

BALAS 2019 ANNUAL CONFERENCE- PAPER PARALLEL SESSION 5

Friday, April 12, 2019

<p>PAPER PARALLEL SESSION 5 9:00 - 10:30</p>	<p>Accounting, Management Information and Control Systems, and Operations</p>	<p>Post-Earnings Announcement Drift in Latin America</p>	<p>Ervin Black, University of Oklahoma; Gerlando Lima, University of Illinois; Veronica de Fatima Santana, University of Sao Paulo</p>	<p>This research investigates the Post-Earnings Announcement Drift (PEAD) anomaly in the Latin American stock markets. We evaluate the cumulative abnormal returns around the annual reports announcement dates of firms with good news (higher positive earnings surprises) and bad news (higher negative earnings surprises) from Argentina, Brazil, Colombia, Chile, Mexico and Peru from 1998 to 2017. Using both the market model and the constant mean model for estimating abnormal returns and calculating earnings surprises both using analysts' estimates and comparable earnings we were not able to find evidences on the PEAD anomaly in the Latin American countries. We also evaluate each country separately as well as the pre and post IFRS adoption periods. These results contradict the PEAD anomaly literature, which is mainly based on US firms. To investigate whether the difference is due to Latin American firms' inherent characteristics or due to differences in the institutional environment, we compare our results with a sample of matched firms traded in the New York Stock Exchange. For both the full and matched NYSE sample we find the traditional pattern of the PEAD anomaly, leading us to consider that the absence of the anomaly in Latin American markets is due to differences in the institutional environment.</p>
		<p>Analysis of Ethics Training: A Study of the Theory of Planned Behavior</p>	<p>Ervin Black, University of Oklahoma; Greg Burton, Brigham Young University; Joshua Cieslewicz</p>	<p>We obtain data from practicing accountants from around the world. We develop a model illustrating how to improve ethical accounting behavior that incorporates both the Theory of Planned Behavior (TPB) and Moral Disengagement. We find that Moral Disengagement is an antecedent to the TPB predictors of Attitude, Subjective Norms, and Perceived Behavioral Control; and that the TPB predictors mediate the influence Moral Disengagement has on Behavioral Intentions. Thus, reducing Moral Disengagement is critical. Recent Ethical Training interacts with Religiosity and activates it to reduce Moral Disengagement. Professional Ethics Training enhance professionals' self-efficacy that they can behave ethically. Experience, including time as a member in the Association of Chartered Certified Accountants, increases both locus of control and self-efficacy to behave ethically.</p>

Entrepreneurs hip, family business, and Human Resource Management II	<p>Entrepreneurship as therapy for necessity-driven women entrepreneurs. A Case Study of the entrepreneurial and institutional level in Chile</p>	<p>Rocío Ruiz-Martínez, Universitat Rovira i Virgili, Spain; Katherina Kuschel, Universidad Tecnológica Metropolitana, Chile; Inmaculada Pastor, Universitat Rovira i Virgili, Spain</p>	<p>This case study focused on a group of women in vulnerable situations, who attended an entrepreneurship course at PRODEMU foundation (Chile). We found that entrepreneurial activity among these women, in addition to their economic purposes, had a therapeutic aspect with the potential to improve their wellbeing. The study identifies the elements on how can the entrepreneurial activity and the support of an organization, facilitate these women’s “therapy or healing process”. We offer practical implications for entrepreneurship educators, policymakers, mentors, and women in entrepreneurship.</p>
	<p>The Role of Resilience in the Creation of Meaningful Work for Young Brazilian Workers, Victims of Moral Harassment</p>	<p>Alice de Freitas Oleto, São Paulo School of Business Administration/Fundação Getúlio Vargas/Organizational Studies; Diego de Sousa Guerra, São Paulo School of Business Administration/Fundação Getúlio Vargas/Marketing; José Vitor Palhares, CEPEAD/Federal University of Minas Gerais/Organizational Studies; Kelly Cesar Martins de Paiva, CEPEAD/Federal University of Minas Gerais/People Management</p>	<p>This study aimed to analyze the role of resilience in the behavior of young workers who suffered moral harassment, from the perspective of professionals from a vocational training association. The research design took the form of a descriptive case study, consisting of in-depth interviews with 21 professionals. Results from content analysis indicated that young workers tend to build resilience to cope with moral harassment, whether out of necessity or gratitude. Yet, the findings also suggest that these workers are likely to be affected both personally and professionally by this kind of aggression.</p>
	<p>Family business growth study with life history methodology: Cremoladas Angélica case</p>	<p>Marta Lucia Tostes, Pontificia Universidad Católica del Perú, Department of Management Sciences; Briguette Yosselin Sandoval, PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ; Enrique Victor Macedo, PUCP; Andrea Patricia Melgar, PUCP</p>	<p>This work seeks to characterize family business growth stages to understand facilitators and barriers, using a Peruvian case study of the gastronomic sector. It explains how this type of organization’s capacities, added to external conditions and to abilities and decisions of the entrepreneur manager allow a favorable situation for the company. Life histories methodology is used to characterize each stage "Cremoladas Angélica" has passed. As results, the facilitating position of the Peruvian Gastronomy Association (APEGA by its Spanish acronym) stands out for its market positioning role. Also new professionalization requirements due to family generational change and production scaling from artisan to industrial scope are relevant to strengthen sustainable business progress.</p>

Strategies for Global Competitiveness	Propaís: striving for the Future of Micro-Franchising in Colombia	Nunzia Auletta, IESA; Omar Fernando Cifuentes, Universidad de los Andes, School of Management; Nathalia Franco, Universidad de los Andes, School of Management; María Helena Jaén, Universidad de Los Andes School of Management	Propaís was a Colombian non-profit organization founded in 1994 by the public and private sector. By October 2018, Castrillón, general manager of Propaís, was concerned about the future of the micro-franchising project (MFP). The MFP was core to Propaís mission and it promoted the creation of 70 new enterprises, which generated 350 direct jobs and produced over US\$ 1 million in annual sales. IDB-MIF had announced its decision to retire its financial support as of May 2019, generating great uncertainty regarding the feasibility of the project. The path was uncertain, and the alternatives did not seem to offer clear solutions.
	The Botero Museum and Bogotá: Branding History and Place.	Kenneth R Deans, La Rochelle Business School, Pôle de Marketing.; Bradley James Wilson, Universidad de Los Andes; Jaime Ruiz, Universidad de Los Andes, Facultad de Administración; Charles Ray Taylor, Villanova University. School of Business.	Place branding is an increasingly important driver of local, regional and national positioning and economic prosperity. Key to the success of place branding is a strong, identifiable, recognisable and sustainable focal point of interest or experiential value add. The current study reports on the Botero Museum in Bogota Colombia that is dedicated to the country's most famous and internationally successful artist. We report on a series of qualitative interviews that explored tourists' perceptions of Colombia in general and Bogota in particular as a result of their museum experience. Results showed a positive change of country and city perception.
	Innovation, business innovation, and commercialization in Latin America: A literature review based on bibliometric analysis	Jose Humberto Ablanedo Rosas, University of Texas at El Paso; Michael S. Garcia, University Of Texas at El Paso	This article presents a bibliometric analysis of research productivity in innovation, business innovation, and commercialization in Latin America. The analysis is performed by searching for bibliographic material in the Web of Science database from 1974 to 2018. The results are heterogeneous and support the development of a strong collaborative social network among authors, institutions, and funding agencies. The article develops a social network mapping of keywords leading to the most influential fields of research, and classifies them into four dominant clusters. A social network visualization of temporal concept progression shows the succession and evolution of topics for the 2011-2014 period.