

**Developing Human Capital in Latin America: Economic
Growth, Productivity, and Global Competitiveness in Times
of Artificial Intelligence**

November 5 – 7, 2024

Universidad Anáhuac Puebla, Puebla, México

Conference Chair

Dr. Luis Camacho, Empire State University, USA

Academic Chair

Dr. Patricio Ramírez-Correa, Universidad Católica del Norte, Chile

Conference Co-Chair

Dr. Cristian Salazar-Concha, Universidad Austral de Chile, Chile

Conference Co-Chair

Dr. Meena Rambocas, The University of West Indies, Trinidad and
Tobago

Communications Chair

Prof. Elsa Moquete, Universidad APEC, Dominican Republic

Bienvenidos / Welcome / Bem-vindo!



Estimados investigadores, les damos la bienvenida a nuestra casa, la Universidad Anáhuac Puebla, para celebrar la Conferencia Anual de ALBUS, la Academia Latinoamericana de estudios de negocios y sostenibilidad, en este 2024. Este encuentro, es un referente en el ámbito de la investigación en negocios y sostenibilidad. Su presencia aquí enriquece nuestra comunidad académica y nos impulsa a seguir trabajando en pro del desarrollo de América Latina. Nuestra universidad, fiel a sus valores de formación integral y compromiso social, se enorgullece de recibirlos y de ser parte de esta iniciativa. Estamos seguros de que este congreso será de muchos aprendizajes para todos, además de que será una gran oportunidad para consolidar proyectos de colaboración entre pares. Y deseamos que se sientan como en casa, atendidos con la calidez que nos caracteriza como mexicanos y poblanos, pero también como miembros de la Red de Universidades Anáhuac. Les deseo un congreso fructífero, que todos aquellos resultados que se obtengan beneficien en primer plano a los estudiantes que estamos llamados a formar y por ende a cada una de nuestras comunidades y a la sociedad en general. Estoy seguro de que será un encuentro lleno de enriquecedoras experiencias. ¡Sean todos bienvenidos!

Mtro. José G. Mata Temoltzin
Rector Universidad Anáhuac Puebla



Welcome to our 2024 Academy of Latin American Business and Sustainability Conference, hosted at the esteemed Universidad Anáhuac Puebla in Puebla, Mexico. We will explore the critical theme of *Developing Human Capital in Latin America: Economic Growth, Productivity, and Global Competitiveness in Times of Artificial Intelligence*. As AI and advanced technologies reshape the global economy, the need to invest in and nurture human capital has never been more urgent. The conference features an impressive array of presentations, talks, and workshops, including three keynote speakers, two panels, and 68 academic presentations supported by papers, work in progress, and abstracts throughout all eight tracks that underpin the conference framework. This year's event brings together experts, industry leaders, and policymakers to discuss how Latin America can harness the power of AI to boost productivity, drive sustainable economic growth, and strengthen its global competitiveness. Throughout the conference, we will explore innovative strategies to align workforce skills with technological advancements, bridge gaps in education and infrastructure, and ensure inclusive growth that benefits all sectors of society. We invite you to engage, collaborate, and contribute to this vital conversation on our region's future of human capital. Thank you for joining us at this pivotal moment in shaping Latin America's path forward!

Dr. Luis J. Camacho
Conference Chair



Welcome to the ALBUS 2024 conference in Puebla, Mexico. This year, we gather during rapid change driven by machine learning and artificial intelligence (ML&AI) advances. These developments have significantly transformed the business landscape and highlighted our limited understanding of technology management. In the past year, we have seen the rise of productivity applications using large language models. These innovations have improved individual efficiency and altered organizational processes. Also, recent Nobel Prizes awarded in physics and chemistry show the global influence of ML&AI. The speed of these changes raises essential questions about their societal impact. As we discuss these topics, we must consider how to adapt our regulations and ethical standards to keep up with technological progress. ALBUS 2024 is a platform for sharing ideas and collaborating. Thank you for being here. Let's embrace the opportunities and challenges and work towards an innovative and inclusive future.

Dr. Patricio Ramírez-Correa
Academic Chair



Estimados colegas, es un gran honor invitarles a participar de ALBUS Conference 2024, organizada por la Academy of Latin American Business and Sustainability Studies (ALBUS), en la hermosa ciudad de Puebla, México. Del 5 al 7 de noviembre, nos reuniremos en la Universidad Anáhuac para compartir conocimientos, experiencias y avances en el campo de los estudios empresariales y la sostenibilidad. Este año, contamos con la presencia de distinguidos académicos de reconocidas universidades de Estados Unidos, España, Latinoamérica y el Caribe, quienes nos brindarán sus valiosas perspectivas tanto de manera presencial como virtual. Este congreso representa una oportunidad única para profundizar en los retos y oportunidades que enfrenta la región, así como para explorar soluciones innovadoras y sostenibles en el ámbito empresarial. Como miembro de ALBUS, les invito a participar activamente en las sesiones y a aprovechar este espacio para establecer redes de colaboración con colegas de diferentes partes del mundo. Juntos, continuaremos construyendo un futuro más sostenible y próspero para América Latina y el mundo.

Dr. Cristian Salazar-Concha
Co-Chair



On behalf of The Academy of Latin American Business and Sustainable Studies (ALBUS) 's organizing committee, I welcome you to the ALBUS 2024 Annual Conference. This year, we are delighted to offer diverse and innovative perspectives on the theme "Developing Human Capital in Latin America: Economic Growth, Productivity, and Global Competitiveness in Times of Artificial Intelligence." The conference has an impressive lineup of well-known and highly respected keynote speakers and presenters who will share cutting-edge research and thoughtful insights on unique issues that affect our region and the wider global environment. The ALBUS community is deeply committed to propelling meaningful and impactful transformation of the Caribbean and Latin American region through our research initiatives. Our conference encourages deep collaboration and networking opportunities among all attendees. Our conversations will inspire you to engage in meaningful discussion and share innovative solutions to our common problems. Thank you for attending, and we look forward to productive and engaging sessions.

Dr. Meena Rambocas
Co-Chair



La Conferencia Internacional ALBUS 2024 es el espacio académico por excelencia en que expertos internacionales analizan los avances de la ciencia en el ámbito económico y empresarial. De igual modo, es un escenario útil para repensar las vías convenientes para el fortalecimiento de aspectos como: innovación, transformación digital, emprendimiento, ética y sostenibilidad en el mundo de los negocios. ALBUS es un encuentro ineludible, que permite la discusión profunda sobre las tendencias educativas y profesionales que caracterizan el mundo laboral del siglo XXI, y establece entornos para gestionar conocimiento, hacer networking, generar sinergias y ampliar las redes de colaboración y de cooperación internacional. Por tales razones, este destacado evento académico multidisciplinar se ha convertido en un aliado estratégico para los actores académicos, quienes tienen el compromiso de renovar, de manera permanente, su práctica investigativa, formativa y de vinculación con el propósito de ser pertinentes en el desempeño de sus funciones. Durante el desarrollo de las actividades presenciales y virtuales, cada participante adquirirá experiencias significativas y beneficiosas que enriquecerán su trayectoria profesional y personal. Les esperamos en ALBUS, la plataforma de investigación de Latinoamérica.

Prof. Elsa Moquete
Communications chair

Conference Committees

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Track Chairs

Governments, Institutions, Education and Corporate Sustainability: Strategies for a Changing Landscape

Track Chair: Dr. Luis Baquero, Pontifical Catholic University of Puerto Rico, Puerto Rico

Discussion Chair: Dr. Fernando Vera Sánchez, Universidad Anáhuac Puebla, México

Digital Transformation

Track Chairs: Dr. Ari Melo Mariano, Universidade de Brasília, Brasil

Prof. Agustín Garibay Grepe, Universidad Anáhuac Puebla, México

Marketing, challenges, and business performance

Track Chair: Dr. Meena Rambocas, The University of West Indies, Trinidad and Tobago

Discussion Chair: Dr. Jorge Martín Díez Zamora, Universidad Anáhuac, México

Human Capital, Culture, Ethics, Leadership, and Sustainability: Driving Change in Organizations

Track Chair: Dr. Jaime Porras, Universidad Libre, Colombia

Discussion Chair: Prof. Ángel Díaz, Universidad de Oriente, El Salvador

Developing Sustainable Innovation and Entrepreneurship

Track Chair: Dr. Patricia Larios, Universidad del Pacífico, Perú

Discussion Chair: Dr. Jorge Toribio, Universidad Católica del Cibao, Dominican Republic

Decision Science, Machine Learning and AI in Decision Making

Track Chairs: Elizabeth Cortéz-Pérez, Universidad de Puerto Rico en Arecibo, Puerto Rico

Discussion Chair: Dr. José Carrillo Piña, Universidad Anáhuac Puebla, México

Accounting, Economics, and Finance

Track Chairs: Dr. Jonathan Hermosilla, Universidad Central de Chile, Chile

Discussion Chair: Dr. Manuel Tregear, Universidad Anáhuac Puebla, México

Information Systems and Knowledge Management in Organizations

Track Chair: Dr. Cristian Salazar-Concha, Universidad Austral de Chile, Chile

Discussion Chair: Dr. Jessica Müller Pérez, Universidad UPAEP, México

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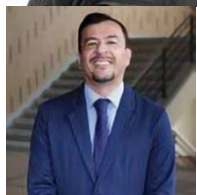
Caribbean

Dr. Moisés Banks, Universidad APEC, Dominican Republic



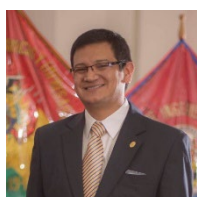
South America, Portuguese

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Southern South America

Dr. Erick Mita, Universidad Mayor Real y Pontificia de San Francisco Xavier de Chiquisaca, Bolivia



Colombia Chair

Dr. Jaime Porras, Universidad Libre, Colombia

Keynote Speakers



Dr. Julie Gedro
SUNY Empire State
University, USA

Topic: Identity, meaning, and subjectivity in career development evolving perspectives in human resources

Dr. Gedro will explore the growing importance of personal identity, meaning, and subjectivity in career development and how human resource professionals can adapt to these shifts in the modern workplace. To enhance engagement, retention, and overall well-being, HR professionals must implement more personalized, inclusive strategies aligning professional growth with the individual's evolving identity and purpose. This keynote will provide insights into how HR can support diverse career paths by understanding the whole person, ultimately fostering a more motivated, fulfilled, and productive workforce. Attendees will gain practical knowledge on creating HR frameworks that empower employees to thrive in ways that resonate with their personal and professional goals.



Dr. Jorge Martín Díez Zamora
Universidad Anáhuac Puebla,
México

Topic: Charting paths for Latin American students and faculty excellence: Navigating global cultural diversity and sustainable professional development

This keynote will be based on integrating neuroscience with qualitative research to offer a more comprehensive understanding of consumer purchase decisions. Researchers can uncover more profound layers of consumer motivation, emotion, and bias that influence decision-making by combining these insights with qualitative methods such as interviews and focus groups. This dual approach validates qualitative findings through objective neuroscience data, providing a richer, more accurate picture of why consumers choose certain products or brands. The keynote will highlight how these methods can enhance marketing strategies, improve product design, and predict consumer behavior more effectively. Attendees will better understand how neuroscience can be applied to validate and complement traditional research techniques, offering a holistic view of consumer decision-making in today's complex, fast-evolving market.



Dr. Cristian Salazar-Concha
Universidad Austral de Chile,
Chile

Topic: Human Capital in Latin America: Teleworking as an instrument of efficiency and prosperity

This keynote will explore the role of teleworking as a powerful instrument for enhancing human capital efficiency and driving prosperity in Latin America. As the region faces rapid technological change and evolving labor market demands, teleworking has emerged as a critical strategy to increase productivity, reduce operational costs, and expand access to diverse talent pools. By embracing remote work, businesses can tap into a broader range of skilled workers, including those in underserved or geographically distant areas, fostering greater inclusivity and economic opportunity. Teleworking also allows employees to achieve better work-life balance, increasing job satisfaction, retention, and overall well-being. However, the shift to remote work presents challenges, including infrastructure limitations and the need for practical digital tools and policies. This keynote will examine how organizations and governments in Latin America can leverage teleworking to build more resilient, efficient, and prosperous economies while addressing these challenges to ensure equitable access and sustainable growth.

Sponsors



Doctoral Student and Faculty Workshop



Module 1: Qualitative research in scientific research

Qualitative research for doctoral students plays a crucial role in training them, especially in the human and social sciences and business, when human behavior is being analyzed. In this workshop, we will provide a conceptual and practical understanding of qualitative methods applied in research, as well as develop the skills necessary to design, execute, and analyze qualitative studies, which are essential for doctoral research in various disciplines. Likewise, this workshop will introduce participants to the formulation of research questions, appropriate data collection and analysis methods, ethical considerations, and use of software, and foster the ability to critically evaluate qualitative research and apply these methods in their research projects.

Instructor: Prof. Agustín Gabaray, Universidad Anáhuac Puebla, México



Module 2: Bibliometric analyses in academic research

This workshop provides participants with comprehensive insights into bibliometrics, focusing on understanding research fields, identifying literature gaps, and assessing research impact. The topics that will be covered include the basics of bibliometrics, including citation analysis and its application in research impact assessment and bibliometric studies, the essential techniques for gathering a dataset for bibliometric analysis, offering hands-on experience in collecting, analyzing, and interpreting bibliometric data, introduce participants to software like R for conducting bibliometric analysis, visualizing scholarly networks, and understanding the literature in any field through state-of-the-art tool.

Instructor: Dr. Cristian Salazar-Concha, Universidad Austral de Chile, Chile



Module 3: Quantitative methods in scientific research

This workshop is dedicated to exploring segmentation using Partial Least Squares Structural Equation Modeling (PLS-SEM), a pivotal aspect of contemporary quantitative research methodologies in business. It delves into the practical applications of segmentation techniques within the framework of PLS-SEM. Participants will gain comprehensive insights into effectively integrating segmentation strategies into PLS-SEM analyses, thereby enhancing the interpretation and generation of insights. The workshop emphasizes the exploration of synergies between segmentation methodologies of PLS-SEM and data science techniques, such as decision tree models. Additionally, this workshop segment will provide a simplified overview of this emerging field, specifically focusing on its application in doctoral studies.

Instructor: Dr. Patricio Ramírez-Correa, Universidad Catolica del Norte, Chile

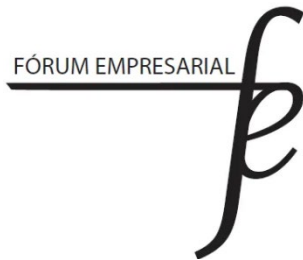


Module 4: Techniques for successfully submitting scholarly papers to high-impact journals: The editor's view

Academic publishing is crucial for researchers and scholars as it disseminates new knowledge, contributes to career progression, and enhances the visibility and impact of research findings. It also establishes a researcher's credibility, making them more competitive for academic positions and funding opportunities. Therefore, it is essential to manage techniques that allow editors and peer reviewers to consider interesting manuscripts that have been submitted. In this module, those techniques will be explained to improve acceptability in international academic journals.

Instructor: Dr. Camille Villafañe, Universidad de Puerto Rico, Puerto Rico

In Association with



Driving Sustainable Business Development in Latin America: Innovative Strategies for a Changing World

Tuesday, November 5, 2024

Doctoral Student and Faculty Workshop

Room: Aula P. Gregorio López Zárraga

14:00 – 15:00

Module 1: Qualitative research in scientific research.

Instructor: Prof. Agustín Garabay, Universidad Anáhuac Puebla, México

15:00 – 16:00

Module 2: Bibliometric analyses in academic research

Instructor: Dr. Cristian Salazar-Concha, Chile

16:00 – 17:00

Module 3: Quantitative methods in scientific research

Instructor: Dr. Patricio Ramírez-Correa, Universidad Católica del Norte, Chile

17:00 – 17:30

**Module 4: Techniques for successfully submitting scholarly papers to high-impact journals:
The editor's view**

Instructor: Dr. Camille Villafañe-Rodríguez, Universidad de Puerto Rico/Editor in Chief Forum
Empresarial

Opening and Welcome Ceremony

Room: Aula Magna B

18:00 – 18:10 Welcome by Mtro. José G. Mata Temoltzin, Provost, Universidad Anáhuac
Puebla, México

18:10 – 18:20 Welcome by Dr. Luis J. Camacho, Conference Chair

18:20 – 18:25 Welcome by Hon. Julio César George Encarnación, Ambassador of the
Dominican Republic in the Republic of El Salvador

18:25 – 18:30 Welcome by Dr. Patricio Ramírez-Correa, Academic Chair

18:30 – 18:35 Welcome by Dr. Cristian Salazar-Concha, Conference Co-Chair

Plenary Keynote

18:35 – 18:40 Introduction, Dr. Luis J. Camacho, SUNY Empire State University, USA

18:40 – 19:40 “Identity, meaning, and subjectivity in career development evolving perspectives
in human resources”.

Dr. Julie Gedro, SUNY Empire State University, USA

Wednesday, November 6, 2024

8:30 – 12:00 Registration

Session 1 Plenary Keynote

Room: Aula P. Gregorio López Zárraga

9:00 – 9:05 Welcome by Mtro. Ricardo López Fabre, Director of the School of Economics and Business, Universidad Anáhuac Puebla, México

9:05 – 10:00 **Introduction: Dr. Patricio Ramirez-Correa, Academic Chair, Universidad Católica del Norte, Chile**

Consumer neuroscience validation from qualitative paradigm: Approaches to understand purchase decisions.

Dr. Jorge Martín Díez Zamora, Universidad Anáhuac Puebla, México

10:00 – 10:30 Coffee break

10:30 – 12:00

Session 2 Concurrent presentations

Room A: Aula P. Gregorio López Zárraga

Track: Governments, Institutions, Education and Corporate Sustainability: Strategies for a Changing Landscape

Panel: Tendencias de la educación superior en Latinoamérica: El impacto de la inteligencia artificial y sus consecuencias

Pedro Arieta Vega, Rector, Universidad de Oriente, El Salvador

Carlos Andújar, Ex Rector, Universidad de Puerto Rico en Arecibo, Puerto Rico

Luis J. Camacho, SUNY Empire State University, USA (moderator)

Ever Martínez, Universidad de Oriente, El Salvador (moderator)

Longitudinal study of Puerto Rico's export and import activities under NAFTA (USMCA), CAFTA-DR, CARICOM, MERCOSUR, and the Andean Pact From 2003 To 2023.

Ronald Hernández-Maldonado, Statistics Institute of Puerto Rico

Luis M. Baquero-Rosas, Pontifical Catholic University of Puerto Rico, Puerto Rico

Driving Sustainable Development in The Philippines: Assessing the initiatives of publicly listed companies for affordable and clean energy, decent work and economic growth, and sustainable cities and communities

Josefina L. Jarabo, San Beda University, Philippines

El efecto de la incidencia de la competitividad de las empresas en el progreso social, el caso de México.

Fernando Vera Sánchez, Universidad Anáhuac, México

Javier Gómez Escudero, Universidad Iberoamericana Puebla, México

Track Chair: Dr. Luis Baquero, Pontifical Catholic University of Puerto Rico, Puerto Rico

Discussion Chair: Dr. Fernando Vera Sánchez, Universidad Anáhuac Puebla, México

Room B: Aula Juan de Palafox y Mendoza

Track: **Human Capital, Culture, Ethics, Leadership, and Sustainability: Driving Change in Organizations**

Fostering energy savings in the workplace: Organizational culture on organizational citizenship behavior and the mediation effects of environmental knowledge and attitude

Michael Pasco, San Beda University, Philippines

Impacto del liderazgo autocrático en la eficiencia organizacional

Rubén D. Hernández, Universidad Militar de Nueva Granada, Colombia

Juan C. Morales-Piñeiro, Universidad Militar de Nueva Granada, Colombia

Un líder Transformador

Victor Familia, Universidad del Caribe, Dominican Republic

¿Por qué en la actualidad, es más importante el tiempo que el dinero?

Marisol Acevedo Reyes, Universidad Pedro Henríquez Ureña, Dominican Republic

Sistema legal de protección del medio ambiente y su impacto en el desarrollo sostenible

Obed N. Castro, Universidad de Oriente, El Salvador

The role of institutional capacity in developing teleconsultation: Identifying dimensions and indicators (case study: health services in the Coquimbo region, Chile)

Hossein Komasi, Universidad Católica del Norte, Chile

Track Chair: Dr. Jaime Porras, Universidad Libre, Colombia

Discussion Chair: Prof. Ángel Díaz, Universidad de Oriente, El Salvador

12:00 – 13:30 Lunch

13:30 – 15:00

Session 3 Concurrent presentations

Room A: Aula P. Gregorio López Zárrega

Track: **Marketing, challenges, and business performance**

The effects of xenocentrism and ethnocentrism on travelers' purchase intentions in South Africa: Consumer behavior post-pandemic

Alpheaus AM Litheko, North West University, South Africa

Emprendimientos urbanos y herramientas digitales: Un análisis antropológico

David Leandro Álvarez Sánchez, Universidad de Oriente, El Salvador

A conceptual study on the predictors of purchase intention of imported wine brands among millennials in an emerging market.

Thubelihle TN Ndlela, North West University, South Africa

Gift Ndlovu, North West University, South Africa

The impact of nutritional labels on consumer purchase intentions: The roles of ethnocentrism and xenocentrism and age as control variable

Edward Felipe Saviñon Ramos, Universidad APEC, Dominican Republic

Moisés Banks, Universidad APEC, Dominican Republic

María Montás, Universidad APEC, Dominican Republic

Daniel Herrera, Instituto Tecnológico de Monterrey, México

The effect of flower of service concept on customer satisfaction: A case study of cabin crew training center in The Philippines

Mark Ian C. Abrias, San Beda University, Philippines

Profesionales de la administración del marketing: Responsabilidades y habilidades actuales y futuras

Frank Lozada Contreras, Universidad de Puerto Rico, Puerto Rico

Edgar Soto, Universidad de Puerto Rico, Puerto Rico

Track Chair: Dr. Meena Rambocas, The University of West Indies, Trinidad and Tobago

Discussion Chair: Dr. Jorge Martín Díez Zamora, Universidad Anáhuac Puebla, México

Room B: Aula Juan de Palafox y Mendoza

Track: Governments, Institutions, Education and Corporate Sustainability: Strategies for a Changing Landscape

Hacia una comprensión integral de la logística inversa de neumáticos: El rol clave de la hologerencia.

Leonel G. Briceño, Fundación Universitaria Compensar, Colombia

A payment culture framework for municipal services: A case of North-West province

Prince Chukwuneme Enwereji, North West University, South Africa

Políticas migratorias estadounidenses y la migración salvadoreña hacia los Estados Unidos

Armando Briñis, Universidad Luterana Salvadoreña, El Salvador

The role of trust in economic development – a literature review

Elba Lucía Filgueira-Muñoz, Universidad Austral de Chile, Chile

Antonio García-Sánchez, Universidad de Sevilla, España

Juan Carlos Morán-Alvarez, Universidad de Sevilla, España

Análisis de la estructura y eficiencia de ONGs ambientalistas en la región oriental

Ángel O. Díaz, Universidad de Oriente, El Salvador

Enhancing learning competencies through STEAM activities in international business major education

José A. Gil Sánchez, Universidad APEC, Dominican Republic

Track Chair: Dr. Luis Baquero, Pontifical Catholic University of Puerto Rico, Puerto Rico

Discussion Chair: Dr. Fernando Vera Sánchez, Universidad Anáhuac Puebla, México

15:00 – 15:30 Coffee break

15:30 – 17:30

Session 4 Concurrent presentations

Room A: Aula P. Gregorio López Zárrega

Track: Digital Transformation

Integrating new media to non-commercial media businesses from a project management perspective in Hispanic markets

Jonathan Rosado, Universidad de Puerto Rico, Puerto Rico

Menos inseguridad y más optimismo: Explicando la aceptación de la teleconsulta médica en adultos mayores

Patricio Ramírez-Correa, Universidad Católica del Norte, Chile

Muriel Ramírez-Santana, Universidad Católica del Norte, Chile

Cristian Salazar-Concha, Universidad Austral de Chile, Chile

Elizabeth Grandón, Universidad del Bio-Bio

Exploring factors affecting technological acceptance among healthcare professionals: A systematic review

Satesh Sookhai, The University of the West Indies, Trinidad and Tobago

Melissa M. Steele, The University of the West Indies, Trinidad and Tobago

Jordane L.A. Pereira, Hugh Wooding Law School, Trinidad and Tobago

Rhondell Dipnarine, The University of the West Indies, Trinidad and Tobago

Gabrielle D. Simbhoo, The University of the West Indies, Trinidad and Tobago

Grado y profundidad en el uso de herramientas ofimáticas y de inteligencia artificial en PYMES y MIPYMES de la región de Los Ríos, Chile

Fernando FDLC De la Costa, Universidad Austral de Chile, Chile

Marcela Coloma, Universidad Austral de Chile, Chile

Gianfranco Cavallieri, Universidad Austral de Chile, Chile

Guillermo Salamanca, Universidad Austral de Chile, Chile

The impact of self-efficacy and training and support on perceived ease of use on enrollment management system adoption: A technological acceptance model-based analysis

Josefina L. Jarabo, San Beda University, Philippines

Perception of quality in blended learning modality or b-learning: A reflection on the present day of the Dominican higher education system.

Salvador F. Pancorbo, Universidad APEC, Dominican Republic

Cerrando la brecha de género en tecnología: Desafíos en la inteligencia artificial y la representación femenina

Rosaliz Santiago, NUC University, Puerto Rico

Track Chairs: Dr. Ari Melo Mariano, Universidade de Brasília, Brasil

Discussion Chair: Prof. Agustín Garibay Grepe, Universidad Anáhuac Puebla, México

Room B: Aula Juan de Palafox y Mendoza

Track: Accounting, Economics and Finance

Analysis of the performance of Puerto Rico's banks using CAMEL approach

Elizabeth Cortés-Pérez, Universidad de Puerto Rico en Arecibo, Puerto Rico

Capacitación laboral en empresas chilenas y su relación con indicadores de empleo

Yarisel Bueno, Universidad el Bio-Bio, Chile

Manuel Enrique Villalba Puerta, Universidad el Bio-Bio, Chile

Marjorie Mrs. Baquedano, Universidad el Bio-Bio, Chile

Experiencias de gestión empresarial aplicando economía circular

José Rigoberto Vaquerano, Universidad de Oriente, El Salvador

La influencia de la responsabilidad social en la construcción de la imagen corporativa y el fomento del consumo responsable

Jessica Müller Pérez, Universidad UPAEP, México

Montserrat Sánchez Espinosa, Universidad UPAEP, México

Tree nuts demand analysis using the la-aids model: A case of the Indian economy paradox

David Forgenie, The University of the West Indies, Trinidad and Tobago

Karambir Dhayal, Birla Institute of Technology & Science, India

Satesh Sookhai, The University of the West Indies, Trinidad and Tobago

Nikmatul Khoiriyah, University of Islam Malang, Indonesia

Celine S. Suchit, The University of the West Indies, Trinidad and Tobago

Gabrielle D. Simbhoo, The University of the West Indies, Trinidad and Tobago

Wendy-ann Isaac, The University of the West Indies, Trinidad and Tobago

Modelo teórico para evaluar el impacto de la violencia del crimen organizado en el crecimiento económico en México

Felipe Machorro, Universidad UPAEP, México

Investment levels as a critical variable for Mexican SMEs, some policy proposals, 2003-2020

Manuel Tregear, Universidad Anáhuac Puebla, México

Estudio exploratorio de la contabilidad en tiempos de covid-19: Estrategias y prácticas para administrar los procesos contables en Puerto Rico

Nermalis L. Ramos Toro, Pontifical Catholic University of Puerto Rico, Puerto Rico

Luis M. Baquero-Rosas, Pontifical Catholic University of Puerto Rico, Puerto Rico

Track Chairs: Dr. Jonathan Hermosilla, Universidad Central de Chile, Chile

Discussion Chair: Dr. Manuel Tregear, Universidad Anáhuac Puebla, México

Special Activity

17:30 – 18:00

Room A: Aula P. Gregorio López Zárraga

Official Signing of the Partnership Agreement between NUC University of Puerto Rico and the Latin American Academy of Business and Sustainability (ALBUS)

Thursday, November 7, 2024

8:30 – 10:30 Registration

Session 5 Plenary Keynote

Room A: Aula P. Gregorio López Zárrega

9:00 – 9:05 Welcome by Mtro. Agustín Garibay Grepe, Coordinator of the Bachelor of Strategic Marketing, Universidad Anáhuac Puebla, México

9:05 – 10:00

Introduction: Dr. Fernando Vera Sánchez, Universidad Anáhuac Puebla, México

Human Capital in Latin America: Teleworking as an instrument of efficiency and prosperity.

Dr. Cristian Salazar-Concha, Universidad Austral de Chile, Chile

10:00 – 10:30 Coffee break

10:30 – 12:00

Session 6 Concurrent presentations

Room A: Aula P. Gregorio López Zárrega

Track: Marketing, challenges, and business performance / Decision Science, Machine Learning and AI in Decision Making

Navigating international marketing in a rapidly changing global landscape: Strategies, challenges, and opportunities

Marius Potgieter, North West University, South Africa

Natasha de Klerck, North West University, South Africa

Julio César George Encarnación, Ambassador of Dominican Republic in El Salvador

José A. López Martínez, NUC University, Puerto Rico

The content effectiveness of user-generated content to the purchasing decision of consumers

Rod Martin de Vera, San Beda University, Philippines

Internet trustfulness and country of origin on consumer's planned behavior: Their influences on online purchase intention

Rosilda Miranda, Universidad APEC, Dominican Republic

José A. Gil Sánchez, Universidad APEC, Dominican Republic

Assessing Agricultural Efficiency with Grey Slacks-Based Measure: A Case Study in Chile

Fernando F. Montenegro, Universidad Católica del Norte, Chile

Impact of artificial intelligence on digital marketing: A bibliometric analysis

Kilian Ivelic, Universidad Austral de Chile, Chile

Cristóbal Alcaíno, Universidad Austral de Chile, Chile

Track Chairs: Elizabeth Cortéz-Pérez, Universidad de Puerto Rico en Arecibo, Puerto Rico

Discussion Chair: Dr. José Carrillo Piña, Universidad Anáhuac Puebla, México

Room B: Aula Juan de Palafox y Mendoza

Track: Developing Sustainable Innovation and Entrepreneurship

Entrepreneurial ecosystems in the age of AI: A bridge for emerging entrepreneurs from Latin America

DeJuan J. Reed, Florida International University, USA

Elaboración de bloques y concreto no estructural a partir de reciclaje de colillas de cigarrillos

Hernán J. Hernández Durán, Universidad de Oriente, El Salvador

The impact of reward frequency on employee motivation: a comparison of cash vs. tangible rewards

Satesh Sookhai, The University of West Indies, Trinidad and Tobago

Relationship between entrepreneurial orientation and sustainability orientation

Alex Andrés Jiménez-Díaz, Universidad EAFIT, Colombia

The influence of internal marketing variables on employees' organisational commitment towards retailing SMEs: Implications for competitiveness

Clay Basera, North West University, South Africa

Marius Potgieter, North West University, South Africa

Track Chair: Dr. Patricia Larios, Universidad del Pacífico, Perú

Discussion Chair: Dr. Jorge Toribio, Universidad Católica del Cibao, Dominican Republic

12:00 – 13:30 Lunch

13:30 – 15:00

Session 7 Concurrent presentations

Room A: Aula P. Gregorio López Zárraga

**Track: Governments, Institutions, Education and Corporate Sustainability:
Strategies for a Changing Landscape**

El chusqueacrete y la construcción: Incidencia en las empresas constructoras.

Marcos Neculmán, Universidad Austral de Chile, Chile

Konstantin Verichev, Universidad Austral de Chile, Chile

Nadia Cárdenas, Universidad Austral de Chile, Chile

Applying the theory of planned behavior to workplace energy savings: The mediating effects of descriptive norms, environmental knowledge, and concern

Moisés Banks, Universidad APEC, Dominican Republic

Emely Concepción, Universidad APEC, Dominican Republic

Impacto de la colaboración internacional en el desempeño científico de Chile: un análisis comparativo por regiones globales

Guillermo Honores, Universidad Católica del Norte, Chile

International business and sustainability: A mapping review

Alex Andrés Jiménez-Díaz, Universidad del Sinu, Colombia

Delia Echeverri-Vertel, Universidad del Sinu, Colombia

Dinámicas de desarrollo territorial en áreas naturales protegidas: Un enfoque multidimensional.

Marelyn Stephania Pérez, Universidad Evangélica del Salvador, El Salvador

José Miguel Martínez, Universidad Evangélica del Salvador, El Salvador

Felipe Alfredo Molina, Universidad Evangélica del Salvador, El Salvador

Track Chair: Dr. Luis Baquero, Pontifical Catholic University of Puerto Rico, Puerto Rico

Discussion Chair: Dr. Fernando Vera Sánchez, Universidad Anáhuac Puebla, México

Room B: Aula Juan de Palafox y Mendoza

Track: **Human Capital, Culture, Ethics, Leadership, and Sustainability: Driving Change in Organizations**

An investigation into the relationship between workplace engagement, employee turnover intentions, and job satisfaction: The moderating role of psychological capital

Shania A. Sookhai, The University of the West Indies, Trinidad and Tobago

Satesh Sookhai, The University of the West Indies, Trinidad and Tobago

Sendero de la fé, atractivo turístico y desarrollo sostenible

Jorge Toribio, Universidad Católica del Cibao, Dominican Republic

The tourism experiences of people with disabilities: An overview of accessible tourism in Puerto Rico

Frances L. Santiago, Pontifical Catholic University of Puerto Rico, Puerto Rico

Exploring breastfeeding experiences of working mothers across different employment levels in the banking sector

Lisa A. Hosein, The University of the West Indies, Trinidad and Tobago

El teletrabajo inducido causado por eventos disruptivos y el impacto del efecto moderador de los factores de la empresa

Guisell Larregui, NUC University, Puerto Rico

Track Chair: Dr. Jaime Porras, Universidad Libre, Colombia

Discussion Chair: Prof. Ángel Díaz, Universidad de Oriente, El Salvador

15:00 – 15:30 Coffee break

15:30 – 17:30

Session 8 Concurrent presentations

Room A: Aula P. Gregorio López Zárraga

**Track: Governments, Institutions, Education and Corporate Sustainability:
Strategies for a Changing Landscape**

Caracterización de población salvadoreña ocupada. Contexto del mercado laboral para la incorporación de la IA.

Elia E. Pineda, Universidad Evangélica del Salvador, El Salvador

Clases consultoría: Un modelo didáctico áulico

Josué E. Sorto, Universidad de Oriente, El Salvador

La resistencia al cambio y el impacto en la gestión del cambio: Un modelo de gestión del cambio para el poder judicial del Perú

Alfonso Samaniego, Universidad Mayor de San Marcos, Perú

La evaluación educadora áulica en la educación superior

Raúl F. Díaz, Universidad de Oriente, El Salvador

Percepciones de las agencias de publicidad respecto a los factores determinantes al seleccionar un MBA: El caso de Puerto Rico

Daliana Rivera-Rivera, NUC University, Puerto Rico

Luis M. Baquero, Pontifical Catholic University of Puerto Rico, Puerto Rico

Factores predisponentes a las patologías crónicas no transmisibles en adolescentes

Roxana Argueta de Gutiérrez, Universidad de Oriente, El Salvador

Track Chair: Dr. Luis Baquero, Pontifical Catholic University of Puerto Rico, Puerto Rico

Discussion Chair: Dr. Fernando Vera Sánchez, Universidad Anáhuac Puebla, México

Room B: Aula Juan de Palafox y Mendoza

Information Systems and Knowledge Management in Organizations / Accounting, Economics and Finance

Explorando variables asociadas a la adopción y tecnoestresores que inciden en la intención y uso de tecnologías digitales en comunidades religiosas

Sergio Araya-Guzmán, Universidad del Bio-Bio, Chile

Karen Troncoso-Monsalves, Universidad del Bio-Bio, Chile

Cristian Salazar-Concha, Universidad Austral de Chile, Chile

Knowledge sharing inside organizations: The influence of innovation on decision-making

José A. Gil Sánchez, Universidad APEC, Dominican Republic

Moisés Banks, Universidad APEC, Dominican Republic

Salvador Pancorbo, Universidad APEC, Dominican Republic

Explorando el efecto de los apoyos universitarios y el tecnoestrés sobre la productividad en estudiantes de negocios

Godofredo Rojas, Universidad Austral de Chile, Chile

Cristian Salazar-Concha, Universidad Austral de Chile, Chile

Catalina Encina, Universidad Austral de Chile, Chile

Track Chair: Dr. Cristian Salazar-Concha, Universidad Austral de Chile, Chile
Discussion Chair: Dr. Jessica Müller Perez, Universidad UPAEP, Mexico

An analysis of Puerto Rico's bank failures through an event study
Elizabeth Cortés-Pérez, Universidad de Puerto Rico en Arecibo, Puerto Rico

El papel de China en el nuevo orden monetario internacional
José Carrillo Piña, Universidad Anáhuac Puebla, México

La desigualdad: Su perdurabilidad y perspectiva integradora a incorporar en las políticas públicas
Jaime Porras, Universidad Libre, Colombia

Track Chairs: Dr. Jonathan Hermosilla, Universidad Central de Chile, Chile
Discussion Chair: Dr. Manuel Tregear, Universidad Anáhuac Puebla, México

Room: Salón Multiusos

Session 9 Award Ceremony

Ceremony Chairs	Dr. Cristian Salazar-Concha Prof. Andrea Santillana
18:00 – 18:30	ALBUS Award Ceremony
18:30 – 18:45	ALBUS 2025 conference Venue Announcement
18:45 – 19:00	Dr. Luis J. Camacho, Conference closing remarks
19:00 – 19:30	Cultural Presentation
19:30 – 21:00	Banquet Dinner and Live Music

Dress: Formal, National, or Business Casual

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(Role: K: Keynote Speaker; S: Session; DW: Doctoral Workshop; IN: Introducer;
W: Welcome; C: Chair; OP: Opening and Welcome Ceremony)

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ALBUS 2025
International conference
November 4-6, 2025
San Miguel, El Salvador



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