

Veneta Andonova
Associate Professor
Strategy Area
Joined the School in 2016

Academic Background

2000 - 2004	PhD. in Business Administration. Universitat Pompeu Fabra, Department of Economics and Business. Barcelona, Spain.
1998 - 1999	MSc in Business Administration. Universitat Pompeu Fabra, Department of Economics and Business. Barcelona, Spain.
1994 - 1998	B.A. in Management. University of Sofia. Sofia, Bulgaria.

Teaching Experience

COURSES TAUGHT IN RECENT YEARS

Graduate

Strategy
Strategic formulation and execution

Undergraduate

Strategy
International Business

Academic Activities

2019 - to date	Dean. UASM. Bogotá, Colombia.
2016 – to date	Associate Professor, UASM. Bogotá, Colombia.
2016 – 2018	Director, Research Committee. UASM, Bogotá, Colombia.
2009 - 2016	Adjunct Professor, UASM. Bogotá, Colombia.
2011 - 2016	Associate Professor, American University in Bulgaria.
2006 - 2009	Associate Professor, UASM. Bogotá, Colombia.
2005 - 2006	Associate Professor, ITAM, Department of Business. Mexico City, Mexico.
2003 - 2005	Assistant Professor, ITAM, Department of Business. Mexico City, Mexico.
2001 - 2003	Lecturer, Universitat Pompeu Fabra, Department of Economics and Business. Barcelona, Spain.

Publications

ARTICLES IN ACADEMIC JOURNALS

- 2019 Innovation in Emerging Markets: The Case of Latin America, (with Lourdes Casanova, Fernanda Cahen, Anne Miroux, Diego Finchelstein, Anabella Davila, Juana García, Moacir Miranda de Oliveira Jr.), Academy of International Business Insights, Vol. 19, No. 2, 2019.
- 2019 "How can EMNCs enhance their global competitive advantage by engaging in domestic peacebuilding? The case of Colombia", (with Juana García), Transnational Corporations Review, <https://doi.org/10.1080/19186444.2018.1556520>
- 2018 "How context shapes entrepreneurial self-efficacy as a driver of entrepreneurial intentions: A multilevel approach", (with Jana Schmutzler and Luis Díaz-Serrano), Entrepreneurship Theory and Practice, <https://doi.org/10.1177/1042258717753142>
- 2016 "The role of industry factors and intangible assets for company performance in Colombia", (with Guillermo Ruiz Pava), Journal of Business Research, 2016, vol. 69(10): 4377 - 4384.
- 2014 "Violence, insecurity and hybrid organizational forms: A study in conflict-ridden zones in Colombia", (with Eduardo Wills-Herrera, Luz E. Orozco, Clemente Forero-Pineda and Oscar Pardo), Journal of Development Studies, 2014, 50(6): 789 – 802.
- 2013 "Conflict and negotiation in Colombia: Are pre-donations useful?" (with Hernando Zuleta and Juanita Villaveces), Journal of Socio-Economics, 2013, vol.47, pp. 105 - 117.
- 2013 What can Latin-American entrepreneurs learn from Catalan gazelles?," (with Carlos Valencia and Jorge Juliao Rossi), Academia Revista Latinoamericana de Administración, 2013, vol. 26(2).
- 2013 "When waiting is strategic: Evidence from Colombian M&As 1995-2008," (with Yeny Rodriguez and Ivan Dario Sanchez), Journal of Business Research, 2013, vol. 66 (10): 1736 - 1742.
- 2011 "The relationship between perceptions of insecurity, social capital and subjective well-being: Empirical evidence from areas of rural conflict in Colombia", (with Eduardo Wills-Herrera, Luz E. Orozco, Clemente Forero-Pineda and Oscar Pardo) Journal of Socioeconomics, 2011, vol.40 (1), pp. 88 - 96.
- 2011 "Internet interacted: 1991-2003" (with Antonio Ladron and Eric Brousseau) Management Research, 2011, vol. 9 (3), pp. 192 – 206.
- 2010 "The Value of Strategic Waiting in Colombian M&As: 1995-2008," (with Yeny E. Rodríguez-Ramos and Iván Darío Sánchez-Manchola) Globalization, Competitiveness and Governability, 2010, vol. 4 (1), pp. 55 - 61, available at http://gcg.universia.net/pdfs_revistas/revista_21_1272367145829.pdf
- 2009 "Beyond Moral Hazard: The Effect of Firm-Level Compensation Strategies on Economic Conflict," (with Hernando Zuleta) Peace Economics, Peace Science and Public Policy, 2009, vol. 15(1), Article 5, available at <http://www.bepress.com/peps/vol15/iss1/5>.
- 2009 "Political Institutions and Telecommunications," (with Luis Diaz-Serrano) Journal of Development Economics, 2009, vol.89 (1), pp. 77 - 83.
- 2008 "Common Law and Civil Law as Pro-Market Adaptations," (with Benito Arruñada) Washington University Journal of Law and Policy, 2008, 26, pp. 81 - 130.
- 2008 "Judges' Cognition and Market Order," (with Benito Arruñada) Review of Law and Economics, 2008, 4(2), pp. 665 - 692.
- 2007 "The Effect of Legal Enforcement on Human Resource Practices: A Case study in Rural Colombia", (with Hernando Zuleta), International Journal of Manpower, 2007, Vol. 28, Issue 5, pp.344 - 353.

- 2007 "Market Potential for Interacting Telecommunication Technologies in the Presence of Network Effects," (with Antonio Ladron) Academy of Management Best Papers Proceedings, 2007.
- 2007 "Two Paths to Prosperity when Property Rights Enforcement is Weak," Globalization, Competitiveness and Governability, 2007, Vol. 1, Issue 1, pp. 136 – 145.
- 2006 "Mobile Phones, Internet and the Institutional Environment," Telecommunications Policy, 2006, February, Vol. 30, Issue 1, pp. 29 - 45.
- 2006 "Interacciones Tecnológicas y Efectos Red: Claves para Predecir el Impacto del VOIP sobre la Industria de las Telecomunicaciones," (with Antonio Ladron) Universia Business Review, 2006, 12, pp.66 - 79. (<http://www.universia.es/ubr/pdfs/UBR0042006066.pdf>)
- 2003 "Disintermediation Online: Differences in the Behavior of Traditional Retailers when Adopting E-commerce," Management Research, 2003, Vol. 1, Issue 3, pp. 279 - 290.

BOOKS

- 2019 Entrepreneurial Ecosystems in Unexpected Places: Examining the Success Factors of Regional Entrepreneurship, Andonova V, Nikolova M, Dimitrov D, (eds.). Palgrave Macmillan 2019.
- 2017 Multilatinas: strategies for internationalization, Andonova, V and Losada, M. (eds.), Cambridge University Press, 2017. The book is written around a unique dataset of 62 of the largest multilatinas from Brazil, Mexico, Colombia, Argentina, Chile and Peru. I am the co-author of 13 of the book chapters (6 with Juana Garcia and 7 with Mauricio Losada). The book also contains 4 contributed chapters. Available at: <http://www.cambridge.org/co/academic/subjects/management/international-business/multilatinas-strategies-internationalisation?format=HB&isbn=9781107130043#q5HyyHBcLWLJVB eO.97>
- 2005 "Market Institutions and Judicial Rulemaking," (with Benito Arruñada), Handbook of New Institutional Economics, 2005, Claude Menard and Mary Shirley, (eds.), Springer.

CHAPTERS IN BOOKS

- 2018 "Corporate governance and corporate citizenship in Colombia: a lever for global competitiveness?" In: Cornell University (eds.), Andonova V, García J, Majía A, 2018 pp 91-100.
- 2018 "Deben importarnos las multilatinas" In: La nota económica, (eds.) Andonova V, 2018, pp 72- 73.
- 2018 "La inserción de Colombia en los mercados internacionales: comercio, inversion y multilatinas" In: Nuevos enfoques para el estudio de las relaciones internacionales de Colombia, (eds.) 2017, pp 263 – 294, Andonova V, Biar S., García J.
- 2017 "Argentina - the precursor" In: Multilatinas. Strategies for internationalization, (eds.), 2017, Andonova V, Garcia J.
- 2017 "Chile – the disciplined" In: Multilatinas. Strategies for internationalization, (eds.), 2017, Andonova V, Garcia J.
- 2017 "Colombia – the new wave " In: Multilatinas. Strategies for internationalization, (eds.), 2017, Andonova V, Garcia J.
- 2017 "Peru – the future" In: Multilatinas. Strategies for internationalization, (eds.), 2017, Andonova V, Garcia J.
- 2017 "Mexico – the lighthouse" In: Multilatinas. Strategies for internationalization, (eds.), 2017, Andonova V, Garcia J.
- 2017 "Brazil – the heavyweight" In: Multilatinas. Strategies for internationalization, (eds.), 2017,

Andonova V, Garcia J.

- 2017 “where do we find them?” In: Multilatinas. Strategies for internationalization, (eds), 2017, Adanova V, Lozada M.
- 2017 “Institutional uncertainty in Latin America”. In: Multilatinas. Strategies for internationalization, (eds), 2017, Adanova V, Losada M.
- 2017 “Organisational resources and competences”.In: Multilatinas. Strategies for internationalization, (eds), 2017, Adanova V, Losada M.
- 2017 “Non-market resources and business groups” In: Multilatinas. Strategies for internationalization, (eds), 2017, Adanova V, Losada M.
- 2017 “Resource-dependent strategies of internationalisation: the where, when and how of going abroad” In: Multilatinas. Strategies for internationalization, (eds), 2017, Adanova V, Losada M.
- 2017 “Where, when and how? Empirical results” In: Multilatinas. Strategies for internationalization, (eds), 2017, Adanova V, Losada M.
- 2017 “strategies for internationalization” ” In: Multilatinas. Strategies for internationalization, (eds), 2017, Adanova V, Losada M.
- 2014 “Determinants of Bulgarian outward foreign direct investment” In: Internationalization of Firms from Economies in Transition, T. Mai and E. Turkina (eds.), 2014, Edward Elgar, Pp.203 - 247.
- 2012 “Multilatinas” in Tendencias en Administracion: Gerencia y Academia, 2012, vol. 2, Universidad de los Andes.
- 2010 “Las empresas gacelas en Catalunya: análisis de siete casos”, (with Carlos Valencia) in Les Empreses d’Alt Creixement i les Gaseles a Catalunya, 2010, Observatori de Prospectiva Industrial, Generalitat de Catalunya, pp.105-110.
- 2009 “The Strategic Importance of Close Employment Relations in Conflict-Ridden Environments: Three Cases from Colombia”, (with Roberto Gutiérrez and Luis Felipe Avella), in Best HRM Practices in Latin America, M. Elvira and A. Davila (eds.), 2009, Taylor and Francis, pp. 25 - 36.
- 2007 “Technology as a Remedy for Political Risks,” In: A New Generation in International Strategic Management, 2007, Stephen B. Tallman (ed.) Eduard Elgar Publishing, pp. 282 - 294.
- 2006 “Reglas Electorales, Competencia Política y Derechos de Propiedad. Un Estudio de Ámbito Internacional,” In: Organización de Gobiernos y Mercados en las Sociedades Democráticas, 2006, Toboso and Arias (eds.), PUV: Spain.

Other Publications

- 2017 “El ambiente de negocio en Colombia: una interpretación empresarial” (with Juana Garcia, Jorge Ramirez V.)
- 2017 Second EMI Report 2017: Emerging multinationals in a changing world, chapter on Colombian multinationals (with Juana Garcia, Mauricio Losada y Jairo Jimenez)
- 2017 “El peso de la corrupción importada,” America Economia, Septiembre-Octubre 2017, 66 – 68.
- 2017 GEM Bulgaria country report, <https://investsofia.com/en/201617-gem-national-report-on-entrepreneurship-in-bulgaria/>
- 2016 GEM Bulgaria country report <https://gemconsortium.org/report/gem-bulgaria-2015-16-annual-report-bg>

- 2010 "Las nuevas multilatinas y sus retos: El caso Colombia," (with Mauricio Losada), Dirección Estratégica, No. 34, September 2010.
- 2007 "Equipos gerenciales en empresas familiares," (with Boris Gartner), www.elempleo.com, February 2007.
- 2007 "Los equipos de alta gerencia mixtos: Qué ventajas ofrecen para las empresas familiares?" (with Boris Gartner), Dirección Estratégica, June-August 2007.
- 2005 "Cuando el rezago es una ventaja: El sector turístico mexicano en la era de la información," (with Laura Arredondo), Dirección Estratégica, September - December 2005. TED talk @ <https://www.youtube.com/watch?v=oRBV8pK2GBo>

WORKING PAPERS

"Political Institutions and Telecommunications Development," (with Luis Diaz-Serrano) (January 2007). IZA Discussion Paper No. 2569.

"Unwelcome Political Consensus", mimeo, Universidad Pompeu Fabra.

"Cultural Dimensions, Institutions and Economic Outcomes" (with Hernando Zuleta and Marly Castillo), mimeo, Universidad de los Andes

"Judges' Cognition and Market Order," (with Benito Arruñada) <http://www.econ.upf.edu/eng/research/onepaper.php?id=801>.

How context shapes entrepreneurial self-efficacy as a driver of entrepreneurial intentions: a multi-level approach (with Jana Schmutzler and Luis Diaz).

BOSSIT or how multilatinas can capitalize on global mindset and innovate (with Mauricio Losada and Juana Garcia).

Internationalization strategies of emerging countries multinationals (EMNCs): the debate continues (with Mauricio Losada and Lourdes Casanova).

"The Institutional Entrepreneur: a Make-it-Yourself Strategy to Better Business Environment," (with Hernando Zuleta) mimeo, Universidad de los Andes.

Participation in Boards, Committees and Associations

2012 – to date Board member. Balkanski Foundation <http://www.balkanski-foundation.org/>

Scholarships and Academic Distinctions

- 2015 Elected by the Class of 2015 to be the faculty member to submit a quote to AUBG 2015 graduation yearbook.
- 2014 - 2015 Research Grant, Spanish ministry of the Economy and Competitiveness, ECO2014-57131-R, 2015, Project Director: Benito Arruñada.
- 2014 Harvard Business School, Institute for Strategy and Competitiveness, Microeconomics of Competitiveness, December 2014.
- 2013 Harvard Business School, Institute for Strategy and Competitiveness, Microeconomics of Competitiveness, December 2013.
- 2011 Research Grant, Spanish Ministry of Science and Technology, ECO2011-29445, "Determinants of Institutional Performance: Organizations, Contracts and Judicial Institutions", 2011, Project Director: Benito Arruñada.
- 2009 Research Grant, Mexican Commission of Science and Technology, January 2006-January 2009.
- 2008 - 2009 Visiting Scholar, Center for Latin American Studies, Brown University.

- 2005 - 2008 Research and Development Grant, Spanish Ministry of Science and Technology, Grant SEJ2005-03871/ECON, "Economics of the Firm and Business Contracts III" (Project Director: Benito Arruñada).
- 2006 ISNIE Dissertation Award Finalist.
- 2002 - 2005 Research and Development Grant, Spanish Ministry of Science and Technology, Grant SEC2002-04471-C02-02, (Project Director: Benito Arruñada).
- 2005 Diploma for Outstanding Teaching Evaluations, Department of Business, ITAM.
- 2000 - 2003 Research and Development Grant, Spanish Ministry of Science and Technology, Grant SEC99-1191, "Economics of the Firm and Business Contracts: Applications to Sectors," (Project Director: Benito Arruñada).
- 2003 ESNIE Scholarship, April 2003.
- 2002 ESNIE Scholarship, April 2002.
- 2002 Doctoral Research Fellow in the Hamburg Institute for Law and Economics, Marie Curie scholarship of the European Commission,
- 2001 Young Scholar Award, Real Colegio Complutense at the Harvard University.
- 2000 Erhart Scholar, September 2000.