauricio Losada y Jairo Jimenez).
- 2017 “El peso de la corrupción importada,” America Economia, Septiembre-Octubre 2017, 66 – 68.
- 2017 GEM Bulgaria country report, <https://investsofia.com/en/201617-gem-national-report-on-entrepreneurship-in-bulgaria/>
- 2016 GEM Bulgaria country report <https://emconsortium.org/report/gem-bulgaria-2015-16-annual-report-bg>
- 2010 “Las nuevas multilatinas y sus retos: El caso Colombia,” (with Mauricio Losada), Dirección Estratégica, No. 34, September 2010.
- 2007 “Equipos gerenciales en empresas familiares,” (with Boris Gartner), www.elempleo.com , February 2007.
- 2007 “Los equipos de alta gerencia mixtos: Qué ventajas ofrecen para las empresas familiares?” (with Boris Gartner), Dirección Estratégica, June-August 2007.
- 2005 “Cuando el rezago es una ventaja: El sector turístico mexicano en la era de la información,” (with Laura Arredondo), Dirección Estratégica, September - December 2005. TED talk @ <https://www.youtube.com/watch?v=oRBV8pK2GBo>

Working papers

“Political Institutions and Telecommunications Development,” (with Luis Diaz-Serrano) (January 2007). IZA Discussion Paper No. 2569.

“Unwelcome Political Consensus”, mimeo, Universidad Pompeu Fabra.

“Cultural Dimensions, Institutions and Economic Outcomes” (with Hernando Zuleta and Marly Castillo), mimeo, Universidad de los Andes.

“Judges’ Cognition and Market Order,” (with Benito Arruñada) <http://www.econ.upf.edu/eng/research/onepaper.php?id=801>.

BOSSIT or how multilatinas can capitalize on global mindset and innovate (with Mauricio Losada and Juana Garcia).

Internationalization strategies of emerging countries multinationals (EMNCs): the debate continues “The Institutional Entrepreneur: a Make-it-Yourself Strategy to Better Business Environment,” (with Hernando Zuleta) mimeo, Universidad de los Andes.

PARTICIPATION IN BOARDS, COMMITTEES AND ASSOCIATIONS

To date	C4BG Board member
To date	UPF International Advisory board member
To date	GBSN board member
To date	Portulans Institute Academic partner
To date	AMBA LATAM council -- representative for Colombia
To date	EFMD Annual conference steering committee
To date	AMBA Steering committee for criteria revision
To date	Latin American council of AACSB
2012 – 2021	Board member. Balkanski Foundation http://www.balkanski-foundation.org/

SCHOLARSHIPS AND ACADEMIC DISTINCTIONS

2015	Elected by the Class of 2015 to be the faculty member to submit a quote to AUBG 2015 graduation yearbook.
2014 - 2015	Research Grant, Spanish ministry of the Economy and Competitiveness, ECO2014-57131-R, 2015, Project Director: Benito Arruñada.
2014	Harvard Business School, Institute for Strategy and Competitiveness, Microeconomics of Competitiveness, December 2014.
2013	Harvard Business School, Institute for Strategy and Competitiveness, Microeconomics of Competitiveness, December 2013.
2011	Research Grant, Spanish Ministry of Science and Technology, ECO2011-29445, “Determinants of Institutional Performance: Organizations, Contracts and Judicial Institutions”, 2011, Project Director: Benito Arruñada.
2009	Research Grant, Mexican Commission of Science and Technology, January 2006-January 2009.