

# Boletín de Publicaciones

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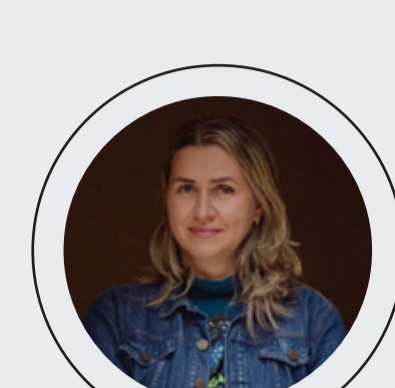
Los invitamos a leer el Boletín de Publicaciones No. 54 que lista los productos de los profesores de la Facultad entre mayo y junio. En esta edición resaltamos seis temas de investigación: 1) efectos económicos y sociales del desarrollo y la adopción de innovaciones tecnológicas (c, d, h); 2) herramientas para promover el consumo sostenible (b, g); 3) dinámicas de liderazgo en organizaciones públicas y privadas en contextos patriarcales (e, j); 4) alternativas para mejorar los procesos educativos gracias a la interacción con la realidad virtual y los estímulos olfativos (a); 5) estrategias para desarrollar extensiones de marca atípicas (f); y 6) formas de justicia que se desarrollaron en la negociación de los acuerdos de paz con las FARC (I).

## Artículos en revistas académicas indexadas

- A** [Andonova, V., Reinoso-Carvalho, F., Jiménez, M.A., Carrasquilla, D. \(2023\). Does multisensory stimulation with virtual reality \(VR\) and smell improve learning? An educational experience in recall and creativity. \*Frontiers in Psychology\*.](#)

This work offers practical recommendations for instructional design strategies aiming to create multisensory stimulations with VR and olfactory components to foster a richer learning experience and enhanced learning outcomes, under the assumptions of a stereotypical learning context.

[Ver más](#)



Veneta Andonova

- B** [Deliza, R., Rodríguez, B., Reinoso-Carvalho, F., Lucchese-Cheung, T. \(2023\). Cultured meat: a review on accepting challenges and upcoming possibilities. \*Current opinion in food science\*, 52.](#)

The objective of this review is to summarize the recent advances on culturing meat, while reflecting on consumer acceptance and upcoming possibilities. We start by updating technology related to cultured meat production, highlighting its nutritional and sensory facts.

[Ver más](#)



Felipe Reinoso

- C** [Koshta, N., Devi, Y., Chauhan, C. \(2022\). Evaluating barriers to the adoption of delivery drones in rural healthcare supply chains: Preparing the healthcare system for the future. \*IEEE Transactions on Engineering Management\*.](#)

The present study fills this gap by examining the barriers inhibiting the adoption of delivery drones in RHSC using the Grey Decision-Making Trial and Evaluation Laboratory technique. The results suggest that "lack of government regulations" is the most critical barrier.

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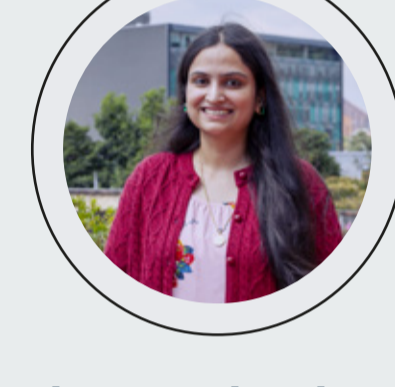


Chetna Chauhan

- D** [Malodia, S., Chauhan, C., Jabeen, F., Dhir, A. \(2023\). Antecedents and consequences of open innovation: a conceptual framework. \*International Journal of Entrepreneurial Behavior & Research\*.](#)

With the application of the developed framework for the entrepreneurial ventures, a set of strategic activities related to open innovation can be proposed that would help these ventures to enhance their innovation and marketing capabilities, thereby helping them with a sustained competitive advantage. The present study would also help the policymakers to frame policies that help the firms with a shift toward open innovation.

[Ver más](#)



Chetna Chauhan

- E** [Sánchez, P. \(2023\). "To be Good as a manager": Masculinities and everyday life within transnational corporations in Colombia and Ecuador. \*Men and Masculinities\*.](#)

This article examines the role of homosociality in the definition of power hierarchies within transnational corporations and the ways by which these firms control the sexual life of their managers to preserve patriarchy. It is based on the ethnographic research that I carried out to study masculinities among corporate elites in Colombia and Ecuador.

[Ver más](#)



Pilar Sánchez

- F** [Sezen, B., Hanssens, D. \(2023\). Financial returns to corporate brand extensions: does typicality matter? \*Journal of Marketing Analytics\*.](#)

The study emphasizes that firms should take critical marketing actions to influence the buzz around the launch, depending on the extension's typicality level. The results support our hypotheses. Particularly interesting is the finding that more atypical extensions become acceptable the greater market exposure to them (through marketing efforts as advertising and public relations).

[Ver más](#)



Burcu Sezen

- G** [Trujillo, C., Arias, C., Diaz, A. \(2023\). The effect of consumer lockdown on the relationship between environmental beliefs and pro-environmental behaviors. \*Environmental Research Communications\*.](#)

This study investigates the disruptive effect of the COVID-19 lockdown on the relationship between environmental beliefs and pro-environmental behaviors. We used a survey conducted in the four major cities of Colombia before COVID-19 arrived in December 2019 and then repeated it in October 2020, after most of the major restrictions on mobility and economic activity had been lifted.

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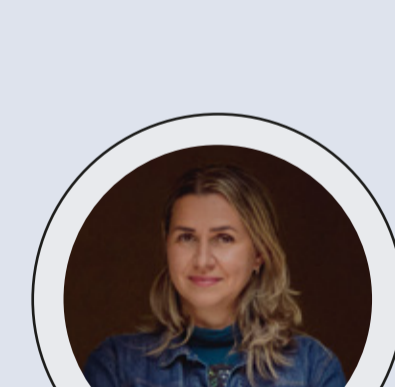


Carlos Trujillo

## Capítulos de libros

- H** [Andonova, V., Gavrilova, S., Pérez, J., Schmutzler, J., Krusteff, M. \(2023\). Bulgaria: the relevance and impact of transnational diaspora in technology-driven entrepreneurship. In R. Sternberg, M. Elo, J. Levie, J. Amorós \(eds.\), \*Research handbook on transnational diaspora entrepreneurship\*, chapter 5. UK – USA: Edward Elgar Publishing.](#)

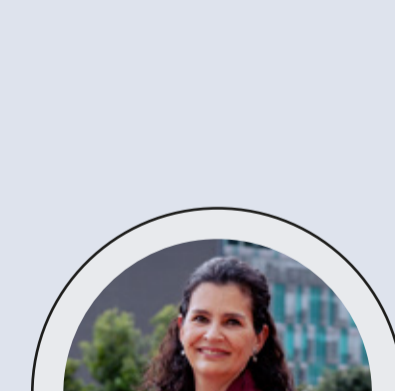
In this chapter, we study the relevance and impact of transnational diaspora in technology-driven ventures in Bulgaria. We argue that the Bulgarian transnational diaspora has played an essential role in the birth of the nascent entrepreneurial ecosystem (EE), magnifying the effect of advantageous local factors such as low relative wages, available financial and long-standing in STEM education and IT-related expertise.



Veneta Andonova

- I** [Canal, M., Aponte, D., Ocampo, M., Rojas, H. \(2023\). Formas de justicia en el proceso de negociación del Acuerdo de paz y análisis de algunos elementos de su implementación. En A. Rettberg, L. Betancur \(eds.\), \*Después del Acuerdo ¿Cómo va la paz en Colombia?\* Bogotá: Ediciones Uniandes.](#)

Los textos compilados en este libro abordan estas preguntas desde diferentes ángulos disciplinares y temáticos, reconociendo la diversidad de miradas y maneras de analizar la compleja realidad colombiana. En homenaje a la rica actividad que se ha venido desarrollando en la Universidad de los Andes sobre temas de construcción de paz, sus contribuciones van al corazón de los retos que enfrenta Colombia en este momento crucial de su historia, y fueron divididas en dos volúmenes y cinco grandes partes: actores de la construcción de paz, la justicia transicional, retos y oportunidades en el posconflicto, la paz territorial y la reconstrucción del tejido social.



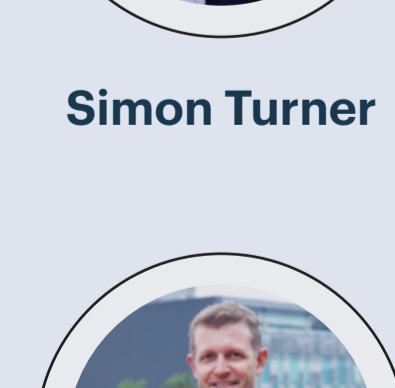
Margarita Canal

- J** [Turner, S., Schorch, S., Fernandez, D., García, N. \(2023\). Public leadership of Covid-19: documentary analysis of the role of the mayor's office in shaping policy responses in Bogotá, Colombia. In S. Brookes \(ed.\), \*Re-imagining public leadership in a post-pandemic paradigm\*, chapter 10. UK – USA: Edward Elgar Publishing.](#)

Addressing the unprecedented challenges facing public leaders brought about by the Covid-19 pandemic, this comprehensive Research Handbook reframes the public leadership debate by offering new ways of thinking about leadership practices. Bringing together contributions from leading scholars across the world, this insightful Research Handbook illustrates how the decisions made by global leaders today will have widespread consequences for future generations.



Simon Turner



Sebastian Schorch

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