



**ALBUS 2023 International conference**  
**November 7-9, 2023**  
**Santo Domingo, Dominican Republic**

**2023 Academy of Latin American Business and  
Sustainability Studies (ALBUS) Conference**

[www.albus.lat](http://www.albus.lat)

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

November 7 – 9, 2023

Universidad APEC (UNAPEC), Santo Domingo, Dominican Republic

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

Communications Chair

Prof. Elsa Moquete, Universidad APEC, Dominican Republic

## Bienvenidos / Welcome / Bem-vindo!



Nuestra misión se fundamenta en formar líderes críticos, éticos, creativos y emprendedores. Para lograr esta misión, integramos la docencia, la extensión, el emprendimiento y la investigación. En los últimos años hemos planificado acciones estratégicas para formar un ecosistema de investigación que procure ofrecer soluciones tangibles a problemas nacionales e internacionales. Para lograr esta meta, hemos fortalecido los equipos de investigación de la Universidad, creando un fondo concursable para apoyar investigaciones en áreas específicas de interés de la Universidad y del país, incluso, celebramos con orgullo el esfuerzo de los docentes investigadores cuando publican en revistas indexadas de cuartiles superiores. Esto, sin dejar de mencionar los 4 importantes doctorados que requiere nuestro país: Doctorado en Administración de Negocios: Nuevos Mercados y Nuevas Tecnologías, Doctorado en Comunicación, Doctorado en Energías Verdes y Doctorado en Gobernabilidad en un Estado de Derecho. Estos esfuerzos estratégicos son sólo una parte del ecosistema. Se desea considerar las diferentes acciones que se desarrollan dentro de la Universidad, y en la que participan investigadores nacionales e internacionales. Esta conferencia internacional de ALBUS ofrece una excelente oportunidad de integración académica, al desarrollar, con rigor científico, todas las actividades para la revisión y publicación de trabajos en proceso e investigaciones en las áreas de humanidades, economía, negocios, sistemas de información y sostenibilidad, además de apoyar la formación del ecosistema de investigación, y más que la presentación de resultados de investigaciones, la importancia radica en las conexiones y relaciones que se desarrollarán, y en las investigaciones en equipo que desde esta conferencia surgirán. Con regocijo les recibimos en nuestra Universidad Apec y en nuestro país. ¡Bienvenidos!

### **Dr. Franlyn Holguín Hache** **Rector Universidad APEC**



Dear Colleagues, with immense pleasure, we extend a warm and heartfelt welcome to all of you at the 2023 Academy of Latin American Business and Sustainability Studies (ALBUS) Conference. This gathering celebrates the rich tapestry of research and scholarship focused on Latin America's business and sustainability development. We are glad and honored to be able to organize this year's conference at the prestigious Universidad APEC, located in Santo Domingo, Dominican Republic. Our conference is a platform where diverse minds converge to explore, exchange, and elevate the discourse surrounding Latin American studies. We have a remarkable lineup of presentations, discussions, and workshops spanning 44 academic presentations supported by papers, panels, work in progress, and abstracts in all seven tracks that support the conference structure. With pride, we can exhibit that 12 Latin American countries are represented in our 2023 conference. These results aligned with our mission: ALBUS's mission is to conduct cutting-edge research that contributes to the body of knowledge on Latin American management practices, sustainable business models, and the impacts of climate change and environmental degradation on the region. We aim to generate insights and practical solutions that inform policymaking, inspire industry innovation, and promote evidence-based decision-making toward sustainable development. We are thrilled to have scholars, researchers, professionals, and

students who share a passion for Latin America's past, present, and future. This event is a testament to our collective dedication to fostering a deeper understanding of this fascinating part of the world. As we embark on this intellectual journey, we encourage you to engage, collaborate, and forge connections to enrich your academic pursuits further. Let's embrace the spirit of curiosity and discovery that defines Latin American scholarship. Once again, welcome to the 2023 Academy of Latin American Business and Sustainability Studies (ALBUS) Conference. We anticipate insightful conversations, new perspectives, and lasting friendships to emerge from our time together. With great anticipation,

**Dr. Luis Camacho**  
**Conference Chair**



Welcome to the 2023 ALBUS conference! At ALBUS, our vision is to become a global benchmark for interdisciplinary research and collaboration, championing sustainable innovation, responsible entrepreneurship, and ethical leadership within Latin America. We believe that collectively, we can significantly impact the business landscape and evidence-based decision-making. Taking inspiration from Charles Darwin's words, "It is not the strongest of the species that survives, nor the most intelligent; it is the one most responsive to change," at our organization, we recognize the imperative of adaptability, innovation, and proactive response to global shifts. We can carve out our region's prosperous and sustainable future through resilience and forward thinking. At ALBUS, we are staunch advocates for scientific rigor and intellectual humility. We value precise knowledge pursuit and an ever-present eagerness to learn and grow. Moreover, we aspire to bridge cultures and languages, facilitating the free flow of ideas and knowledge across different nations and communities. We anticipate this conference to be a fertile ground for idea exchange, fostering collaboration, and igniting solutions to our present challenges. Thank you for being part of this initiative and for aiding in building a brighter future for Latin America. May you thoroughly enjoy the conference, and may it be a resounding success!

**Dr. Patricio Ramírez-Correa**  
**Academic Chair**



¡Bienvenidas y Bienvenidos a la Conferencia ALBUS 2023! Durante tres días, académicos e investigadores de Latinoamérica y el mundo nos reuniremos en Santo Domingo para compartir nuestras investigaciones y reflexionar sobre los desafíos y oportunidades de desarrollo que ofrece nuestra región. La conferencia explorará una amplia gama de temas trascendentes para Latinoamérica, incluyendo sostenibilidad corporativa, transformación digital, marketing, desafíos y rendimiento empresarial, ciencias de la decisión, contabilidad, economía y finanzas, sistemas de información y gestión del conocimiento en las organizaciones, capital humano, cultura, ética, liderazgo y sostenibilidad, y desarrollo de la innovación sostenible y el espíritu empresarial. A través de presentaciones de investigaciones de vanguardia, debates interactivos y sesiones de

trabajo, la conferencia ofrece un espacio para fomentar la colaboración científica interdisciplinaria y el aprendizaje mutuo. Además de las sesiones académicas, ALBUS 2023 brinda oportunidades para establecer conexiones duraderas con académicos e investigadores latinoamericanos y forjar alianzas que trasciendan las fronteras. ¡¡¡Te esperamos!!!

**Dr. Cristian Salazar-Concha**  
**Co-Chair**



Con gran entusiasmo, la Academia de Estudios Latinoamericanos de Negocios y Sostenibilidad (ALBUS), EE. UU., y la Universidad APEC, República Dominicana, brindan una cordial bienvenida a la Conferencia Internacional ALBUS 2023. Este relevante evento académico reúne a destacadas personalidades del contexto educativo y profesional, cuyo interés es aportar a la ciencia, a la academia y a las organizaciones, de nuevos conocimientos, experiencias y recomendaciones pertinentes que permitan asumir, de manera confiable, los cambios permanentes y las tendencias, que caracterizan el mundo laboral del siglo XXI. Este congreso es un apropiado escenario multidisciplinar que privilegia la discusión profunda sobre innovación, transformación digital, emprendimiento, gestión de talento humano, así como las demás ciencias del ámbito económico y empresarial, desde una perspectiva ética y de sostenibilidad. Por lo que, garantizamos que la intervención de los diferentes expertos, así como las dinámicas pautadas en los encuentros presenciales y virtuales dejarán, en cada participante, una huella fructífera, placentera y altamente significativa en su trayectoria profesional y de negocios. ¡Bienvenidos a ALBUS, la plataforma académica de Latinoamérica!

**Prof. Elsa Moquete**  
**Communications chair**

# Conference Committees

## Conference Chair

Dr. Luis Camacho, SUNY Empire State University, USA

## Conference Academic Chair

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

## Conference Co-Chair

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

## Communications Chair

Elsa Moquete, Universidad APEC, Dominican Republic

## UNAPEC Local Host Committee

Dr. Moises Banks, Universidad APEC, Dominican Republic

Dr. Alvin Rodriguez, Universidad APEC, Dominican Republic

Prof. Jose Gil, Universidad APEC, Dominican Republic

Prof. Elsa Moquete, Universidad APEC, Dominican Republic

## Scientific Committee

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

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

Dr. Martín Diez, Universidad Anáhuac, México

## Program Awards Committee

Prof. Elsa Moquete, Universidad APEC, Dominican Republic

Dr. Cristian Salazar, Universidad Austral de Chile, Chile

## Proceedings Editors

Dr. Luis Camacho, SUNY Empire State University, USA

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

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

## 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. Moisés Banks, Universidad APEC, Dominican Republic

### **Digital Transformation**

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

Discussion Chair: Prof. Rosilda Miranda, Universidad APEC, Dominican Republic

### **Marketing, challenges, and business performance**

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

Discussion Chair: Dr. Martín Diez, Universidad Anáhuac, México

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

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

Discussion Chair: Prof. Carlos García, Universidad Nacional Pedro Henríquez Ureña, Dominican Republic

### **Developing Sustainable Innovation and Entrepreneurship**

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

Discussion Chair: Dr. Jorge Toribio, Universidad Nacional Pedro Henríquez Ureña, Dominican Republic

### **Decision Science, Accounting, Economics, and Finance**

Track Chairs: Dr. Jonathan Hermosilla, Universidad de la Serena, Chile

Discussion Chair: Dr. Karla Soria, Universidad Católica del Norte, Chile

### **Information Systems and Knowledge Management in Organizations**

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

Discussion Chair: Dr. Sofia Ruiz-Campo, Universidad Villanueva, España

## ALBUS Regional Chairs



### **México**

Dr. Martín Diez, Universidad Anáhuac, México



### **Central América**

Dr. Velia Govaere, Universidad Estatal a Distancia. Costa Rica



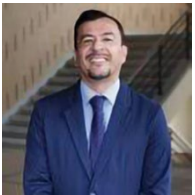
### **Caribbean**

Dr. Moisés Banks, Universidad APEC, Dominican Republic



### **South America, Portuguese**

Dr. Ari Melo Mariano, Universidade de Brasília, Brasil



### **Northern South America**

Prof. Julio Ramírez, Universidad Pontificia Bolivariana, Colombia



### **Southern South America**

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

## Keynote Speakers



**Dr. José Rojas-Méndez,**  
Carleton University, Canada

### **Topic: Global allure: Winning the hearts of xenocentric consumers**

Understanding consumer behavior is the key to achieving market success in today's globalized marketplace. Consumer xenocentrism, a fascinating and often overlooked concept, will be the focal point of my presentation. Xenocentrism refers to the preference for foreign or exotic products over domestic ones. This phenomenon has significant implications for businesses aiming to expand their market share in a world where international trade is thriving. My research dives deep into the intricacies of consumer xenocentrism, shedding light on the factors driving this preference and the opportunities it presents for businesses. By tapping into the psychology of consumers and examining real-world case studies, I'll provide actionable insights to help your company tailor its marketing strategies and product offerings effectively.



**Dr. Bidhan Chandra**  
SUNY Empire State  
University, USA

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

Dr. Bidhan Chandra will share valuable insights drawn from his personal global journey in transitioning successfully from an Indian cultural base to the American academic and work environment. With an extensive teaching, consulting, and training background spanning over four decades, he will explore some pragmatic approaches and strategies meant to support both Latin American faculty and students in developing the necessary mindsets and skillsets for achieving success in both academia and industry in the United States. Emphasizing the paramount significance of cultural adaptability, effective cross-cultural communication, and the perpetual pursuit of knowledge, he will present a practical roadmap to guide Latin American students and academics in shaping their educational and career paths in the United States, a country that remains their top choice for global work experience. He will conclude his remarks with some recommendations on how to leverage allyship and mentorships to optimize opportunities for excellence and sustainable growth.





**Dr. Patricio Ramirez-Correa, Universidad Católica del Norte, Chile**

### **Topic: Heterogeneity in older adult's consumption of information technologies**

Findings from the project titled Use of Social Networking Sites by Older Adults: A Latent Class Segmentation Approach in Chile will be the basis of this keynote. This research delves into how older adults engage with social networks and whether distinct user groups exhibit varying behaviors. We embarked on this journey to gain a profound understanding of their social media usage, and our efforts culminated in identifying three distinct user groups: independent users, technologically apathetic, and technology enthusiasts. This segmentation was rooted in generational affiliations and technological proclivities. The project, spanning from 2019 to 2023, was made possible through funding from the Chilean government. The results we have uncovered and the sophisticated quantitative techniques we employed are shining examples of how advanced methods can be applied to unravel complex social issues.

## Sponsors



## Doctoral Student and Faculty Workshop



### **Module 1: How to write academic papers for high ranked journal**

Writing a scientific paper and seeing it through to publication in a peer-reviewed journal is a significant endeavor; it also represents a challenge, especially for the inexperienced writer. This workshop's first module introduces doctoral students, faculty, and practitioners to 'How to write a scientific research paper for high-ranked journals.

**Instructor:** Dr. Marius Potgieter, North-West University, South Africa



### **Module 2: Academic research papers and technology**

If used correctly, the investigative process has gained several tools to facilitate the scientific method. This workshop's second module aims to take a tour of essential tools for research. We will also critically reflect on using artificial intelligence (AI) in research and how scientific journals position themselves. From this meeting, we aim to identify the opportunities and challenges of these new research tools.

**Instructor:** Dr. Ari Melo Mariano, Universidade de Brasília, Brasil



### **Module 3: Quantitative methods in scientific research**

Quantitative methods have historically been widely used in business research, and in the last three decades, quantitative methods based on multivariate statistics have become a standard. However, this might be changing. Data science techniques are being employed to address limitations from common assumptions in statistical procedures, such as the linearity and normality of variables. This workshop's third module will provide a simplified overview of this new line of work, focusing on its application in doctoral studies.

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

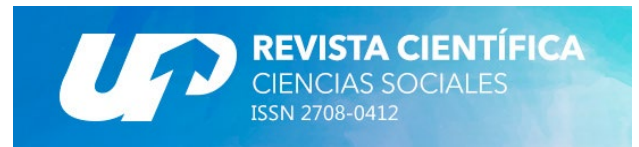


### **Module 4: Techniques for successfully submitting scholarly papers to high-impact journals: The editor's view**

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 Villafaña, Universidad de Puerto Rico, Puerto Rico

In association with



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

Tuesday, November 7, 2023

## Doctoral Student and Faculty Workshop

Room: Classroom 9, Building IV

14:00 – 15:00

**Module 1: How to write academic papers for high-ranked journals.**

**Instructor:** Dr. Marius Potgieter, North-West University, South Africa

15:00 – 16:00

**Module 2: Academic research papers and technology**

**Instructor:** Dr. Ari Melo Mariano, Universidade de Brasília, Brasil

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 Reception

Room: Conference Room, Building I

18:00 – 18:10 Welcome by Prof. Carlos Sangiovanni, Academic Vice Rector UNAPEC

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

18:20 – 18:25 Welcome by Prof. José Gil, Dean of the School of Business, UNAPEC

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 Camacho, Empire State University, USA

18:40 – 19:40 “Global allure: Winning the hearts of xenocentric consumers”.

**Dr. José Rojas-Méndez, Carleton University, Canada**

19:40 – 21:00 Welcome Reception: 2023 ALBUS Conference

**Wednesday, November 8, 2023**

Room: Classroom 8, Building IV

8:30 – 12:00 Registration

9:00 – 9:05 Welcome by Prof. José Antonio Gil, Dean School of Business, UNAPEC

9:05 – 10.00

**Session 1 Introduction** Dr. Cristian Salazar-Concha, Universidad Austral de Chile, Chile  
**Plenary Keynote:** Heterogeneity in older adult's consumption of information technologies

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

10:00 – 10:30 Coffee break

10:30 – 12:00

**Session 2 Concurrent presentations**

Room: Classroom 8, Building IV

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

*Panel: Virtual Exchange: Student and faculty development of intercultural and sustainability competence*

Lorette Pelletiere-Calix, SUNY Empire State University, USA,

Christopher Whann, SUNY Empire State University, USA,

Sandra Winn, SUNY Empire State University, USA

Melissa Rosario, Universidad APEC, Dominican Republic

Linda Jones, SUNY Empire State University, USA

*Relación entre el desarrollo humano y el crecimiento económico en la República Dominicana (Desde el 1990).*

Marisol Acevedo Reyes, Universidad Nacional Pedro Henríquez Ureña, Dominican Republic

*Linking student reflections to statistical anxiety and performance during the covid-19 pandemic*

Meena Rambocas, The University of the West Indies, Trinidad and Tobago

*From Theory to Practice: A Taxonomic Approach to Epistemic Injustice in Education*

Katherine Báez-Vizcaino, UNAPEC, Dominican Republic

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

**Discussion Chair:** Dr. Moisés Banks, Universidad APEC, Dominican Republic

Room: Classroom 9, Building IV

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

*Are customers' purchasing decisions influenced by environmentally responsible business practices in emerging nations?*

Guillermo van der Linde, Pontificia Universidad Católica Madre y Maestra, Dominican Republic  
Tamara Mera, Pontificia Universidad Católica Madre y Maestra, Dominican Republic

*Exploring the consequences of diversity and inclusion on customer retention and perceived service quality within Trinidad and Tobago's banking industry*

Daniel Floyd, The University of the West Indies, Trinidad and Tobago

*La neurociencia del consumidor, desafío inmediato del Marketing*

Martín Diez, Universidad Anáhuac Puebla, México

*A comparison of the impact of local versus foreign social media influencers on online brand advocacy: The mediating effects of trust and similarity*

Jenna-Leigh Metivier, The University of the West Indies, Trinidad and Tobago

Meena Rambocas, The University of the West Indies, Trinidad and Tobago

*Impact of nutritional labeling and health warnings on cereal boxes on consumers' purchase intention*

Kalitri Dwarika, The University of the West Indies, Trinidad and Tobago

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

**Discussion Chair:** Dr. Martín Diez, Universidad Anáhuac Puebla, México

12:00 – 13:30 Lunch

13:30 – 15:00

### **Session 3 Concurrent presentations**

Room: Classroom 8, Building IV

**Digital Transformation**

*Evaluación de la implementación de tecnologías de transformación digital en la mejora de la seguridad y salud ocupacional en estudiantes de maestría en PRL en universidades públicas de la República Dominicana 2023*

Rafael Eugenio Robles Morales, Universidad Tecnológica del Cibao Oriental, Dominican Republic

*Explorando a Lealdade nos Jogos Digitais: um modelo conceitual*

Tarcilla Mariano Mello, Universidade de Brasília, Brasil

*Impact of digital manufacturing on SDGs: Intensity and strategic plan toward 2030*

Javier Maldonado Romo, Institute of Advanced Materials and Sustainable Manufacturing, Tecnológico de Monterrey, México

Alfonso Ávila Robinson, EGADE Business School, Tecnológico de Monterrey, México

Impact of teleworking on administrative management in universities in the Dominican Republic  
*Rosilda Miranda, Universidad APEC, Dominican Republic*

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

**Discussion Chair:** Prof. Rosilda Miranda, Universidad APEC, Dominican Republic

Room: Classroom 9, Building IV

**Information Systems and Knowledge Management in Organizations**

*Efectos de la telepresión y de la sobrecarga de trabajo en la calidad del sueño: Un estudio exploratorio en teletrabajadores españoles.*

Mariam Castilla Ramos, Universidad Oberta de Catalunya, España

Cristian Salazar-Concha, Universidad Austral de Chile, Chile

*Relación entre el Liderazgo y la Gestión del Conocimiento, y su incidencia en el Comportamiento Organizativo*

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

Cristian Salazar-Concha, Universidad Austral de Chile, Chile

Alicia Muñoz-Lillo, Universidad del Bío-Bío, Chile

Yarisel Bueno-Broterson, Universidad del Bío-Bío, Chile

*Optimizando la práctica docente: desarrollo de una plataforma para sistematizar acompañamientos técnicos docentes*

Alexander Uceta Lantigua, Universidad Abierta para Adultos, Dominican Republic

Jesús Eduardo Canelón Pérez, Universidad Abierta para Adultos, Venezuela

*Fans' intention to use AI-driven services in LIDOM stadiums: A study based on the technology adoption model.*

Socrates Aguasvivas University APEC, Dominican Republic

Alfonso Avila, TEC de Monterrey, México

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

**Discussion Chair:** Sofia Ruiz-Campo, Universidad Villanueva, España

15:00 – 15:30 Coffee break

15:30 – 17:30

Room: Classroom 8, Building IV

**Session 4 Human Capital, Culture, Ethics, Leadership, and Sustainability: Driving Change in Organizations**

*Surgimiento, evolución y afianzamiento del principio de no discriminación por orientación sexual e identidad de género en el derecho internacional y sus implicaciones en la República Dominicana.*

Carlos García, Universidad Nacional Pedro Henríquez Ureña, Dominican Republic



*The relationship between rewards and motivation on job performance within small businesses:  
The mediating role of job satisfaction and moderating role of organizational justice*  
Satesh Sookhai, The University of the West Indies, Trinidad and Tobago

*La medición de la ética en la competitividad minera en el Perú*  
Fernando Valdez, Universidad Nacional Mayor de San Marcos, Perú

*An application of the network theory to the internationalization of Colombian mid-size services  
companies to South Florida*  
Fernando Parrado, Florida International University, USA

*Pluralism and innovation: Hard and soft paradigms in project management, Dominican Republic  
case*  
Carlos Contreras, Universidad UNAPEC, Dominican Republic

*Análisis del impacto ambiental de la cadena de valor del sector textil y de la moda de lujo de fibra  
alpaca*  
Adrianna Risi, Universidad de Lima, Perú  
Alejandro Landa, Universidad de Lima, Perú  
Rosa Patricia Larios-Francia, Universidad de Lima, Perú  
Nicolas Salazar, Universidad de Lima, Perú

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

**Discussion Chair:** Prof. Carlos García, Universidad Nacional Pedro Henríquez Ureña, Dominican  
Republic

**Thursday, November 9, 2023**

Room: Classroom 8, Building IV

8:30 – 10:30 Registration

9:00 – 9:05 Welcome by Dr. Alvin Rodriguez, Universidad APEC

9:05 – 10:00

**Session 5** **Plenary Keynote:** Charting paths for Latin American students and faculty excellence: Navigating global cultural diversity and sustainable professional development.

**Dr. Bidhan Chandra, SUNY Empire State University, USA**

**Introduction** Prof. Elsa Moquete, Universidad APEC, Dominican Republic

10:00 – 10:30 Coffee break

10:30 – 12:00

**Session 6** **Concurrent presentations**

Room: Classroom 8, Building IV

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

*Ciego al fraude. Un estudio sobre el uso de ChatGPT para resolver un caso práctico cuantitativo en la universidad*

Sofia Ruiz-Campo, Universidad Villanueva, España

Emilio Velasco, Universidad Rey Juan Carlos, España

*Rural community awareness of tourism development and its impact*

Alpheaus Litheko, North-West University, South Africa

Marius Potgieter, North-West University, South Africa

*Relación entre las dimensiones del pensamiento divergente, la personalidad creativa y las investigaciones científicas dominicanas*

Gustavo Montaña, Universidad APEC, Dominican Republic

*The university business collaboration and its impact on research, technological development, and innovation*

Rafael Nuñez, Universidad APEC, Dominican Republic

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

**Discussion Chair:** Dr. Moisés Banks, Universidad APEC, Dominican Republic

Room: Classroom 9, Building IV

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

*Efectos del COVID-19 y estrategias implementadas por empresarios del sector gastronómico peruano durante la Pandemia*

Karla Soria-Barreto Universidad Católica del Norte, Chile

Gianni Romani, Universidad Católica del Norte, Chile

Guillermo Peralta-Godoy, Universidad Católica del Norte, Chile,

Rafael Flores-Goycochea, Universidad Autónoma del Perú, Perú

Eduardo Ruiz-Sevillano, Universidad Nacional Federico Villarreal, Perú

*Inversión en el Sector Turismo a través Cooperativas en la Republica Dominicana. Caso Factibilidad*

Jorge Domingo Toribio Toribio, Universidad Nacional Pedro Henríquez Ureña, Dominican Republic

*Market segmentation a path to overall customer satisfaction: A moderated model of attribute level performance*

Denise Julien, The University of the West Indies, Trinidad and Tobago,

*Incidence of health and nutritional information on purchasing behavior of packaged products: A comparative qualitative study between Colombia and Dominican Republic*

Moisés Banks, Universidad APEC, Dominican Republic

María Luisa Montás, Universidad APEC, Dominican Republic

Edward Saviñon, Universidad APEC, Dominican Republic

Daniel Herrera, Instituto Tecnológico de Monterrey, México

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

**Discussion Chair:** Prof. Martín Diez, Universidad Anáhuac, México

12:00 – 13:30 Lunch

13:30 – 15:00

Room: Classroom 8, Building IV

**Session 7 Developing Sustainable Innovation and Entrepreneurship**

*Determinación de una escala de magnitud local para República Dominicana*

Bernardo Rosario Mercedes, Universidad Nacional Pedro Henríquez Ureña, Dominican Republic

*Oportunidad y pertinencia del desarrollo sostenible de procesos aplicando tecnologías con microalgas para resolver 3 retos globales y de la sociedad dominicana: alimentación de calidad, energía renovable y medio ambiente*

Marlen Alfonso, Universidad APEC, Dominican Republic

Marlen Ramil, Universidad Autónoma de Santo Domingo, Dominican Republic

Alexander Valdés, Universidad Autónoma de Santo Domingo, Dominican Republic

Alejandro J. Abril, Universidad Nacional Evangélica, Dominican Republic

Alvin Rodríguez, Universidad APEC, Dominican Republic

*Rasgos reflexivos de la investigación transdisciplinar en educación para el emprendimiento y la innovación en el contexto del buen vivir*

Jaime Augusto Porras Jiménez, Universidad Libre, Colombia

*Design of an ecosystem model of university education for the generation of an entrepreneurial culture at the APEC University*

José Gil, Universidad APEC, Dominican Republic

*La caña energética como fuente de generación de energía renovable para calderas de biomasa en la República Dominicana*

Marlen Ramil, Universidad APEC, Dominican Republic

Alejandro J. Abril Universidad UNEV, Dominican Republic

Marlen C. Alfonso, Universidad APEC, Dominican Republic

Diana R. Abril, Universidad Católica del Maule, Chile.

Ricardo Campo Zabala, Asociación de Técnicos Azucareros de Cuba, Cuba

*Entrepreneurial Intentions Among South African High School Students: The Role of Education*

Akinlawon Amoo, Durban University of Technology, South Africa

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

**Discussion Chair:** Dr. Jorge Toribio, Universidad Nacional Pedro Henríquez Ureña, Dominican Republic

15:00 – 15:30 Coffee break

15:30 – 17:00

Room: Classroom 8, Building IV

**Session 8      Decision Science, Accounting, Economics, and Finance**

*A comparative analysis of port connectivity index of transshipment ports in Caribbean Sea and Central America (CACM) region*

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

Julio Ramírez Montañez, Universidad Pontificia Bolivariana, Colombia

Moise Davidson, Pontifical Catholic University of Puerto Rico, Puerto Rico

*Una revisión de literatura sobre los efectos de los sistemas de gestión de riesgos empresariales*

Renzo Collins, Universidad Nacional Mayor de San Marcos, Perú,

*Tasa de Costo de Capital para Hospitales y Centros de Salud: Una Metodología Corregida*

Sergio Zúñiga, Universidad Católica del Norte, Chile

Sofía Ruiz-Campo, Universidad Villanueva, España

Karla Soria, Universidad Católica del Norte, Chile

*Desarrollo de las auditorías en el Sector Público de Latinoamérica: Una revisión bibliográfica.*

Hernán Ojeda Barría, Universidad Austral de Chile, Chile

*Impact of socioemotional wealth on governance of family businesses in the Dominican Republic*  
Salvador Pancorbo, Universidad APEC, Dominican Republic

*Finanzas sostenibles: Bonos temáticos y los desafíos para organismos reguladores, empresas y profesionales*

Isabel Torres-Zapata, Universidad de Santiago de Chile, Chile

Leonardo Pacheco-Caro, Universidad Austral de Chile, Chile

*A comparative analysis of domestic and foreign bank divestitures in Puerto Rico, from 2000 to 2021*

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

Rogelio Cardona-Cardona, University of Puerto Rico, Puerto Rico

Elizabeth Cortes-Perez, University of Puerto Rico, Puerto Rico

**Track Chairs:** Dr. Jonathan Hermosilla, Universidad de la Serena, Chile

**Discussion Chair:** Karla Soria, Universidad Católica del Norte, Chile

**Room: APEC Lounge Room**

**Session 9                      Award Ceremony**

Ceremony Chairs              Dr. Cristian Salazar-Concha and Prof. Elsa Moquete

18:00 – 18:30                      ALBUS Award Ceremony

18:30 – 18:45                      ALBUS 2023 conference Venue Announcement

18:45 – 19:00                      Dr. Luis 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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C: Chair)

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**ALBUS 2024 Annual Conference**  
**November 5-7, 2024**  
**Puebla, Mexico**



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Notes

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