Universidad de los Andes
Colombia
Facultad de Administración
Liderazgo para la vida

Boletín de Publicaciones

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

No. 068 | Mayo - Julio, 2025

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Como suscriptor(a) exclusivo(a) de nuestro Boletín, lo invitamos a leer y compartir nuestras últimas publicaciones

En esta edición del Boletín de Publicaciones destacamos la producción académica de nuestros profesores entre mayo y julio de 2025. Los temas abordan desafíos actuales en temáticas teles como sostenibilidad, finanzas, género, mercadeo y aprendizaje organizacional, entre otros. Desde estudios sobre consumo responsable hasta la valoración de las empresas, estos trabajos reflejan el compromiso de la Facultad con la generación de conocimiento riguroso y relevante para la sociedad. Los invitamos a explorar y compartir estas valiosas contribuciones.

Aprendizaje organizacional

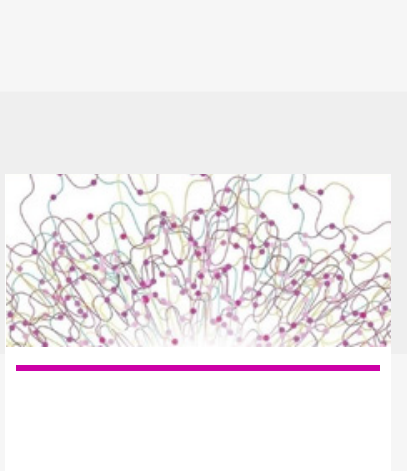
A TRIZ-based algorithm for business model innovation in manufacturing SMEs: a systematic framework for strategic innovation integrated with the business model canvas

Ver más

Ver perfil

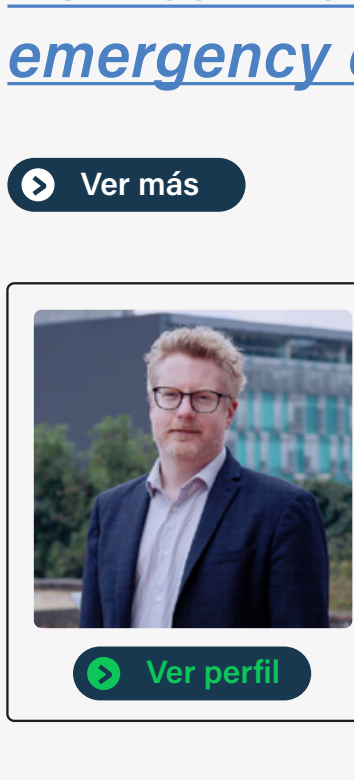
Andrés Guerrero
Profesor Asistente

The study introduces a method that integrates TRIZ with the Business Model Canvas to help SMEs in emerging markets innovate more systematically. Tested in a Colombian firm, it improved efficiency, quality, and market opportunities, boosting competitiveness, though it demands significant resources and learning.



How can health systems sustain lessons drawn from emergency contexts? Evidence from Colombia

Ver más



Ver perfil

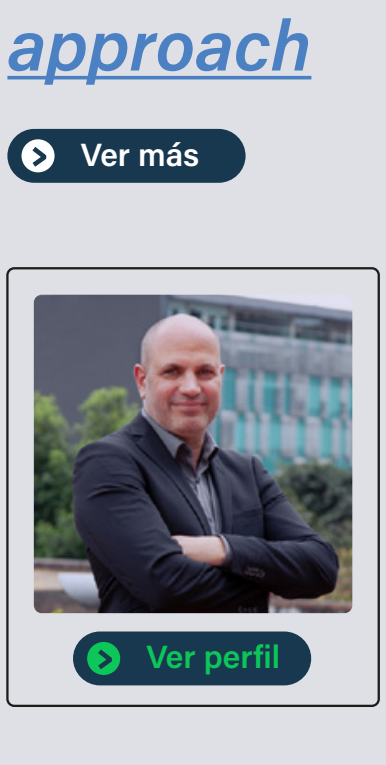
Simon Turner
Profesor Asociado

The study examines how Colombia's health system learned from the Covid-19 pandemic and whether those lessons endure. It finds that while the crisis triggered learning, challenges like scarce resources, political pressures, and workforce conditions limit sustainability, showing that environmental turbulence shapes how lessons are interpreted and applied.

Cadena de suministro

Container alliance strategies, market concentration and equality: A dynamic time warping clustering approach

Ver más

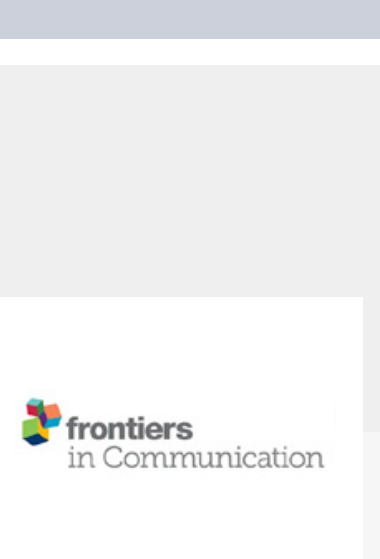


Ver perfil

Gordon Wilmsmeier
Profesor Silla Kühne

The study examines how strategic alliances and market concentration shape container shipping. It shows that on major trade routes, alliances foster competition rather than monopolies, while in smaller markets, concentration is higher and risks of collusion increase. The findings highlight the need for tailored regulation to ensure fair and accessible global trade.

Comercio electrónico



Loyalty Beyond Transactions: The Role of Perceived Brand Ethics in e-Commerce

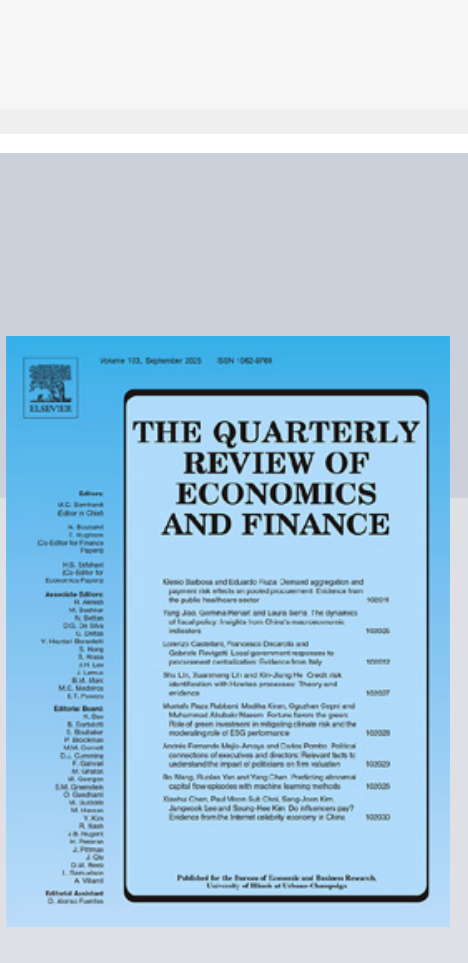
Ver más

Ver perfil

Enrique ter Horst
Profesor Asociado

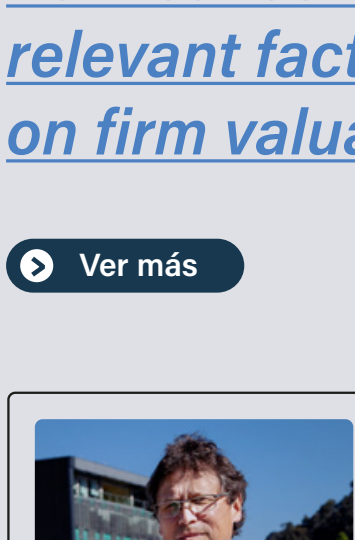
This study explores how perceived brand ethics, trust, and customer experience shape brand engagement and loyalty on digital platforms like Mercado Libre, Rappi, and Uber in Colombia. Findings show that strong experiences and ethical perceptions boost engagement, which in turn drives customer loyalty.

Finanzas



Political connections of executives and directors: relevant facts to understand the impact of politicians on firm valuation

Ver más



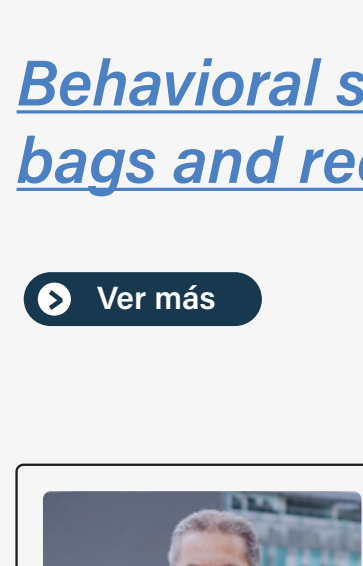
Ver perfil

Carlos Pombo
Profesor Titular

The study explores how political connections affect firm value in large corporations across emerging American markets. Results show that politically connected directors strongly boost firm valuation, more than officers do, but this positive effect declines over time.

Determinants of environmental disclosure and firm value: evidence from Latin American energy and mining industries

Ver más



Ver perfil

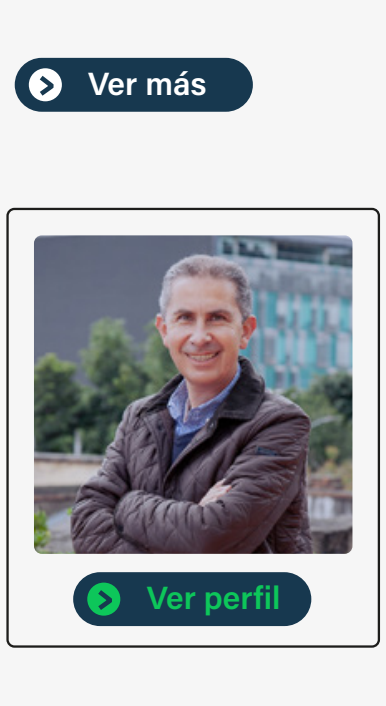
Maximiliano González
Profesor Titular

The study developed an index to measure how transparently energy and mining firms in Latin America report on environmental issues. Findings show that stronger corporate governance (larger, independent, and diverse boards) leads to more environmental disclosure, which in turn enhances firms' market value.

Medio ambiente y sostenibilidad

Behavioral spillover between the use of reusable shopping bags and recycling at home: A field experiment

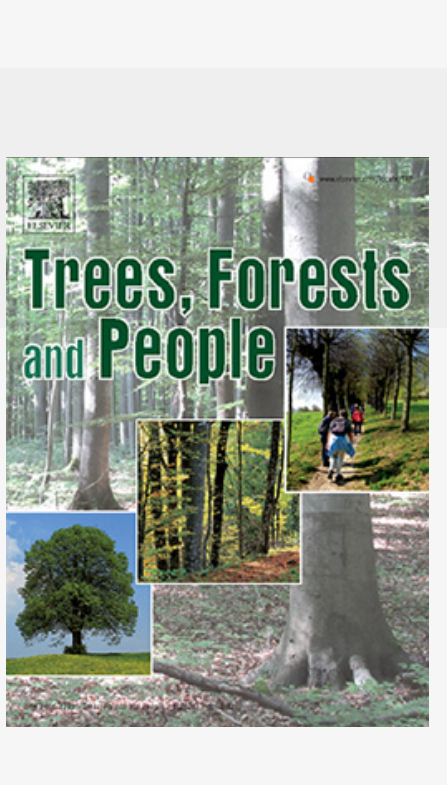
Ver más



Ver perfil

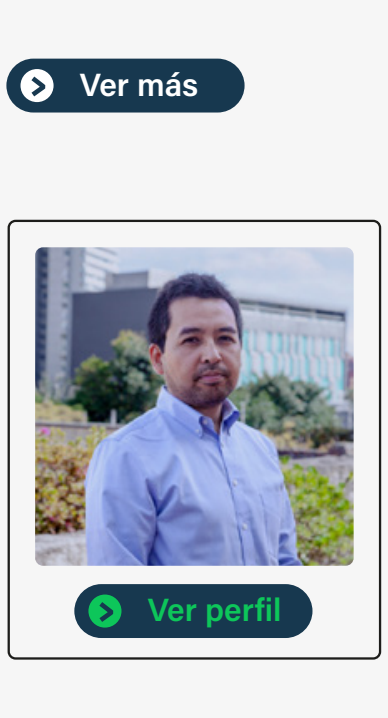
Carlos Trujillo
Profesor Asociado

The study tests whether simple habits, like using reusable bags, encourage more complex ones such as recycling. Results show it boosts recycling at home but not elsewhere. Perceived difficulty strengthens this effect, while strong beliefs in personal effectiveness reduce it.



The intersection of poverty and behavioral change for sustainable lifestyles

Ver más



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Carlos Trujillo
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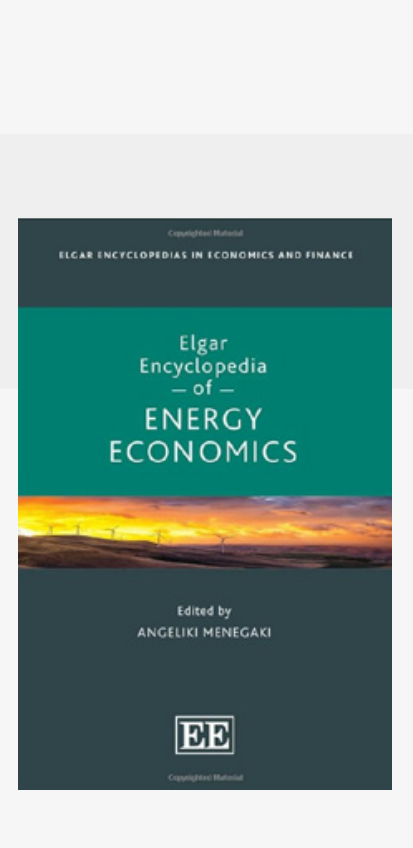
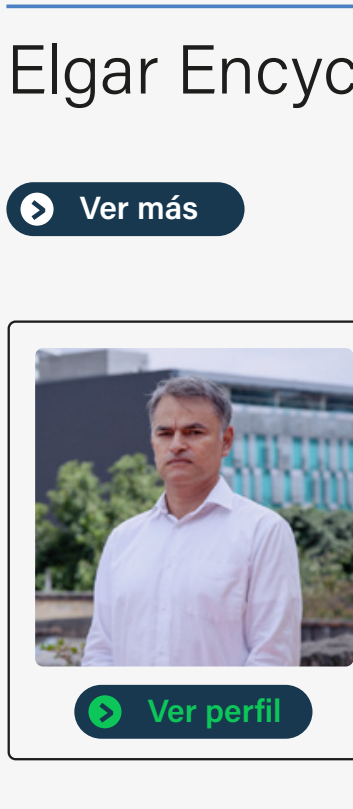
The article argues that fighting poverty through increased consumption is unsustainable, since the planet cannot support such levels. It suggests finding ways for people escaping poverty to achieve better living standards without falling into consumerism, focusing on psychological and social factors that shape their choices.



COVID-19 Impacts on Amazon Deforestation

Trees, Forests and People

Ver más



Ver perfil

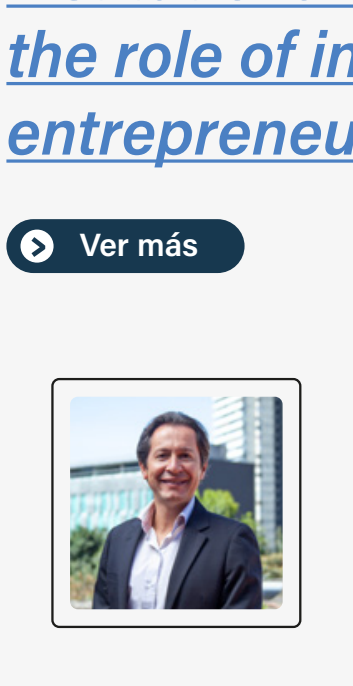
Minoru Higa
Profesor Asistente

This study examines how the COVID-19 pandemic affected deforestation in Peru, showing it explained one-third of the 2020 increase. The impact was stronger in areas with coca crops or illegal mining, leading to CO_2 emissions with a social cost far exceeding the national forest management budget.

Emissions Pricing

Elgar Encyclopedia of Energy Economics

Ver más



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Jorge García
Profesor Asociado

This prescient Encyclopedia outlines the breadth and depth of the burgeoning field of energy economics. Entries cover a wide range of topics including traditional and renewable energy sources, environmental impacts, energy efficiency, market structures and the economic implications of energy transitions.

Institutional voids, misalignments, and workarounds: the role of intermediaries for forced migrant entrepreneurship

Ver más

Andrés Barrios
Profesor Asociado

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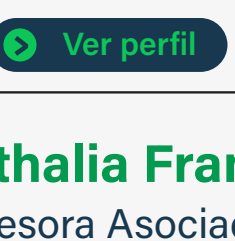

Sonia Camacho
Profesora Asociada

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The article explores the challenges Venezuelan forced migrants face when starting businesses in Colombia and how they overcome them. It shows that institutional gaps hinder access to labor, capital, and markets, but government, digital tools, and migrant communities support their solutions.

Unveiling policy gaps to better address the causes and drivers of tropical deforestation: A case study from the Colombian Amazon

Ver más

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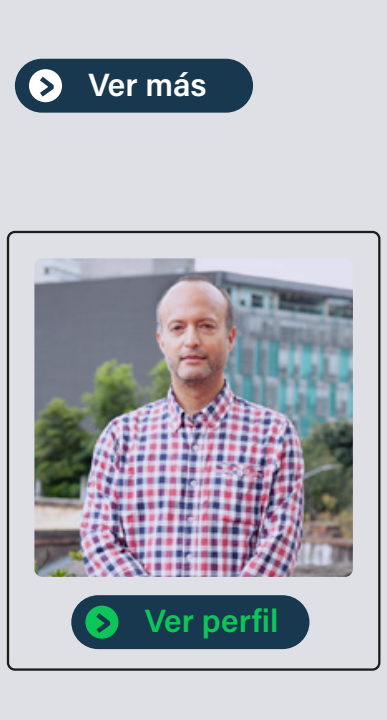
Nathalia Franco
Profesora Asociada

The study examines why public policies have failed to curb deforestation in Colombia's Amazon after the conflict. It finds that land speculation, cattle ranching, and weak institutional capacity create gaps in policy design and implementation, reducing their effectiveness.

Mercadeo

Green tea or white tea? Analyzing consumer color preference using MANOVA

Ver más



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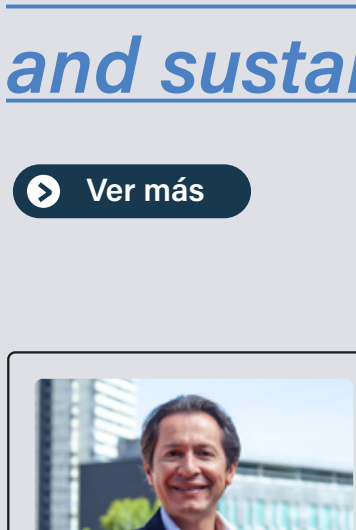
Silvana Dakduk
Profesora Asociada

This study explored whether the color of tea (green or black) influences how healthy people perceive it to be after drinking. Both teas had the same flavor, but participants rated their healthiness. The results aim to show if color affects health perception of the product.

Loyalty Beyond Transactions: The Role of Perceived Brand Ethics in e-Commerce

Ver más



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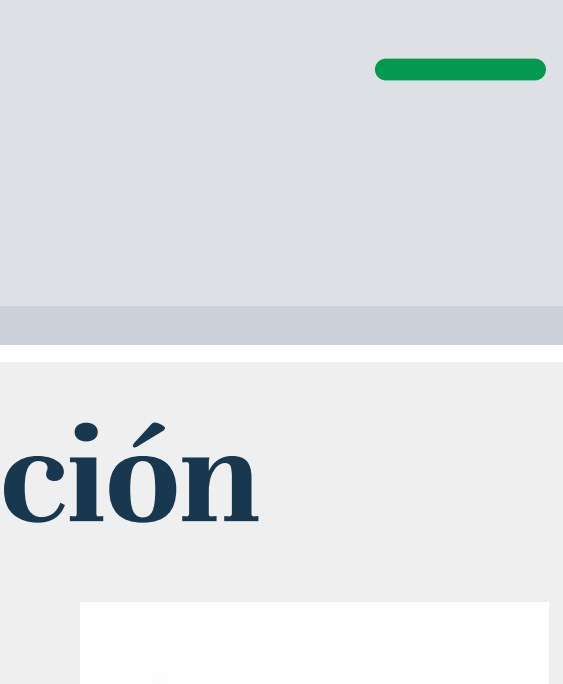

Unlocking our potential: Collaborating with local and global institutions to advance a macro ethos for a more just, safe, inclusive and sustainable world

Ver más

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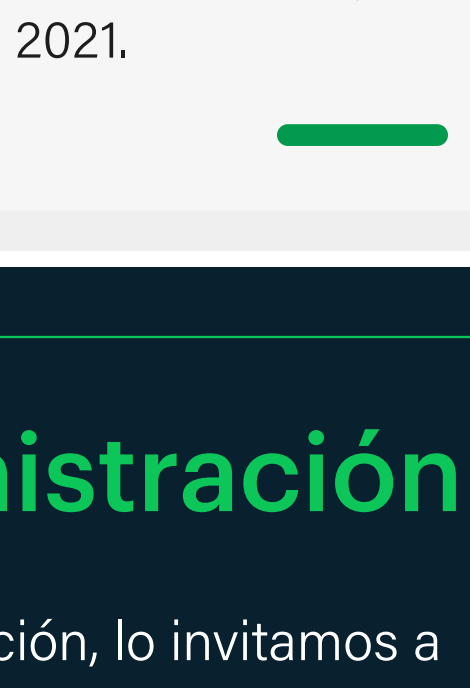
Andrés Barrios
Profesor Asociado

The article argues that when practiced responsibly and inclusively, marketing can help reduce poverty, protect the environment, and foster peace and well-being. Drawing on diverse contexts, it shows marketing's potential to build fairer, more sustainable, and resilient societies.

Métodos de investigación



Learn to use hierarchical clustering in JASP with advertising data from the DANE annual manufacturing survey in Colombia (1992-2024)

Ver más

Silvana Dakduk
Profesora Asociada

Ver perfil

Rodrigo Taborda
Profesor Asociado

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This work teaches how to use clustering techniques to analyze advertising investments by manufacturing firms in Colombia. The goal is to group industries based on ad spending to improve marketing and sales planning. The dataset covers over 3,000 companies from 1992 to 2021.

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