

# YENY RODRÍGUEZ

Associate Professor | Finance Area

Joined the School in 2021

## ACADEMIC BACKGROUND

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| 2018 | Specialization, Universidad Icesi, 2018. Major: University Teaching.   |
| 2014 | Ph.D. in Management, Universidad de los Andes, Colombia  |
| 2005 | M.S. in Industrial Engineering, Universidad de los Andes, Colombia   |
| 2001 | M.A. Instituto de Economía Energética, 2001. Major: Energy and Environmental Economics.  |
| 1997 | B.S. Universidad Nacional de Colombia, 1997. Major: Statistics Supporting Areas of Emphasis: Análisis de datos y series de tiempo. |

## TEACHING EXPERIENCE

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### Courses Taught in Recent Years

#### Graduate

- Advanced Investment Theory
- Financial Computer Tools
- Modelling and optimization for energy management

#### Undergraduate

- Equity Market and Portfolio Theory
- Financial Management
- Financial Mathematics
- Investment Theory

## ACADEMIC ACTIVITIES

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| 2021 – To date | Associate Professor, Universidad de los Andes.   |
| 2012 – To date | Full Time Faculty Member, Universidad Icesi.     |
| 2018           | Visiting Scholar, Grand Valley State University. |
| 2011           | Research Assistant, Universidad de los Andes.    |
| 2010 – 2011    | Graduate Assistant, Universidad de los Andes.    |
| 2008           | Teaching Assistant, Universidad de los Andes.    |

## OTHER PROFESSIONAL EXPERIENCE

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| 2005 – 2008 | Technical Director of Energy Management, Superintendencia de Servicios Públicos Domiciliarios. |
| 1997 – 2005 | Asesor, Comisión de Regulación de Energía y Gas.   |

## Consultancies

- 2011 For Profit Organization, Superintendencia de Servicios Públicos Domiciliarios, Bogotá. (September 14, 2011 - December 16, 2011).
- 2011 For Profit Organization, TGI, Bogotá. (October 12, 2011 - October 19, 2011).
- 2011 For Profit Organization, Valora LTDA, Bogota - Colombia. (July 2011 - August 2011).
- 2011 For Profit Organization, EMEC LTDA, Bogotá. (July 29, 2011 - August 19, 2011).
- 2008 – 2009 For Profit Organization, Dinamica Financiera LTDA, Bogota - Colombia. (December 2008 - January 2009).

## PUBLICATIONS

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### Articles in Academic Journals

- 2022 Rodríguez Y., González A, Pérez-Uribe M, Benavides J. (2022) Board diversity in family firms: female and foreign directors' effects on financial efficiency. *International Journal of Business Excellence* (ISSN 1756-0047) 1 (1), pp. 1-28.
- 2022 Rodríguez Y, Gómez J.M. (2022) Multiperiod Portfolio of Energy Purchasing Strategies including Climate Scenarios. *Energies* (ISSN 1996-1073) 15 (3012), pp. 1-25.
- 2021 Rodríguez Y, Gómez J.M, González A, Chávez H, Chea J. (2021) Family business risk-taking and financial performance: Is it easier said than done? . *Journal of Family Business Strategy* (ISSN 1877-8585) 12 (100435), pp. 1-13.
- 2021 Rodríguez Y, Contreras J, Gómez J.M. (2021) Diversified behavioral portfolio as an alternative to Modern Portfolio Theory. *The North American Journal of Economics and Finance* (ISSN 1062-9408) 58 (101508), pp. 1-15.
- 2021 Rodríguez, Y. E., Rosso, J. W. (2021). The Profitability of Electricity, Oil, and Gas Utilities in America: An Analysis Focused on Colombia. *Revista Ciencias Económicas Investigación y Reflexión*, 29(1), 27-48.
- 2021 Rodríguez, Y. E., Perez, M. A., Contreras, J. (2021). Wind Put Barrier Options Pricing Based on the Nordix Index. *Energies*, 14(1177). <https://www.mdpi.com/1996-1073/14/4/1177>.
- 2020 Rodríguez, Y. E., Cuadros, S., Contreras, J. (2020). Dynamic Data Envelopment Analysis Model Involving Undesirable Outputs in the Electricity Power Generation Sector: The Case of Latin America and the Caribbean Countries. *Energies*, 13(24), 6624. <https://www.mdpi.com/1996-1073/13/24/6624>
- 2020 Henao, J. F., Viteri, J. P., Rodríguez, Y., Gomez, J., Dyner, I. (2020). Annual and interannual complementarities of renewable energy sources in Colombia. *Renewable & Sustainable Energy Reviews*, 134(110318), 1 - 15. <https://www.sciencedirect.com/science/article/abs/pii/S1364032120306067>
- 2019 Henao, J. F., Rodríguez, Y. E., Viterí, J. P., Dyner, I. (2019). Optimising the insertion of renewables in the Colombian power sector. *Renewable Energy*, 132, 12. <https://www.sciencedirect.com/science/article/pii/S0960148118308966>

- 2018 Rodríguez, Y. E., Gómez, J. M., Trejos, C., Adrian van Deemen, A. (2018). Overconfidence and disposition effect in the stock market: A micro world based setting. *Journal of Behavioral and Experimental Finance*, 21, 61-69. <https://www.journals.elsevier.com/journal-of-behavioral-and-experimental-finance>
- 2017 Sosa, U. A., Rodríguez, Y. E. (2017). Construction of an efficient portfolio of power purchase decisions based on risk-diversification tradeoff. *Energy Economics*, 286-297.
- 2017 González, A. C., Rodríguez, Y. E., Sosa, U. A. (2017). Leadership and governance decisions in family businesses: An application of Fuzzy Stes Logic. *Journal of Small Business Strategy*, 27(1), 16. [libjournals.mtsu.edu/index.php/jsbs/article/download/760/635](http://libjournals.mtsu.edu/index.php/jsbs/article/download/760/635)
- 2016 Rodríguez, Y. E., Contreras, J. (2016). Incentives for wind power investment in Colombia. *Renewable Energy*, 87, 10. <http://www.sciencedirect.com/science/article/pii/S0960148115303712>
- 2014 Rodríguez, Y. E., Contreras, J. (2014). GARCH-based put option valuation to maximize benefit of wind investors. *Applied Energy*, 136, 259-268. [www.journals.elsevier.com/applied-energy/](http://www.journals.elsevier.com/applied-energy/)
- 2013 Rodríguez, Y. E., Andonova, V., Sanchez, I. D. (2013). When waiting is strategic: Evidence from Colombian M&As 1995–2008. *Journal of Business Research*, 66, 7. <http://www.sciencedirect.com/science/article/pii/S0148296313000088>
- 2010 Rodríguez, Y. E., Andonova, V., Iván, S. (2010). El valor estratégico de la espera en las fusiones y adquisiciones colombianas (1995-2008). *Globalization, Competitiveness and Governability*, 4(1), 52-61. <http://web.ebscohost.com/ehost/pdfviewer/pdfviewer?sid=660e64c8-7ec3-4af2-8171-6aed12fb3183%40sessionmgr4002&vid=2&hid=4201>
- 2010 Sánchez, I. D., Rodríguez, Y. E., Andonova, V. (2010). The value of strategic waiting in Colombian M&As 1995- 2008. *Globalization, Competitiveness and Governability*, 4(1), 52-61. [http://gcg.universia.net/pdfs\\_revistas/articulo\\_147\\_1272367210469.pdf](http://gcg.universia.net/pdfs_revistas/articulo_147_1272367210469.pdf)

## Books

- 2007 Rodríguez, Y. E., Riaño, D. (2007). In Imprenta Nacional (Ed.), *Seguimiento al Mercado de Energía Mayorista*. Superintendencia de Servicios Públicos Domiciliarios.

## Chapters in Books

- 2007 Rodríguez, Y. E., Barbosa, H. F., Cáceres, C., González, G., Serrato, L. A. (2007). Informe Anual del Servicio Público de Energía Eléctrica 2006. In Imprenta Nacional (Ed.), *Informe Anual de los Servicios Públicos en Colombia 2006*. Superintendencia de Servicios Públicos Domiciliarios.

## Conference Papers

- 2022 Rodríguez, Y. E. (Author & Presenter), Rosso, J.W. (Author & Presenter), González, A. C. (Author). BALAS 2022, « Strategic responses of small businesses to COVID-19: Evidence from an emergent country», Universidade NOVA de Lisboa, Lisboa (Portugal). (June 9- 11, 2022).

- 2021 Rodríguez, Y. E. (Author & Presenter), González, A. C. (Author), Sánchez, C. (Author). BALAS 2021, «Women in the family business: A Socioemotional Wealth perspective on their perceptions of financial performance», Universidad de la Salle, Bogotá (Colombia). (July 28- 30, 2021).
- 2021 Rodríguez, Y. E. (Author), Granda, M.L. (Author & Presenter), Rosso, J. (Author). BALAS 2021, «Resilience of family firms across the world during COVID-19 Pandemic», Universidad de la Salle, Bogotá (Colombia). (July 28-30, 2021).
- 2021 González, A. C. (Author & Presenter), Jaramillo, F. (Author & Presenter), Rodríguez, Y.E. (Author), Valenzuela, L. (Author), Gómez, J.M. (Author). IFERA 2021, «Understanding the Role of In-laws in multigenerational family businesses», Santander, Spain (June 23-25, 2021)
- 2019 Rodríguez, Y. E. (Author & Presenter), Chavez, H. (Author), Gómez, J. M. (Author), González, A. C. (Author), 15th Annual FAMILY ENTERPRISE RESEARCH CONFERENCE, «Family Firms Performance: A comparison of Measurement Approaches.,» University of Vermont, Burlington. (May 30, 2019).
- 2018 González, A. C. (Author & Presenter), Rodríguez, Y. E. (Author), Gómez, J. M. (Author), Chavez, H. (Author & Presenter), Chea, J., STEP 2nd Global Academic Conference, «Family Business Risk-Taking and Financial Performance: Is It Easier Said Than Done?,» STEP, Cartagena. (October 20, 2018).
- 2018 Henao, J. F. (Author), Rodríguez, Y. E. (Author & Presenter), Viteri, J. P. (Author), Dyner, I. (Author), 36th USAEE/IAEE North American Conference - Evolving Energy Realities, «On the complementarity between renewable sources in Colombia,» Washington D.C. (September 24, 2018).
- 2018 Rodríguez, Y. E. (Author), Benavides, J. (Author & Presenter), Gonzalez, A. C. (Author), Perez, M. A. (Author), IFERA 2018 annual conference, «Board diversity in family firms: Gender and foreign directors' effects on financial efficiency,» IFERA, Amsterdam. (July 3, 2018).
- 2018 Rodríguez, Y. E. (Author & Presenter), Rosso, J. W. (Author), BALAS 2018, «Profitability analysis for american energy, oil and gas sector companies,» School of Business, University of San Diego, San Diego, California. (March 21, 2018).
- 2017 Rodríguez, Y. E. (Author & Presenter), Deemen, A. v. (Author), Trejos, C. (Author), Gómez, J. M. (Author), Economic Science Association 2017 North American Meeting, «Overconfidence and Disposition Effect in the Stock Market: An Experimental Case,» VCU - Experimental Laboratory for Economics and Business Research, Richmond, Virginia, USA. (October 22, 2017).
- 2017 Rodríguez, Y. E. (Author & Presenter), Gonzalez, A. C. (Author), Acosta, M. d. P. (Author), GIKA 2017, «Stakeholders' relationships and family business firm performance: An exploratory configurational study in family businesses in Latin America,» Universidade de Lisboa (ULisboa), Lisboa, Portugal. (June 28, 2017).
- 2017 Rodríguez, Y. E. (Author & Presenter), Henao, J. F. (Author), Dyner, I. (Author), Viteri, J. P. (Author), ICRE 2017: 19th International Conference on Renewable Energy, «On the complementarity between renewable energy sources - the Colombian Case,» Centro - CEP, 22071-000 Rio de Janeiro. (February 23, 2017).

- 2016 Henao, J. F., Dyner, I., Rodríguez, Y. E., 28th European Conference on Operational Research, «Optimizing the insertion of renewables in the Colombian power sector,» Poland. (July 2016).
- 2016 Rodríguez, Y. E., World Congress and Exhibition on Wind & Renewable Energy, «Wind Derivatives Pricing issues,» Berlin, Germany. (July 2016).
- 2016 Rodríguez, Y. E. (Author & Presenter), Gonzalez, A. C. (Author), GIKA, «Leadership and Governance decisions in family business performance: An application on Fuzzy Sets logic,» University of Valencia, Valencia, Spain. (March 26, 2016).
- 2015 González, A. C., Rodríguez, Y. E., Sosa, U. A., Family Enterprise Research Conference-FERC, «An Introduction to Fuzzy Logic Control Methods Applied to,» University of Vermont, Burlington, VT. (June 6, 2015).
- 2015 Rodríguez, Y. E. (Author & Presenter), Sosa, U. A. (Author), BALAS 2015, «Risk-Diversification Portfolio of power purchase decisions,» The Business Association of Latin American Studies, University of Puerto Rico, Río Piedras. San Juan - Puerto Rico. (March 25, 2015).
- 2014 Rodríguez, Y. E. (Author & Presenter), Arenas, F. (Author), Trejos, C. (Author), XII Conferencia Latinoamericana de Dinámica de Sistemas, «Efecto financiero de la composición de un portafolio de compra de energía,» Incae Business School, Alajuela - Republic of Costa Rica. (December 9, 2014).
- 2014 Rodríguez, Y. E. (Author & Presenter), SSEM EuroConference 2014, «Modelling and Pricing wind derivatives to maximize wind investors profits,» Society for the Study of Emerging Markets (SSEM) in collaboration with the Budapest University of Technology and Economics, Budapest, Hungary. (July 6, 2014).
- 2014 Rodríguez, Y. E. (Author & Presenter), Puente, R. (Author & Presenter), González, A. C. (Author), BALAS 2014, «Corporate Social Responsibility in Private Family Firms: Evidence of Stakeholder perspective on financial performance,» The Business Association of Latin American Studies, Trinidad and Tobago. (April 9, 2014).
- 2011 Rodríguez, Y. E. (Author & Presenter), Andonova, V. (Author), Sánchez, I. D. (Author), IV International Conference on Strategic Management in Latin America, «When waiting is strategic: Evidence from Colombian M&As 1995-2008,» Universidad de los Andes, Bogota - Colombia. (January 15, 2011).
- 2007 Rodríguez, Y. E. (Author & Presenter), Rodríguez, E. F. (Author), XVII Simposio Internacional de Estadística: «Estadística en la evaluación de riesgos», «Nivel de riesgo para las empresas de los sectores de energía eléctrica y gas combustible: 2000-2005,» Universidad Nacional de Colombia, Cali - Colombia. (August 11, 2007).

## OTHER PUBLICATIONS

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- 2020 Rodríguez, Y. E., Monteferrante, P., Díaz Matajira, L., Sandoval, F. (2020). El Proceso de Sucesión en Empresas de Familia de Latinoamérica (Encuesta STEP).
- 2020 Rodríguez, Y. E., Monteferrante, P., Díaz Matajira, L., Sandoval, F. (2020). Succession Planning Process in Family Business of Latin America (STEP Survey).

- 2018 Rodríguez, Y. E., González, A. C., Díaz Matajira, L., Auletta, N. (2018). Prácticas de Emprendimiento Transgeneracional en Empresas de Familia: Perspectivas de Latinoamérica (Encuesta STEP).
- 2018 Rodríguez, Y. E., González, A. C., Díaz Matajira, L., Auletta, N. (2018). Transgenerational Entrepreneurship Practices in Family Firms: Perspectives of Latin America (STEP Survey).
- 2018 Quintero, J. M., Rodríguez, Y. E. (2018). Trabajos en Administración Financiera (pp. 86 - 106).

## SCHOLARSHIPS AND ACADEMIC DISTINCTIONS

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- 2018 Certificate for winning «Best STEP Poster» in the 14th edition of the Family Enterprise Research Conference held in Guadalajara, MX on June 2018, FERF. (June 2018).

## CONTRACTS, GRANTS AND SPONSORED RESEARCH

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- 2016 Rodríguez, Y. E. (Principal), Sosa, U. A. (Co-Principal), Arenas, F. (Co-Principal), «Behavioral Finance and risk management integrating fuzzy logic and system dynamics,» Sponsored by ICESI, Universidad Icesi, \$10,000.00. (January 1, 2016 - December 31, 2016).
- 2016 González, A. C., Borrero, S., Puente, R., Lozano, M., Rodríguez, Y. E., «STEP PROJECT Universidad Icesi,» Universidad Icesi, \$10,000.00. (January 2016 - December 2016).
- 2014 Rodríguez, Y. E. (Principal), González, A. C. (Co-Principal), Puente, R. (Co-Principal), «CORPORATE SOCIAL RESPONSIBILITY IN PRIVATE FAMILY FIRMS,» Sponsored by Universidad Icesi, Universidad Icesi. (January 2014 - December 2014).
- 2014 Rodríguez, Y. E. (Co-Principal), Benavides, J. (Principal), «Gobierno Corporativo M&A,» Sponsored by Universidad Icesi, Universidad Icesi. (January 2014 - December 2014).