

**BALAS 2019 ANNUAL CONFERENCE- PAPER PARALLEL SESSION 1**

**Wednesday, April 10, 2019**

Session (time)	Track	Title	Author(s)
<p align="center"><b>PAPER PARALLEL SESSION 1 11:00 - 12:30</b></p>	<p align="center"><b>Marketing Management I</b></p>	<p>Effects of mother characteristics on purchase process in toy stores due to preadolescent social power</p>	<p>Miriam Carrillo, ESAN University; Nestor U. Salcedo, ESAN</p> <p>This paper seeks to extend the initial study of the effect of social power of preadolescent children on influence in their mothers' purchasing behavior in Peruvian toy stores (Carrillo et al., 2018). This document studies the moderating effect that would cause variables as expenditure, purchase importance and marital status. The methodology is a non-experimental transversal correlational-causal design, where population are Peruvian mothers who buy with preadolescents in toy stores located in Lima. The results show that there is a direct effect of legitimate and expert passive social power on initial and decision stage, respectively. Furthermore, the expenditure does not generate a moderating effect for both cases. While the variables of purchase importance and marital status present negative moderation.</p>
		<p>Is Service Infusion always worth it? The association between SI of different nature and levels of intensity and the sales performance</p>	<p>Rafael Sanches; Carla Ramos; Rinaldo Artes</p> <p>This research aims to contribute with empirical evidence to the understanding of the association between Service Infusion (SI) and firm performance. We tested the posited association with statistical methods in a single firm supplier and data of 6.635 buyers targeted at some point over a 2-year period with SI. Results show (i) a positive association between SI practices and the volume of purchased product units, (ii) that the association varies with the nature of implemented SI and, (iii) that there is an optimal number of SI actions. This research adds to theory, also providing managers with insights on expected SI outcomes.</p>
		<p>Generation Z perceptions about museums quality and E-WOM intentions - The role of technologies on visitor experience</p>	<p>WILIAN RAMALHO FEITOSA, IFSP; Robson Barbosa, IFSP</p> <p>Museums are educational institutions that nurture and maintain cultural heritage of humanity, playing vital roles in economic development by attracting local and foreign tourists. However, the future of museums as destination can be significantly affected by new technologies. That is particularly relevant, considering Generation Z's education and expectations. In fact, their satisfaction can result in E-WOM recommendations, increasing visitation. We test the relationship among E-WOM intentions and arousal based on technology. Museums can increase quality perception, excitation, and recommendation intention by increasing IT usage, what can change visitor experience.</p>
		<p>Effect of consumer evaluation of</p>	<p>Cássia Tavares Streb, Universidade Federal de Santa</p> <p>This article explores the influence of consumer evaluations of advertising on the dimensions of brand equity of broadband service providers. We adopted a survey method with personal</p>

		advertising on the dimensions of brand equity	Maria; Marta Olivia Rovедder de Oliveira, PPGA/DCA/CCSH/UFSM; Luis Adriano Rodrigues, UFSM - Universidade federal de Santa Maria; Pedro Henrique Lima Marconato, Universidade Federal de Santa Maria	interviews. Descriptive statistics, ANOVA, exploratory factor analysis and structural equation modeling were applied to the 400 questionnaires collected. The results of the study demonstrate that the dimensions of Brand Awareness, Brand Associations, Perceived Quality and Brand Loyalty form the Brand's Overall Equity and that evaluations of advertisements have a positive affect on all dimensions of brand equity.
<b>Financial Markets, Investment and Risk I</b>		Conflicts of interest in the underwriting of IPOs and price stabilization	Antonio Gledson de Carvalho, Fundação Getulio Vargas - Sao Paulo Scholl of Business Administration; João Amaro de Matos, Nova School of Economics and Business; Douglas Beserra Pinheiro, Grupo Recovery; Marcio Sa Mello, Brazilian Federal Senate	Banks that supply capital and simultaneously underwrite securities for the same clients may benefit themselves or their clients at the expenses of investors by overpricing securities. We investigate this issue by analyzing price stabilization and short-term returns of IPOs. In 2009, a change in the Brazilian regulation required a second non-conflicted underwriter in cases of conflict of interest. This change provides the possibility of identification. Our analysis indicates that before the change in regulation equity conflict leads underwriters to overprice IPOs and use price stabilization to disguise overpricing. Loan conflict per se does not lead to overpricing in any circumstance.
		Underperformance of Individual Investors and Trading Intensity: Evidence from Colombia	Urbi Garay, IESA Business School; Daniela Gracia, Universidad de La Sabana; Fredy Pulga, Universidad de La Sabana	We analyze all the stock transactions executed by the population of individual investors in the Colombian Stock Exchange between 2006 and 2016 (4,685,030 trades on behalf of 39,270 individual investors), and find that households underperformed the market on a gross return basis by between 4% and 4.3% per year (depending on whether alpha was estimated using the CAPM, the Fama-French or the Carhart model). The underperformance of households becomes even gloomier when transaction costs are considered. The average individual investor bias its portfolio towards small, low-beta, and value stocks, and turns over 8.6 percent of its portfolio monthly. The most active traders underperform the less active traders even on a gross return basis.
		The Determinants of Art Prices: Analysis of Joan Miró	Jennifer Cinefra, IESA Business School; Urbi Garay, IESA Business School; Claudia Mibelli, IESA Business School; Eduardo Pérez, IESA Business School	We study the determinants of art prices of Joan Miró analyzing 255 of his artworks sold at Sotheby's and Christie's between 2003 and 2017, and performing a hedonic price regression. Miró's works command higher prices, ceteris paribus, when: they were painted on canvas, were sold at Sotheby's and in New York City or London, were traded in the evening session, the larger their area, if they had appeared in an art book, the greater the number of words used to describe the respective lot, and depending on the period in which they had been painted. The prices of Miró's paintings increased substantially between 2003 and 2008, and then declined, coinciding with the global financial crisis of 2009. This is the first exhaustive study carried out on the determinants of the prices

				of Joan Miró's works. So far, only studies of Pablo Picasso and Andy Warhol have been of conducted. Joan Miró has well-defined artistic periods, which also allows us determining the impact on the price of the works carried out in each period.
<b>Entrepreneurship, family business, and Human Resource Management</b> I	Regional Indigenous Entrepreneurship – An Exploratory Comparison	Wayne Gordon Macpherson, School of Management, Massey Business School, Massey University, New Zealand; Alexei Tretiakov, School of Management, Massey Business School, Massey University, New Zealand; Jason Paul Mika, School of Management, Massey Business School, Massey University, New Zealand; Christian Felzensztein, Massey University, New Zealand	Indigenous entrepreneurship, entrepreneurial activities conducted by indigenous people, promotes economic prosperity in both indigenous communities and the mainstream societies in which they are embedded. However, there is a paucity of comparative studies of indigenous entrepreneurship in the Pacific Rim region, particularly of studies spanning the Western and Eastern hemispheres. We conducted an interview-based study of indigenous Mapuche entrepreneurs in the Araucanía region of Chile and Māori entrepreneurs in the Rotorua region of New Zealand. The study adopted an abductive approach, with the initial conceptual framework modified based on the analysis of empirical data. Mapuche entrepreneurs were found to depend on their indigenous culture and family connections in their enterprises, whereas Māori entrepreneurs ranged from individuals for whom the maintenance of indigenous culture was the principle aim of their operation to individuals who relied very little on their indigenous culture and family ties. Mapuche entrepreneurs should determine if the political and economic contexts in Chile have already shifted to allow them to pursue a broader range of business models and avail themselves of the opportunities as they arise. Māori entrepreneurs should consider sustained competitive advantage that can be gained from indigenous culture and focus more on sustaining it. Policy makers in Chile should ensure that benefits of economic and political development are available to indigenous entrepreneurs as early as practicable. At the same time, policy makers should not assume that successful indigenous entrepreneurship will automatically result in the maintenance of indigenous culture and pursue targeted policies to support it.	
	Entrepreneurs in Dark Ages: Persistence of Females Entrepreneurs in Afghanistan	Asghar Afshar Jahanshahi, CENTRUM Católica Graduate Business School; Stephen X. Zhang, University of Sydney; Hussain Gholami, Herat University, Herat, Afghanistan	In dangerous war-zone environments, which female entrepreneurs survive and persist? We investigated the antecedents of persistence of firms led by female entrepreneurs in a high dangerous business environment (Afghanistan), the first of such effort in Afghanistan. We collected survey data from 162 female entrepreneurs in two different points of time and found that female entrepreneurs with a high level of internal locus of control have higher resilience in a war zone. In addition, under the condition of perceived danger, family –to- business supports plays a crucial role in enhancing the women-led businesses persistence. We contribute to the fast-growing literature of female entrepreneurship by showing how psychological (internal locus of control), social (family–	

				to-business support) and environmental factors (perceived danger) interact together to shape the entrepreneurs' resilience.
		My Leader is Gritty – Me too?	Arménio Rego, ISCTE-IUL, and Católica Porto Business School; Flávia Cavazotte, IAG Escola de Negócios, Pontifícia Universidade Católica do Rio de Janeiro; Miguel Pina e Cunha, Nova School of Business and Economics, Universidade Nova de Lisboa, Portugal; Marcel Meyer, Instituto de Empresa Y Humanismo, Universidad de Navarra, Spain; Luca Giustiniano, LUISS Guido Carli University	Grit has been extoled as being crucial for individual's success. However, empirical research regarding grit at work is scarce. This research (a vignette-based experiment conducted in Portugal and Brazil; a two-wave multi-source field study in Portugal) suggests that grit in employees may be developed by leaders who convey a high level of grit and provide social support to employees. We also suggest that conveyed leader grit and leader self-attributed grit are conceptually different, and that it is the former that matters most for the influence of leaders on employees.