

Boletín de Publicaciones

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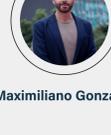
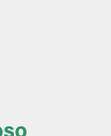
No. 060 | Bimestral: mayo - junio, 2024

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Los invitamos a leer el boletín No. 60 que destaca las publicaciones de los profesores de la Facultad de Administración entre los meses de mayo y junio de 2024. En esta edición resaltamos tres líneas de investigación: 1) Estudios que analizan el retorno de bonos sostenibles (A) anomalías en la valoración de activos y (B) mecánicas para reducir riesgos en los bonos de retiro (D). 2) Estudios que analizan efectos de tecnologías de trabajo híbrido (C) inteligencia artificial y (H) comunicación para las organizaciones públicas y privadas (E). 3) Estudios que proponen metodologías para caracterizar sonidos que evoquen sensación de frescura (F), y evaluar iniciativas de salud pública (G). También resaltamos la publicación de 2 casos pedagógicos sobre emprendimiento (J), y empresas familiares (K). Finalmente, los invitamos a leer el número especial sobre mercados en Latinoamérica (I).

Invitamos a [compartir este Boletín](#) con los colegas a quienes crea les puede interesar.

Artículos en revistas académicas indexadas

- A** **Arévalo, G., González, M., Guzmán, A., Trujillo, M. A. (2024).** [The value effect of sustainability: evidence from Latin American ESG bond market.](#) *Journal of Sustainable Finance & Investment*, 1–22.
- 
- We use the event study methodology to examine the effect of 115 environmental, social, and governance (ESG) bond issuances on the stock price of Latin American listed firms over the period 2016–2022. Consistent with the signaling theory, firms sending a signal of commitment to sustainability obtain a positive and significant average Cumulative Abnormal Return (CAR) of 1.97% during an event window of 18 days.
- 
- Maximiliano González**
- [Ver más](#)
- B** **Berggrun, L., Cardona, E., Lizaraburu, E. (2024).** [Evaluating asset pricing anomalies: Evidence from Latin America.](#) *Research in International Business and Finance*, 70, Part B.
- 
- We analyze the significance of 51 asset pricing anomalies in Latin America. We examine economic significance via portfolio simulations that dilute the effect of microcaps. To avoid reporting false discoveries, we employ a multiple hypothesis testing framework. Few anomalies are economically significant.
- 
- Emilio Cardona**
- [Ver más](#)
- C** **Hincapie, M.X., Costa, P. (2024).** [Fostering hybrid team performance through inclusive leadership strategies.](#) *Organizational Dynamics*, June 8.
- 
- This paper explores hybrid team leaders' challenges in managing diversity, equity, and inclusion, offering evidence-based strategies and practical recommendations. Specifically, we emphasize strategies for building trust and psychological safety, leveraging diversity as a strength, promoting cross-cultural understanding, establishing clear communication channels, and encouraging collaboration.
- 
- María X. Hincapie**
- [Ver más](#)
- D** **Mantilla-Garcia, D., Martellini, L., Garcia-Huitrón, M., Martinez-Carrasco, M. (2024).** [Back to the funding ratio! Addressing the duration puzzle and retirement income risk of defined contribution pension plans.](#) *Journal of Banking & Finance*, 159.
- 
- The funding ratio's denominator is the present value of the total retirement income achievable if all contributions had been invested in fully amortizing fixed-income portfolios called retirement bonds. We also use the retirement bonds to introduce a class of target-income strategies that can effectively reduce income risk as retirement approaches, but also secure minimum funding ratio levels.
- 
- Daniel Mantilla**
- [Ver más](#)
- 
- Miguel Martínez**
- E** **Njuba, L., Gómez-Morantes, J.E., Herrera, A., Camacho, S. (2024).** [Health information systems in extreme contexts: Using mobile phones to fight AIDS in Uganda.](#) *Electronic Journal of Information Systems in Developing Countries*, January 10.
- 
- This paper presents one such case. Using a case-study approach with an extreme-case selection technique, the paper studies an m-health system for HIV patients in the Kalangala region of Uganda. Using Heeks' design—reality gap model for data analysis, the paper shows that the rich interaction between social context and technology should be considered a central concern when designing or deploying such systems.
- 
- Sonia Camacho**
- [Ver más](#)
- F** **Rodríguez, B., Alves, M., Reyes, L., De Almeida, V., Carmona, L., Reinoso-Carvalho, F. (2024).** [Sound of freshness: Crafting multisensory experience in perfumery.](#) *Food Quality and Preference*, 119.
- 
- This research presents a novel methodology for characterizing sounds that evoke the perception of freshness in fragrances. Three experiments were conducted to explore the transferability of identified sound characteristics into the experience of certain fragrances.
- 
- Felipe Reinoso**
- [Ver más](#)
- G** **Sarmiento, G., Benavides, J., Trujillo, C., Velosa, N.P., Palomino, A., Rodríguez, L.F., Erazo, M.A., Ávila, A.J. (2024).** [Evaluation of the concept of value-based healthcare applied to an integrated palliative care program in Colombia.](#) *Value in Health Regional Issues*, Jun 10.
- 
- This study aimed to evaluate the "Value-Based Healthcare" concept of an integrated palliative care (PC) program in Bogotá, Colombia, through the measurement of health outcomes and care costs in the last 3 months of life.
- 
- Carlos Trujillo**
- [Ver más](#)

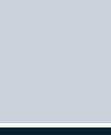
Capítulos de libros

- H** **Andonova, V., Rosales, C., Soto, J.P., García, J. (2024).** The Risks that Artificial Intelligence brings to Latin America. In L. Casanova, A. Miroux, *Emerging Market Multinationals Report 2023: Risks and Realignments*, chapter 7. N. Y.: Cornell University.
- 
- We highlight these risks by analyzing the relative institutional weakness of countries in the region and present the current AI adoption patterns of Latin American companies. There is an urgent need to build awareness and an ethical code for AI in order to preserve social peace and the social contract in a region that is separated by inequalities, avoiding further exclusion and marginalization.
- 
- Veneta Andonova**
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- Juan Pablo Soto**
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- Juana García**

Introducción a special issue

- I** **Shultz, C., Pels, J., Barrios, A., Rodriguez, C. (2024).** [Macromarketing Perspectives from Latin America.](#) *Journal of Macromarketing*.
- 
- The Special-Issue Editors introduce the Strategic Management Conference in Latin America (SMLA) and three exemplary articles that emerged from it. The articles feature research on important Macromarketing topics, including sound and sustainable housing policies, farmers' adaptation to climate change, and crisis management and adaptation.
- 
- Andrés Barrios**

Caso pedagógico

- J** **Andonova, V., Soto, J.P., Schmutzler, J. (2024).** Playground energy: fun, health, and education on the playground. In J. Schmutzler, L.A. Palacios-Chacón, S. Burvill, V. Andonova, *Cases on Entrepreneurship and Innovation. Unexplored Topics and Contexts*. UK – USA: Edward Elgar Publishing.
- 
- Cases on Entrepreneurship and Innovation bridges the gap between the real-world complexities of diverse innovative and entrepreneurial endeavours in challenging environments and the academic classroom setting. It serves as an essential toolkit for academics and instructors, providing clear teaching guidance and tailoring real-world scenarios to be more relatable and context-relevant for students.
- 
- Veneta Andonova**
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- Juan Pablo Soto**
- K** **Maldonado, S., Ortiz, N., Rodríguez, Y. (2023)** [Arqustik Vitruvio SAS: A family company at a crossroads.](#) *Harvard Business Review*.
- 
- Andrés Perez had one month leading up to March 30, 2022, to present the available alternatives and his recommendation to the family council, which would determine the future of Arqustik Vitruvio S.A.S. The company in Palmira, Colombia, specializes in producing PVC doors and windows and has been grappling with a severe financial crisis over the past four years. This crisis was primarily attributed to inadequate management under the previous administration, further exacerbated by the COVID-19 pandemic and the social unrest experienced in Colombia in April 2021. Andrés found himself at a crossroads, faced with the crucial decision of recommending the most favorable course of action to his family.
- 
- Norma Ortiz**
- 
- Jeny Rodríguez**

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