

**Luz Elena Orozco Collazos**

Assistant Professor

Strategy Area

Joined the School in 1998

Academic Background

|             |                                                                                     |
|-------------|-------------------------------------------------------------------------------------|
| 2015        | Ph.D. in Management, Tulane University. New Orleans, LA, United States.             |
| 2009 - 2012 | M.Sc. in Management, Tulane University. New Orleans, LA, United States.             |
| 1997 - 1999 | M.Sc. in Industrial Engineering, Universidad de los Andes. Bogotá, Colombia.        |
| 1990 - 1997 | Bachelor's Degree in Industrial Engineering, Universidad del Valle. Cali, Colombia. |

Teaching Experience

**COURSES TAUGHT IN RECENT YEARS**

**Graduate**

Business Game  
Suppliers' assessment and validation inventory management

**Undergraduate**

Final Undergraduate Project  
Decision - making tools I  
Decision - making tools II  
Strategy  
Business Game  
Optimization  
Simulation

Academic Activities

2001 - to date Assistant professor, UASM, Bogotá, Colombia.  
1999 - 2003 General Secretary, UASM, Bogotá, Colombia.  
1998 - 1999 Administrative Assistant, UASM, Bogotá, Colombia.

Other Professional Activities

**CONSULTANCIES**

2015 Study about rural insecurity and associativity in five Colombian Regions. Financial support provided by National Department of Planning.  
2008 - 2010 Assessment of the Ethics Policy in SAB Miller. With Oscar Pardo, Gustavo González and José Miguel Ospina.

- 2000 Consultancy of CIFI (Uniandes), Information Technology Strategic Plan for the Ministry of Communications. Bogotá, Colombia.
- 2000 - 2005 Tutor of seven SMEs within the Expopyme UASM/Proexport Program. Firms advised: Laboratorios M&N, Moises Saraga y Cia Ltda. Isaias 43, Laboratorios Merey and Pronut. Bogotá, Colombia.
- 1999 Consultancy of CIFI (Uniandes), Information Technology Strategic Plan for the Servicios Especializados de Tránsito y Transporte, SETT (Specialized Services in transport and transit). Bogotá, Colombia.
- 1997 - 1998 Consultancy, Information Technology Strategic Plan for the Employment General Direction, Servicio Nacional de Aprendizaje, SENA (National Learning Service). Bogotá, Colombia.

#### Other Professional Experience

- 1997 - 1998 Consultant Assistant, Opus Ingeniería. Bogotá, Colombia.
- 1996 - 1997 Head of Purchasing, CESCONSTRUCCIONES LTDA. Bogotá, Colombia.
- 1995 - 1995 Administrative Assistant, CESCONSTRUCCIONES LTDA. Bogotá, Colombia.
- 1993 - 1994 Quality Control, London Fog Ind. Cali, Colombia.

#### Research

##### **RESEARCH AREAS**

- Gender diversity in family firms
- Governance in Family firms
- Rural Studies

#### Publications

##### **ARTICLES IN ACADEMIC JOURNALS**

- 2014 Clemente Forero Pineda, Eduardo Wills Herrera, Veneta Stefanova Andonova Zuleta, Luz Elena Orozco Collazos, Oscar Armando Pardo Aragón, Violence, insecurity and hybrid organizational forms: A study in conflict-ridden zones in Colombia. Journal of Development Studies. ISSN 0022-0388. United Kingdom.
- 2011 Wills Herrera, E., Orozco Collazos, L.E. Forero-Pineda, C., Andonova, V. & Pardo, O., "The relationship between perceptions of insecurity, social capital and subjective well-being: Empirical evidences from areas of rural conflict in Colombia". In: The Journal of Socio-Economics, 40, 88 - 96, 2011.
- 2009 Clemente Forero Pinedo, Eduardo Wills, Veneta Andonova, Luz Elena Orozco Collazos, Oscar Pardo Aragon, "Violence, personal and political insecurity and hybrid organizational forms: A study in conflict-ridden zones in Colombia". In: Galeras de Administración Facultad de Administración, Universidad de los Andes, Colombia, 2009.
- 2008 "La inseguridad política y social y su influencia en la forma de organizar la producción y el comercio en el campo colombiano: principales hallazgos y enseñanzas" (Social and political insecurity and its influence on the way production and commerce are organised in Colombian rural areas: principal findings and learnings). February, 2008.
- 2007 "Trends in Supply Chain Management in the Colombian pharmaceutical sector": Bogotá, Colombia: UASM, March, 2007.

##### **ARTICLES IN BUSINESS MAGAZINES/NEWSPAPERS**

- 2016 “¿Cómo las empresas de familia forjan la capacidad emprendedora?”, article published in Portafolio, Bogotá, Colombia; March, 2016.
- 2007 “La posición en la cadena, un factor diferenciador en las PYME del sector farmacéutico” (The position in the chain, a differentiating factor in SMEs of the pharmaceutical sector). Article published in La República, Bogotá, Colombia. Co-authored with Sergio Hernández. March, 2007.
- 2006 “El tamaño no importa... lo importante es la vision” (The size doesn’t matter ... the important thing is the vision), article published in La República, Bogotá, Colombia: November, 2006, pp. 8-11.

## ARTICLES IN PROFESSIONAL/ TRADE JOURNALS

- 2017 Los Yepes, líderes del comercio. Misiónpyme.
- 2014 Orozco, Luz Elena and González, Gustavo: Joint ventures with family firms: learnings from two Colombian cases. In: Sharma, Pramodita; Yusof, Mohar; Parada, Maria Jose; DeWitt, Rocki-Lee; and Auletta, Nunzia, "Global STEP Booklet, Volume II; Sustaining Entrepreneurial Family Businesses: Developing the Core, Expanding the Boundaries". STEP Summit Reports and Resources. Paper 13. <http://digitalknowledge.babson.edu/sumrep/13>
- 2014 González, Gustavo y Orozco, Luz Elena: Pathways for next generation preparation and involvement in Colombian family firms. En: Sharma, Pramodita; Yusof, Mohar; Parada, Maria Jose; DeWitt, Rocki-Lee; and Auletta, Nunzia, "Global STEP Booklet, Volume II; Sustaining Entrepreneurial Family Businesses: Developing the Core, Expanding the Boundaries" (2014). STEP Summit Reports and Resources. Paper 13. <http://digitalknowledge.babson.edu/sumrep/13>
- 2013 Luz Elena Orozco Collazos, Gustavo Alfonso Gonzalez Couture, Luis Diaz Matajira. Enseñanzas éticas de las familias empresarias. 2013. Caracas. Venezuela.

## BOOKS

- 2018 “Creación de valor en las empresas familiares colombianas: líderes sociales y empresariales”. Orozco, L., Díaz L., González G. (2018). ISBN 978-958-774-762-1.
- 2013 Inseguridad rural y asociatividad: Una investigación sobre violencia y formas organizativas en zonas de conflicto.

## CASES

- 2018 López Vergara, María Piedad, Orozco Collazos Luz Elena., Should I Continue Working for My Family Firm?. In: Muler, C., Botero, I, Discua, Al, Subramarnan, R. Family Firms in Latin America (ISBN 9781138298507) Routledge, Estados Unidos.
- 2017 Orozco, Luz Elena; Díaz, Luis; Serna, María Alejandra; “Aristizábal family. Growing the family firm?”; Study Case and Teaching Note for CAP collection.
- 2017 Orozco, Luz Elena; Thiell, Marcus; “Transmilenio: Crisis in an Award-Winning Bus Rapid Transit System?” Study Case (AN057 in Spanish and AN059 in English) and Teaching Note (AN058 in Spanish and AN060 in English) for CLADEA – BALAS Case Consortium 2017.
- 2017 Thiell, Marcus; Orozco, Luz Elena; Hamburguesas El Corral - Does delivery service matter?; Case Study (AN0041) and Teaching Note (AN0042) for CLADEA – BALAS Case Consortium to be published in Harvard.
- 2014 Orozco Collazos, Luz Elena, Thiell, Marcus. Transmilenio S.A.: ¿crisis en un sistema de transporte masivo premiado?. 2014. Casos CAP No CP-07-01. pp. 26. ISSN 2322-9330.
- 2009 Diana Trujillo, Luz Elena Orozco Collazos, Marcus Thiell, Roberto Gutierrez, Cerámicas

Costaragua: The Challenges of Selling to Low-Income Citizens, Case Study and Teaching Note for SEKN. Harvard Publishing, 2009.

## CHAPTERS IN BOOKS

- 2018 Inseguridad y asociatividad en zonas rurales de regiones con historia de violencia. In: La Academia y el Proceso de Paz. Forero C., Orozco, L., Wills, E., Moscoso M., vol 12, pp 279-307.
- 2017 When Do Women Make a Difference in The Family Firm: Understanding the Latin American Context. In: Women Entrepreneurship in Family Business" (Edited by Vanessa Ratten, Leo-Paul Dana and Veland Ramadani).
- 2014 Orozco, Luz Elena; Cannella Jr., Albert A; The impact of multimarket contact on efficiency and profitability. In: Selected papers from the Latin American Research Consortium 2011-2013. Ed. Estudios Gerenciales - Journal of Management and Economics for Iberoamerica Cali-Colombia p.p.9-31. ISBN 9789588357829.
- 2014 Luz Elena Orozco Collazos, Gustavo Alfonso Gonzalez Couture, Family firms and entrepreneurial families as breeding grounds for virtues. 2014. In: Exploring Transgenerational Entrepreneurship. The role of Resources and Capabilities. Ed. Edward Elgar -Gran Bretaña p.p.20-41. ISBN 978-1-78100-361-9.
- 2012 Orozco, Luz Elena. Simulación para la toma de decisiones. In: Tendencias en la administración: gerencia y academia, 2012. Francisco Azuero, Ana Cristina González y María Lorena Gutiérrez (Academic edition and compilation). Vol. 1 ISBN 978-958-695-807-3.
- 2012 The Relationship Between perceptions of insecurity, social capital and subjective well-being: empirical evidences from areas of rural conflict in Colombia.

## WORKING PAPERS

Luz Elena Orozco C., Clemente Forero-Pineda, Victor A, Baldrich, Manuel Moscoso; Mesoorganizations and integration of rural producers into the market in a post-conflict context

Luz Elena Orozco Collazos, Albert Cannella, Jr.; Female Leaders in Family Firms: an Identity Theory Lens.

Clemente Forero-Pineda, Luz Elena Orozco, Adriana Valenzuela; Insecurity, Social Capital and Collective Action

Glass ceiling in Colombia? –Orozco Collazos, Luz Elena; Baldrich, Victor.

Women board members and firm performance, the case of Colombia.

Orozco Collazos, Luz Elena; Botero, Isabel.

When Does Gender Diversity Matter in Entrepreneurial Teams? Important

Considerations in Male-Dominated Contexts

Luz Elena Orozco C., Victor A. Baldrich; Gender, Violence and Social Resources in Rural Producers' Economic Decisions and Integration into the Market

## Scholarships and Academic Distinctions

- 2013 Best Latin-American Paper. Luz Elena Orozco, Gustavo González and Luis Diaz, "The dynamics of virtues in family controlled firms", In Family Enterprise Research Conference-FERC-, Viña del Mar, May 2013.
- 2010 LARC 2010 Best Paper Award, - May, 2010- Eduardo Wills, Luz Elena Orozco Collazos,

"Antecedents and Consequences of Social Capital for Agro-Business in Conflicted Rural Colombia". In: LARC 2010 Conference: Antecedents and Consequences of Social Capital for Agro-Business in Conflicted Rural Colombia. Selected Abstracts from the Latin American Research Consortium, p.80 – 87.

- 1997 Work Scholarship for the best semester GPA in graduate programs of public universities. Given by Universidad de los Andes. Engineering' School to develop MsC Industrial Engineering. Bogotá Colombia.
- 1992 - 1996 Scholarship to the best semester GPA, to continue with the undergraduate program. Given by Universidad Del Valle. Colombia.