

Boletín de Publicaciones

El Comité de Publicaciones apoya la edición y divulgación de la producción intelectual de los profesores de la Facultad.

No. 053 | Bimestral: marzo - abril, 2023

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Los invitamos a leer el Boletín de Publicaciones No 53 que lista las publicaciones de los profesores de la Facultad, entre marzo y abril. Resaltamos cuatro temas de investigación: 1) aprendizajes que nos deja la pandemia desde lo logístico (F,I), financiero (D), y de mercadeo (B); 2) mecanismos para promover la sostenibilidad ambiental desde lo estratégico (H), productivo (G) y experiencial (C, E); 3) estrategias sobre la enseñanza de la gestión en Latinoamérica (A, J); y, 4) seguimiento a la implementación del acuerdo de paz (K).

Artículos en revistas académicas indexadas

A **Amdam, R., Dávila, C. (2023).** [Making managers in Latin America: The emergence of Executive Education in Central America, Peru, and Colombia.](#) *Enterprise & Society*, 24, 1, 90-122.

This article explores the phenomenon in three different Latin American contexts: Central America, Peru, and Colombia. In all these cases, initiatives led to successful executive programs, which contributed to the growth of business schools that gradually achieved high international reputation. By studying the way that various U.S. actors interacted differently with local actors in the three cases, the article contributes to three discussions within business history: the history of Americanization, management education, and the alternative business history of emerging markets.

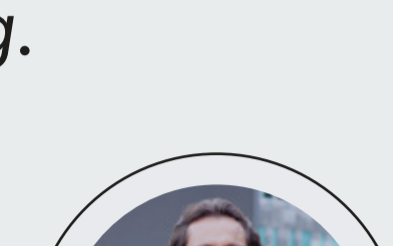


Carlos Dávila

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B **Klafke, R., Barrios, A., Didonet, S.R. (2023).** [Service encounter and value co-creation in fundraising activities at the NPO sector.](#) *Journal of Services Marketing*.

This paper used a service ecosystem approach to analyze a new service context "fundraising," which has been scarcely discussed in the literature. The findings show how macro-level institutions work together for fundraising. Five different fundraising interactions were identified, linking the communication with the service experience literature. Finally, the findings identify fundraising's different value outcomes extending traditional approaches for evaluating this activity.

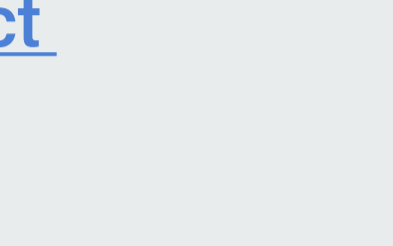


Andrés Barrios

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C **Marquis, D., Oliveira, D., Pantin-Sohier, G., Reinoso-Carvalho, F., Deliza, R., Gallen, C. (2023).** [The taste of cuteness: How claims and cute visuals affect consumers' perception of insect-based foods.](#) *International Journal of Gastronomy and Food Science*, 32.

Whether for ethical or personal health considerations, people are increasingly searching for avenues to diversify their protein intake sources. Across all main categories of alternative proteins, edible insects face the highest consumer reluctance. The present study delves into insect-based bread (virtue/functional) and chips (vice/hedonic) products to investigate how specific claims combined with cute visual elements can affect young consumers' emotions, perception, and acceptance.

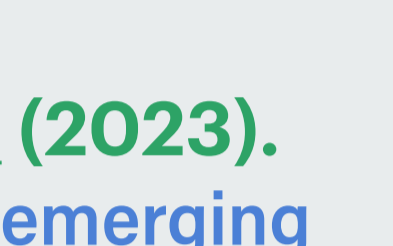


Felipe Reinoso

[Ver más](#)

D **Molina-Muñoz, J., Mora-Valencia, A., Perote, J., Rodríguez-Raga, S. (2023).** [Volatility transmission dynamics between energy and financial indices of emerging markets: a comparison between the subprime crisis and the COVID-19 pandemic.](#) *International Journal of Emerging Markets*.

This study reveals that volatility transmission between energy and stocks in emerging markets has changed and presents a unidirectional pattern from energy to financial markets during the COVID-19 period in contrast to calm and the sub-prime crisis intervals. These results differ from previous studies, focused on global markets, that show bidirectional spillovers during this period.



Santiago Rodríguez

[Ver más](#)

E **Tran, H., Veflen, N., Reinoso-Carvalho, F., Tabassum, F., Velasco, C. (2023).** [Seasonal multisensory eating experiences in Norway and Colombia.](#) *Food Quality and Preference*.

The present research evaluates how different senses are engaged across country-specific eating experiences. Our goal is to explore each country's prototypical multisensory eating experience throughout the seasons. In Study 1A and 1B, we used the Sensory Perception Item (SPI) scale by Haase and Wiedmann (2018) in Norway (n = 104, M age = 40.73) and Colombia (n = 130, M age = 37.81), to assess how visual, auditory, tactile, olfactory, and gustatory dimensions are engaged in each country's specific eating experiences and across seasons (Norway: Summer, Autumn, Winter, Spring; Colombia: Humid, Dry, Cold, Hot).

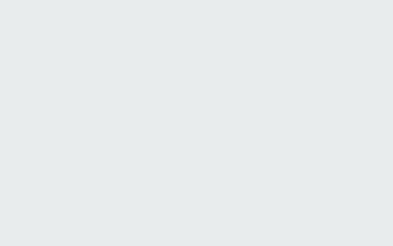


Felipe Reinoso

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F **Trujillo-Díaz, J., Amaya, C., González-Urbe, C., Hernández, E., Herrera, A., Velasco, N. (2022).** [Tracing and measuring the COVID-19 Colombian vaccination network.](#) *IFAC-PapersOnLine*, 55, 10, 3124-3129.

This article describes the design and implementation of the dashboard using a design science approach and discusses the main lessons learned. During its development, four major challenges were identified: the search for and availability of data sources, the definition and standardization of metrics, the extraction of data in different formats; and finally, the validation of the metrics.

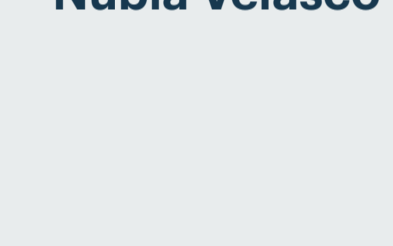


Nubia Velasco

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G **Van Hoof, B., Thiell, M., Mejia, S. (2023).** ['Shrinking effects' in cleaner production dissemination - An analysis of the Colombian RedES-CAR programme.](#) *Journal of Cleaner Production*, 405.

This study evaluates the non-achievement of cleaner production dissemination objectives of firms participating in cleaner production dissemination programmes, often sponsored by public funding. The outcomes help identify, describe, and analyse factors influencing firms' dropout, resulting in shrinking effects on the number of participating firms benefitting from such mechanisms.



Bart Van Hoof



Marcus Thiell

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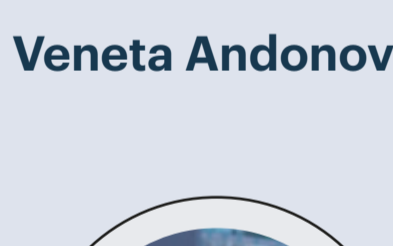
Capítulos de libros

H **Andonova, V., García, J. (2023).** Digital startups: Towards a more sustainable economy in Latin America. [Emerging markets report 2022: Reinventing global value chains](#), chapter 8. New York: Cornell University.

Sustainability has been a priority in the global political agenda and there is pressure on companies in Latin America to address some of the biggest social and environmental challenges. As a result, the ESG perspective has become a must-have rather than a nice-to-have element of doing business in the region. Among the most dynamic business domains in the region is the local entrepreneurial ecosystem, the value of which has risen to USD 221 billion in 2021. After analyzing the business models of the companies in the investment portfolio of the most prominent venture funds in Latin America we find that there is a significant presence of startups that directly address burning social problems.



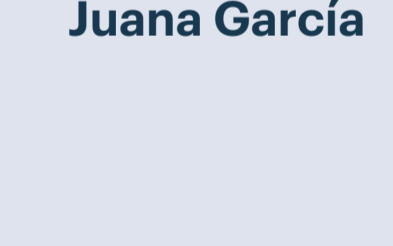
Veneta Andonova



Juana García

I **Velasco, N., Castaño, F. (2023).** Gestión de operaciones en salud. En N. Velasco, S. Villa, S. Camacho (eds.), [Gestión de la cadena de abastecimiento](#), cap. 10. Bogotá: Ediciones Uniandes, Facultad de Administración.

El objetivo de este capítulo es reconocer los sistemas de salud como organizaciones en las que los conceptos de gestión de operaciones y logística tienen relevancia para su buen desempeño. Partiendo de la definición de la cadena de abastecimiento, logística e identificando cómo son las operaciones hospitalarias, se realizará un paralelo entre los sistemas de producción y los sistemas de salud, de lo que se podrá concluir que, pese a las particularidades que presentan las organizaciones en salud, los conceptos de gestión de operaciones son extensibles y pueden contribuir al buen desempeño de la organización.

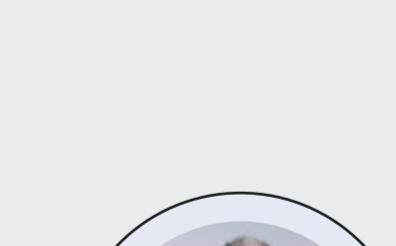


Nubia Velasco

Caso pedagógico

J **Gutiérrez, R. (2022).** [Promigas & Gases de occidente.](#) *Harvard Business Review*.

The case describes the challenges of innovating to increase gas service coverage in contexts where institutional voids are present. The case provides an opportunity to discuss a lack of intermediaries, or the participation of a few actors in these voids, and how companies can take actions to overcome shortcomings. Provision of public services such as gas distribution implies exposure to risks, including interference from political actors with claims unrelated to collective interests.



Roberto Gutiérrez

Cartilla de divulgación de política pública

K [¿Cómo va la implementación del Acuerdo Final? Evidencia de una encuesta remota con exintegrantes de las Farc-EP](#)



Leopoldo Fergusson, Natalia Garbiras-Díaz, Juana García, Cecilia Suescún, Michael Weintraub, Escuela de Gobierno, Uniandes, Documento de trabajo No. 93, 2022.

En este documento de trabajo, caracterizamos las actitudes y percepciones de la población en reincorporación en varias dimensiones en una etapa avanzada dentro su proceso. Para esto, nos basamos en los resultados de una encuesta telefónica a 4.435 personas en proceso de reincorporación realizada entre diciembre de 2021 y enero de 2022 por el equipo de investigadores en colaboración con la Agencia para la Reincorporación y la Normalización (ARN) y el componente Farc del Consejo Nacional de Reincorporación (CNR). Los resultados de este estudio demuestran que existen aspectos positivos en cuanto a las actitudes de las personas en reincorporación, pero también algunos que deben ser considerados con especial atención y cautela.



Juana García

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