

LUIS DÍAZ

Assistant Professor | Management Area

Joined the School in 2004

ACADEMIC BACKGROUND

2018	Post- Doc Researcher, Audencia Business School, Nantes, France
2009 - 2017	Ph.D. in Management, Tulane University, New Orleans, LA, United States.
2009 - 2011	M.Sc. in Management. Tulane University, New Orleans, LA, United States.
2003 - 2004	M.Sc. Development Studies. The London School of Economics and Political Science. London, United Kingdom.
1998 - 1998	Specialization in Social Projects Appraisal. Universidad de los Andes. Bogotá, Colombia.
1992 - 1997	Bachelor's Degree in Economics. Universidad Nacional de Colombia. Bogotá, Colombia.

TEACHING EXPERIENCE

Courses Taught in Recent Years

Graduate

- Fundamentals of Management
- Strategic Management of Family Firms
- Teaching assistant: Management's Public Responsibilities
- Teaching assistant: Theory of the Firm
- Theories of Development

Undergraduate

- Social Responsibility
- Colombia and its institutions
- Fundamentals of Management
- Public Management
- Ethics and Leadership

Executive Education

- Governance in Family Firms

ACADEMIC ACTIVITIES

2017 – 2018	Director, Specializations Programs. UASM. Bogotá, Colombia.
2005 - to date	Assistant professor, UASM. Bogotá, Colombia.
2015 - 2017	Director, Undergraduate Program in Management, UASM. Bogotá, Colombia.

2005 - 2010	Director, Undergraduate Program in Management, UASM. Bogotá, Colombia.
2004 - 2005	Graduate Assistant, UASM. Bogotá, Colombia.
1998 - 1999	Research Assistant, Universidad de los Andes, School of Economics. Bogotá, Colombia.
1995 - 1996	Teaching Assistant, Universidad Nacional de Colombia. Bogotá, Colombia.

Conferences And Seminars

2020	FERC (Family Enterprise Research Conference), Universidad de los Andes.
2019	FERC (Family Enterprise Research Conference), Vermont, United States. Best paper award.
2019	EIASM – Workshop on Family Business, Nantes, France.
2018	Global STEP Conference, Cartagena, Colombia.
2017	Global STEP Summit, Lugano, Switzerland.
2017	FERC (Family Enterprise Research Conference), North Carolina, United States.
2016	IFERA (International Family Enterprise Academy), Bogotá, Colombia.
2014	FERC (Family Enterprise Research Conference), Portland, OR, United States.
2013	Global STEP Summit, Barcelona, Spain.
2013-2019	FECC (Family Enterprise Case Competition), Vermont, United States. Best advisor award.
2013	FERC (Family Enterprise Research Conference), Viña del Mar, Chile. Best paper award.
2012	FERC (Family Enterprise Research Conference), Montreal, Canada.
2010	LARC (Latin-American research Consortium) at Tulane University, New Orleans, LA, United States.
2009	STEP Summit, Bogotá, Colombia.
2009	STEP Global academic meeting, Boston, MA, United States.
2008	STEP Summit, Mexico City, Mexico.
2007	STEP Summit, Costa Rica.
2006	Business Association of Latin American Studies - BALAS Conference, Lima. Paper: Collaborative Learning: an experience from University classrooms.

OTHER PROFESSIONAL ACTIVITIES

Consultancies

2017	Grupo Bios, Familia Mesa - Executive education program for family business development.
2009	Consultant Competitiveness and Strategy Center – Project Doing Business sub-national Colombia 2010.
1998 – 1999	Consultant, General Direction of Financial Issues, Colombia's Ministry of Health.

OTHER PROFESSIONAL EXPERIENCE

- 2010 - to date Director, Pedagogical Area of the Urban and Social Development Program - Progresia Fenicia.
- 1999 - 2003 Assistant Director, Planning Office of Bogotá's Administrative Department of Social Welfare.

RESEARCH

Research Areas

- Strategic management in Family Firms
- Social Responsibility and Responsible Leadership
- Public management and education
- Social and economic development

PUBLICATIONS

Articles in Academic Journals

- 2021 Meaningful work and moral exemplarity: The perspective of family business leaders. En: Revue de l'ENTrepreneuriat. Revue De l'entrepreneuriat (ISSN 1630-7542) 20 (-), pp. 101-129.
- 2021 La Familia como comunidad de aprendizaje virtuoso. En Revista LEGADO. Diciembre (-), pp. 8-11.
- 2007 "Caso Corona: La construcción de una política pública para el fortalecimiento de las organizaciones de base en Bogotá: retos de una alianza entre entidades privadas y públicas", with Avella, LF and Trujillo, D. Case Study. In: Casos Perdagógicos. RedEAmérica, Bogotá, Colombia 2007, p.p. 38 - 60.
- 2005 "Implementación de sistemas de información para la gestión pública. El caso del Departamento Administrativo de Bienestar Social de Bogotá – DABS", with Pedraza, Alfonso. Case study. Mimeo. 2005. Bogotá, Colombia.
- 2005 "Aprendizaje colaborativo: una experiencia desde las aulas universitarias" with González, G. In: Educación y Educadores Journal, Universidad de la Sabana, Bogotá, Colombia, Vol. 8, 2005, P.p. 21 - 44.

Articles In Professional / Trade Journals

- 2017 Familias emprendedoras, empresas que perduran, 2017. Misión pyme.
- 2013 Luz Elena Orozco Collazos, Gustavo Alfonso González Couture, Luis Díaz Matajira. Enseñanzas éticas de las familias empresarias. 2013. Caracas. Venezuela.

Books

- 2022 Jeremy Cheng, Luis Díaz-Matajira, Nupur Pavan Bang, Rodrigo Basco, Andrea Calabrò, Albert E. James and Georges Samara. Family Business Case Studies Across The World. Edward Elgar Publishing. (ISBN 978 1 80088 424 3) Gran Bretaña.

- 2020 Diaz-Matajira L, Rincon-baez W, Arias N, Rodríguez E, Becerra G. (2020) Los egresados en Administración: brechas salariales y desarrollo profesional. Ediciones Uniandes. (ISBN 978-958-774-997-7) Colombia.
- 2018 Orozco L, Diaz L, Gonzalez G. (2018) Creación de valor en las empresas familiares colombianas. Líderes sociales y empresariales. Ediciones Uniandes Facultad De Administracion. (ISBN 978-958-774-762-1) Colombia.
- 2014 Luis Díaz Matajira, Clemente Forero Pineda. La gestión de lo público: debates y dilemas. 2014. Ediciones Uniandes Bogotá-Colombiapp.228. ISBN 978-958-695-956-8.
- 2006 “Situación de la Educación Preescolar, Básica, Media y Superior en Colombia” Bogotá, Colombia: Gente Nueva Editorial, 2006, (235 pp).

Chapters in Books

- 2022 “1 Family firms across the world: succession and governance in a disruptive era.” Family Business Case Studies Across The World (ISBN 978 1 80088 424 3) pp. 1-10. Edward Elgar Publishing
- 2022 “14 Which family prevails during divorce and succession? The Wagner Avila case.” Family Business Case Studies Across The World (ISBN 978 1 80088 424 3) pp. 121-129. Edward Elgar Publishing
- 2022 “Family business case learning: how to maximize learnings from this STEP project global casebook.” Family Business Case Studies Across The World (ISBN 978 1 80088 424 3) pp. 10-20. Edward Elgar Publishing.
- 2021 From Family Businesses to Entrepreneurial Families: Tacit Knowledge at the Core of Entrepreneurial Learning. In Allen, Matt R., Gartner, William B. (Eds.). Family Entrepreneurship. Insights from Leading Experts on Successful Multi-Generational Entrepreneurial Families (ISBN 978-3-030-66845-7) pp. 161-172. Palgrave Macmillan, Cham
- 2016 “Análisis del statu quo de las prácticas de las unidades de personal en el sector público colombiano”, (2016), Gestión estratégica del talento humano en el sector público - estado del arte, diagnóstico y recomendaciones para el caso colombiano, Diaz L, Rozo P, Arce J, pp 169-194.
- 2015 »Análisis del statu quo de las prácticas de las unidades de personal en el sector público colombiano«. In: Gestión estratégica del talento humano en el sector público: estado del arte, diagnóstico y recomendaciones para el caso colombiano.
- 2015 “The next generation: pathways for preparing and involving new owners in Colombian family businesses”. In: Developing Next Generation Leaders for Transgenerational Entrepreneurial Family Enterprises. The Successful Transgenerational Entrepreneurship Practices series. Edited by Pramodita Sharma, Nunzia Auletta, Rocki-Lee DeWitt, Maria Jose Parada and Mohar Yusuf.
- 2015 Empresas familiares: Gobierno de la empresa y de la familia. Libro PYME de avanzada, 2015. CEPAL- Ediciones Uniandes.
- 2014 Forero, Clemente; Díaz, Luis. 2014. In: La gestión de lo público: debates y dilemas. Ediciones Uniandes Bogotá - Colombia p.p.1 - 14. ISBN 978-958-695-956-8.

- 2012 González, Ana Cristina; González, Gustavo; Díaz, Luis. 2012. "The role of tacit knowledge in the identification of entrepreneurial opportunities: A qualitative analysis in the context of family businesses". In: Nordqvist, M, Marzano, G, Brenes, E, Jiménez, G & Fonseca, M. (2012) Understanding Entrepreneurial Family Businesses in Uncertain Environments. Ed. Edward Elgar Publishing. UK p.p.203-236. ISBN 9781849804653.

Monographs

- 2012 Díaz, Luis, González, Gustavo, González, Ana. El conocimiento: lo táctico en empresas de familia. Monografías de Administración. pp. Bogotá-Colombia.

Cases

- 2020 Orozco L, Diaz-Matajira L. (2020) Liderazgo y Gestión de Empresas de Familia. Colombia.
- 2018 Orozco L, Diaz-Matajira L, Serna M. (2018) Aristizabal Family. Growing the family firm? TC-AN0071 TN-AN0074. Estados Unidos.

OTHER PUBLICATIONS

- 2020 Diaz-Matajira L. (2020) Creating value through good governance. KPMG and STEP reports on the Global STEP family business survey 2019.

PARTICIPATION IN BOARDS, COMMITTEES AND ASSOCIATIONS

- 2023 Chair Global Scientific Council Step Project.
- 2017 FERC (Family Enterprise Research Council).
- 2007 - to date Step Project: Entrepreneurship and Family Business Research.
- 2004 British Chevening Scholars Association – Colombia.

SCHOLARSHIPS AND ACADEMIC DISTINCTIONS

- 2019 Family Enterprise Case competition, Team Advisor Award.
- 2019 Family Enterprise Research Council. Best paper award.
- 2013 Family Enterprise Case competition, Team Advisor Award.
- 2013 Family Enterprise Research Council. Best paper award.
- 2003 - 2004 British Chevening Scholarship for Graduate studies in the United Kingdom.
- 1998 Graduate studies in the Faculty of Economics. Universidad de los Andes/Inter-American Development Bank (IADB) - Andean Development Corporation (CAF).
- 1992 - 1997 Scholarship for undergraduate studies. Universidad Nacional de Colombia, Bogotá, Colombia.