

GLOBAL CONFERENCE ON
BUSINESS AND FINANCE

CONFERENCE PROGRAM

*Las Vegas, Nevada
January 2-5, 2019*

The Institute for Business and Finance Research

GLOBAL

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Table of Contents

Letter from the Conference Chair.....	2
Conference Etiquette.....	4
The Institute for Business and Finance Research.....	5
Journals.....	6
Editorial Advisory Boards.....	8
Future Conferences.....	16
Schedule of Events.....	17
Summary of Onsite Sessions.....	18
Presentation Equipment.....	19
Paper Sessions.....	20
Non-Presenting Participants.....	34
Staff Members.....	34
Session Chairs.....	35
Awards.....	35
Index of Participants.....	39
Universities, Institutions and Firms Represented.....	42
Countries Represented.....	44

Welcome to Las Vegas!
Have a productive and fun Conference!

**Your Identification Badge is required for admission to All Conference
Functions**

Admittance to the Award Luncheon Requires an Admission Ticket

Bienvenidos a Las Vegas
Deseamos que el Congreso sea Productivo!

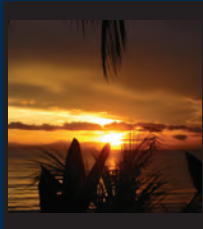
**Debe de Utilice su Gafete/Tarjeta de Identificación Durante Todas las
Funciones del Congreso**

Para Ingresar al almuerzo de Premiación Necesita un Tiquete de admission

Letter from the Editor

Welcome to Las Vegas

Welcome
Bienvenidos



On behalf of the Staff and the IBFR, I welcome you to Las Vegas, Nevada and the 26th Global Conference on Business and Finance. We hope you have a productive conference and enjoy your time in Las Vegas. If we can be of any assistance to you during your time in Las Vegas please do not hesitate to contact us.

We all know that college professors must balance their teaching, research, and service obligations. Finding the right forum to share and obtain feedback on our research, new teaching techniques, and innovative administrative processes can be challenging. The Institute for Business and Finance Research was created to facilitate your work by providing an environment conducive to knowledge and experience sharing. We encourage the academic community to come and share their work at our conferences and in our journals. We welcome articles which are of interest to scholars and practitioners in all fields of business, economics and related fields.

The 2019 Las Vegas GCBF represents a long-term commitment to bring individuals from around the world together to share their ideas and promote research on business and finance. The response to the conference has been outstanding. We wish to thank you for selecting the GCBF as your research outlet. We also wish to thank the many people that have contributed to making the conference a success. We are delighted to report that the conference is truly a global conference. We have participants from all corners of the globe at this event. These individuals come from a variety of high quality institutions and will present work on a broad mix of academic issues.

We are proud to announce our upcoming conference. Our 27th conference will be held in San Jose, Costa Rica, May 28-31, 2019. We hope that you are able to join us at these events.

We hope you take the time to enjoy the hotel facilities as well as to take in Las Vegas. Las Vegas is a wonderful destination with much to offer. We recognize that in addition to presenting research and participating in the conference activities, it is also important to relax and rejuvenate yourself. Have some fun! You deserve it! We hope that you will go home refreshed and with a sense of accomplishment.

Warmest Regards,

Mercedes Galbert
Conference Chair



Carta del Editor

Bienvenidos a Las Vegas

Welcome *Bienvenidos*



El Instituto y su personal les da la bienvenida a Las Vegas, Nevada y al 26th Global Conference on Business and Finance. Esperamos que su participación sea productiva y que disfruten este destino.

Todo profesor de educación superior debe encontrar un balance entre su rol como educador, investigador, servicio a la comunidad y servicio a su universidad. Encontrar un foro donde podamos compartir y obtener retroalimentación sobre nuestra investigación, nuevas técnicas de educación, procesos administrativos innovadores es retador. El Institute for Business and Finance Research (IBFR) fue creado para facilitar el trabajo del profesional en educación superior, profesional del sector públicos y profesional del sector privado al crear una plataforma global conducente al enriquecimiento de nuestro conocimiento a través de:

1. La exposición de trabajos investigativos en todas las áreas académicas de las ciencias administrativas, ciencias económicas, financieras, etc.;
2. La exploración de nuevos avances tecnológicos, teóricos, pedagógicos;
3. El intercambio de conocimiento en una plataforma verdaderamente global.

Los congresos GCBF representa un compromiso a largo plazo para unir a nuestros colegas de todos los continentes en nuestros congresos y compartir nuestras ideas, investigación y cultura en una plataforma bilingüe. Deseamos agradecer su participación, la cual hace realidad nuestros objetivos; el realizar un Congreso realmente global con participación de educadores y profesionales de todas partes del mundo.

Con gran alegría anunciamos nuestros próximos congresos. Nuestro 27° Congreso se realizará en San Jose, Costa Rica en Mayo 28-31, 2019. Será un placer el contar con su participación nuevamente.

Deseamos que disfruten su estancia en el hotel y que tengan la oportunidad de explorar este destino. Sabemos que además de exponer sus trabajos, es también importante tomar tiempo para relajarse, rejuvenecerse y conocer sobre otras culturas, tradiciones, etc. Esperamos que al regresar a sus hogares e instituciones se sientan rejuvenecidos y satisfechos con sus alcances y aprendizaje durante el congreso.

Estamos para asistirles durante el congreso y el futuro.

Saludos Cordiales,
Mercedes Jalbert
Conference Chair

Conference Etiquette

The Institute encourages the positive exchange of ideas. Spirited debate related to issues presented in conference sessions is welcome and encouraged. However, participants must frame all comments in a positive tone. Under no circumstances should participants make personally demeaning or insulting comments or make degrading comments about a presenter's work.

Business casual attire is appropriate for all events.

Conferencia Etiqueta

El Instituto fomenta el intercambio positivo de ideas. Debate vigoroso relacionado con las temáticas presentadas en sesiones de la conferencia es bienvenidos y motivado. Sin embargo, los participantes deben enmarcar todos los comentarios en un tono positivo. Bajo ninguna circunstancia deben los participantes hacer comentarios degradantes sobre el investigador o su investigación o insultar al expositor.

Vestimenta casual de negocios es apropiada para todos los eventos.

The Institute for Business and Finance Research

The Institute for Business and Finance Research (IBFR) seeks to promote the study of business, finance, and related issues. The Institute also seeks to make accessible this wealth of information to the global higher-education and business communities. The Institute does this by sponsoring The Global Conference on Business and Finance. We also publish eight journals: *The International Journal of Business and Finance Research*, *International Journal of Management and Marketing Research*, *Global Journal of Business Research*, *Accounting and Taxation*, *Review of Business & Finance Studies*, *Business Education and Accreditation*, *Revista Internacional Administración y Finanzas* and *Revista Global de Negocios*. We work under the principle of providing positive support toward getting your work published.

The Global Conference on Business and Finance

The Institute Sponsors the Global Conference on Business and Finance (GCBF). The GCBF provides the academic community with an opportunity to share their research, ideas, and discuss administrative issues. It also offers a great opportunity for networking and placement. Conference participants are able to:

- Network with other professionals
- Present their research at an international conference
- Receive feedback on their research
- Publish a short version of their paper in the refereed proceedings
- Compete for the Outstanding Research Award
- Compete for the Best Paper in Session Award
- Have their paper considered for publication in a peer reviewed journal
- Network with potential employers and employees

The Global Conference on Business and Finance Proceedings (ISSN: 2168-0612 on Flash Drive and ISSN 1941-9589 Online) are peer reviewed. Short versions or full papers presented at the Global Conference on Business and Finance can be published in the refereed proceedings. The conference proceedings are distributed on USB Flash Drive, Online and through EbscoHost. The conference proceedings are indexed by Copernicus.

Journals

Journal Announcements

We continue to work hard to improve the quality and visibility of our journals. We are delighted to report that we have launched our new website. The new website includes many enhancements. The website is now fully bilingual. The new website includes the ability to create listings of individual articles published in our journals. This new feature will improve the search engine rankings of your work and improve visibility. This feature is currently available on our website, but we are currently working to enhance it. We expect to roll out the updated journal archives in February 2019.

Our journals are distributed in print, and electronically through EbscoHost, RePEC, SSRN and The IBFR Website. Our journal content is permanently archived with Portico.

The IBFR sponsors eight peer-reviewed journals:

- The International Journal of Business and Finance Research
ISSN # 1931-0269 [print], 2157-0698 [online]
- International Journal of Management and Marketing Research
ISSN # 1933-3153 [print], 2157-0205 [online]
- Global Journal of Business Research
ISSN 1931-0277 [print], 2157-0191 [online]
- Accounting & Taxation
ISSN 1944-592X [print], 2157-0175 [online]
- Review of Business & Finance Studies
ISSN 2150-3338 [print], 2156-8081 [online]
- Business Education & Accreditation
ISSN 1944-5903 [print], 2157-0809 [online]
- Revista Internacional Administración & Finanzas
ISSN 1933-608X [print], 2157-3182 [online]
- Revista Global de Negocios
ISSN 2328-4641 [print], 2328-4668 [online]

All our Journals are peer-reviewed. Articles in all areas of business, economics, business education and related fields are welcome for publication consideration. Both theoretical and empirical papers are reviewed for possible publication. Papers may be academic or applied in nature. Submitted articles should be well written and free of spelling and grammar errors. Only original articles that have not been published elsewhere and are not under consideration for any other publication are considered for publication in the journals.

Please visit our web site for information about our journal's indexing, ranking and distribution at www.theibfr.com/journal.htm (EBSCOHost, SSRN, RePEC, Econlit, e-JEL and JEL on CD etc.)

For additional information on the journals or proceedings, including manuscript submission instructions, visit our website at www.theIBFR.com.

Revistas Académicas

The Institute for Business and Finance Research patrocina ocho revistas académicas Revista: *Internacional Administración & Finanzas (RIAF)*, *The International Journal of Business and Finance Research (IJBFR)*, *International Journal of Management and Marketing Research (IJMMR)*, *Global Journal of Business Research (GJBR)* *Accounting and Taxation (AT)*, *Business Education and Accreditation (BEA)*, *Review of Business & Finance Studies (RBFS)* y *Revista Global de Negocios*.

Trabajos de investigación teóricos, empíricos o aplicados en administración de empresas, finanzas, economía, contabilidad, gerencia, mercadeo, estadísticas, producción, sistemas de información, derecho laboral, planeamiento estratégico, política empresarial, teoría monetaria, comercio internacional, turismo, derecho comercial, temas en educación superior, avances en técnicas de educación y apoyo didáctico, acreditación o certificación, promoción y desarrollo académico, administración pública y disciplinas afines son bienvenidos.

Visite nuestro sitio www.theibfr.com/publicaciones.htm donde encontrara informacion detallada sobre las revistas, indexación, distribución, proceso de revisión etc.

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The International Journal of Business and Finance Research (ISSN: 1931-0269 print ISSN: 2157-0698 online) has been published continuously since 2007. The Journal publishes high-quality articles in all areas of finance, accounting and economics. Theoretical, empirical and applied manuscripts are welcome for publication consideration. All papers submitted to the Journal are blind reviewed. The Journal is distributed in print and electronically through Social Science Research Network (SSRN), EBSCOhost Publishing, Research Papers in Economics (RePEc) and The IBFR website. The Journal is permanently archived through Portico. The Journal is also indexed in the American Economic Association's Econlit, e-JEL, and JEL on CD. The Journal is ranked by Schulze, Warning and Wiermann (2008) Evaluation Agency for Research and Higher Education (AERES) France, International Development Informatics Association of Monash University, and Westminster College.

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ISSN # 1933-3153 (print) and 2157-0205 (online)

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Global Journal of Business Research (GJBR)
ISSN 1931-0277 (print) and 2157-0191 (online)

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ISSN 1944-592X (print) and 2157-0175 (online)

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Review of Business & Finance Studies
ISSN: 2150-3338 (print) and 2156-8081 (online)

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Review of Business & Finance Studies (ISSN: 2150-3338 print and 2156-8081 online) has been published continuously since 2010. The Journal publishes high-quality studies in all areas of business finance and related fields. Empirical and theoretical papers as well as case studies are welcome. Case studies can be based on real-world or hypothetical situations. In addition, academic papers that address issues related to case teaching methodologies are welcome. All papers submitted to the Journal are blind reviewed. The Journal is distributed in print and electronically through Social Science Research Network (SSRN), EBSCOhost Publishing, Research Papers in Economics (RePEc) and The IBFR website. The Journal is permanently archived through Portico.

Revista International Administration & Finanzas
ISSN 1933-608X (print) 2157-3182 (online)

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Revista Internacional Administración & Finanzas (RIAF) se publica en forma continua desde 2008. RIAF publica manuscritos de alta calidad en todas las áreas de las ciencias administrativas, contables y financieras. Artículos teóricos, empíricos y aplicados son bienvenidos para revisión y posible publicación. RIAF se publica siete veces al año por el Institute for Business and Finance Research. Todo trabajo de investigación enviado para consideración es sujeto a un "blind-review process." RIAF se distribuye en forma impresa y a través de Social Science Research Network (SSRN), EBSCOHost, Research Papers in Economics (RePEc) y el sitio del IBFR. RIAF está indexada en The American Economic Association's Econlit, e-JEL y JEL on CD. La revista está archivada en forma permanente con Portico.

Revista Global de Negocios
ISSN 2328-4641 (print) 2328-4668 (online)

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Revista Global de Negocios (RGN) se publica en forma continua desde el 2013. RGN publica manuscritos de alta calidad en todas las áreas de las ciencias administrativas, contables y financieras. Investigaciones teóricas, empíricas y aplicadas son bienvenidas para revisión y posible publicación. RGN se publica dos veces al año por el Institute for Business and Finance Research. Todo trabajo de investigación enviado para consideración es sujeto a un "blind-review process." RGN se distribuye en forma impresa y a través de Social Science Research Network (SSRN), EBSCOHost, Research Papers in Economics (RePEc) and el sitio del IBFR. La revista esta archivada en forma permanente con Portico.

FUTURE CONFERENCES

We hope you are able to join us at these upcoming events.

San Jose, Costa Rica, May 28-31, 2019

The 2019 Summer Global Conference on Business and Finance will be held in San Jose, Costa Rica. We will be announcing the dates and location of this conference in the coming weeks.

CONGRESOS FUTUROS**San Jose, Costa Rica, Mayo 28-31, 2019**

El Congreso 2019 Verano GCBF se realizará en San Jose, Costa Rica.

SCHEDULE OF EVENTS

WEDNESDAY, January 2, 2019 MIERCOLES 2 de Enero, 2019	
1:00 PM to 7:00 PM	Conference Registration / Registro Conferencia (Savoy)
2:00 PM to 6:00 PM	Internet Session Begins/ Inicio Sesión Internet (Savoy)
4:00 PM to 5:00 PM	Conference Reception (hour'dourves and soft drinks provided)/(Savoy) Recepción al Congreso, bocadillos y bebidas seran servidas (Savoy) Sponsored by The International Journal of Business and Finance Research
THURSDAY, January 3, 2019 JUEVES 3 de Enero, 2019	
8:00 AM to 11:00 AM	Conference Registration/Registro Conferencia (Savoy)
7:45 AM	Coffee Break (Savoy)
8:00 AM to 5:00 PM	Internet Session/Sesión Internet (Savoy)
8:00 AM to 9:50 AM	Concurrent sessions/Sesiones simultaneas (Carson City I, Carson City II, Virginia City III, Mesquite)
9:30 AM	Coffee Break/Refrigerio (Savoy)
10:00 AM to 11:50 AM	Concurrent sessions/Sesiones simultaneas (Carson City I, Carson City II, Virginia City III, Mesquite)
11:50 AM to 1:00 PM	Lunch break (on your own)/ Almuerzo por cuenta de cada participante
1:00 PM to 2:50 PM	Concurrent sessions/Sesiones simultaneas (Carson City I, Carson City II, Virginia City III, Mesquite)
2:30 PM	Coffee Break/Refrigerio (Savoy)
3:00 PM to 4:50 PM	Concurrent sessions/Sesiones simultaneas (Carson City I, Carson City II, Virginia City III, Mesquite)
FRIDAY, January 4, 2019 VIERNES 4 de Enero 2019	
8:00 AM to 10:00 AM	Conference Registration/Registro Conferencia (Savoy)
7:45 AM	Coffee Break (Savoy)
8:00 AM to 5:00 PM	Internet Session/Sesión Internet (Savoy)
8:00 AM to 9:50 AM	Concurrent sessions/Sesiones simultaneas (Carson City I, Carson City II, Virginia City III, Mesquite)
9:30 AM	Coffee Break/Refrigerio (Savoy)
10:00 AM to 11:50 AM	Concurrent sessions/Sesiones simultaneas (Carson City I, Carson City II, Virginia City III, Mesquite)
11:50 AM to 1:50 PM	Award Presentation Luncheon / Almuerzo Premiacion (Savoy) Sponsored by The Institute for Business and Finance Research
2:00 PM to 3:50 PM	Concurrent sessions/Sesiones simultaneas (Carson City I, Carson City II, Virginia City III, Mesquite)
3:30 PM	Coffee Break/Refrigerio(Savoy)
4:00 PM to 5:50 PM	Concurrent sessions/Sesiones simultaneas (Carson City I, Carson City II, Virginia City III, Mesquite)
SATURDAY, January 5, 2019 SATURDAY 5 de Enero 2019	
8:00 AM to 9:00 AM	Conference Registration/Registro Conferencia (Savoy)
8:00 AM	Coffee Break (Savoy)
8:00 AM to 10:00 AM	Internet Sessions/Sesión Internet (Savoy)
10:00 AM	Conference Ends/Conferencia Finaliza

Summary of Onsite Sessions

ROOM	Virginia City III	Carson City I	Carson City II
THURSDAY			
08:00 AM		Spanish Management	Spanish Economics, Accounting & Public Administration
10:00 AM	English Business Education & Marketing	Spanish Management	Spanish Finance & Economics
01:00 PM	English Finance & Accounting	Spanish Management	Spanish Business Education & Marketing
03:00 PM	English Accounting & Economics	Spanish Marketing & Management	Spanish Business Education, Management & Marketing
FRIDAY			
08:00 AM	English Economics	Spanish Management	
10:00 AM	English Accounting & Finance	Spanish Business Education, Management & Tourism	English Business Education & Management
02:00 PM	English Business Education & Marketing	Spanish Finance	
04:00 PM	English Management	Spanish Business Education	

Presentation Equipment

The conference rooms will each be equipped with an LCD projector, computer and screen. The computers are equipped with Windows 10. The computers will also have Microsoft Office 2010, 2013 or 2016 installed. Please bring your pin drive with data for use with our equipment. In addition, you can connect your computer to the system to display the screen if you so choose. Use of our equipment with your equipment and files is at your own risk.

Document cameras (Elmo) for presenting plain paper documents will **not** be available. Meeting rooms will **not** be equipped with internet access.

Equipo para Presentación

Las salas de sesiones estarán equipadas con computadora, y un proyector LCD “video beam.” Al utilizar nuestro LCD proyector con su computadora, usted asume todo riesgo de daño a su equipo o archivo o a nuestro equipo. Las salas sesiones **no** estarán equipadas con conexión a internet. Usted solo necesitar traer su Pin Drive (flash drive) con su presentación en PowerPoint.

Paper Sessions

Internet Sessions

Internet sessions take place continuously throughout the conference. To review the presentations online please visit our website at: <https://www.theibfr.com/internet%20session>. You can also view the presentations on the computers located in the registration area. Please take a moment to review the papers and to provide feedback to the authors, by sending an email to internet@theibfr.com with your comments. These comments will be forwarded to the author. Bolded author names indicate a presenting author(s).

INTERNET SESSION ROOM: Savoy		TIME: CONTINUOUS
ENGLISH	SESSION TRACK	MANAGEMENT, BUSINESS EDUCATION
	SESSION CHAIR	Terrance Jalbert, The IBFR
	<i>Mexican Human Capital: Competencies in the Labor Profile of Mexicans Immigrants to the United States of America</i>	
	Azucena Leticia Herrera Aguado, Universidad Tecnológica de Puebla Jorge A. Gonzalez, University of Texas Rio Grande Valley	
ENGLISH	<i>Flipping the Classroom to Stimulate of Active Learning in the Students in Higher Education</i>	
	Martín Romero Castillo, Escuela Nacional de Estudios Superiores Unidad León, Universidad Nacional Autónoma de México	

INTERNET SESSION ROOM: Savoy		TIME: CONTINUOUS
ENGLISH	SESSION TRACK	PUBLIC ADMINISTRATION, LAW, BUSINESS EDUCATION
	SESSION CHAIR	Terrance Jalbert, The IBFR
	<i>Financial and Economic Testimony in Divorce Cases</i>	
	Steven J. Shapiro, New York Institute of Technology Peter Harris, New York Institute of Technology	
ENGLISH	<i>Propagating the Image with Plausible Deniability: Covert Media Political Campaigns in the Context of Postwar Postmodernity</i>	
	Benedict E. DeDominicis, Catholic University of Korea	
	<i>Classroom Flipped: Evidences of Significant Learning in the Students Who Studying in the Undergraduate in Industrial Economics</i>	
ENGLISH	Martín Romero Castillo, Escuela Nacional de Estudios Superiores Unidad León, Universidad Nacional Autónoma de México	

INTERNET SESSION ROOM: Savoy		TIME: CONTINUOUS
SESSION TRACK	FINANCE	
SESSION CHAIR	Mercedes Jalbert, The IBFR	
SPANISH	<i>Relación Impulso-Respuesta Entre Crecimiento Económico y Dinámica Bursátil Sectorial, México 1998-2018</i>	
	Mario Aceves-Mejía, Benemérita Universidad Autónoma de Puebla	
	Rufina Georgina Hernández-Contreras, Benemérita Universidad Autónoma de Puebla	
	Luis Alejandro Louvier-Hernández, Benemérita Universidad Autónoma de Puebla	
	José Francisco Tenorio-Martínez, Benemérita Universidad Autónoma de Puebla	
SPANISH	César Daniel Nolasco-Pérez, Benemérita Universidad Autónoma de Puebla	
	<i>Efectividad Financiera y EVA de las Grandes Empresas de Confecciones en Colombia</i>	
	Jorge Alberto Rivera Godoy, Universidad del Valle	
	<i>Análisis de Ventajas y Desventajas del Régimen de Incorporación Fiscal para los Sombrilleros de Cuyutlán, Armería, Colima</i>	
	Héctor Priego Huertas, Universidad de Colima	
SPANISH	Alejandro Rodríguez Vázquez, Universidad de Colima	
	Alfonso Alcocer Maldonado, Universidad de Colima	
	José Humberto González Meneses, Universidad de Colima	

INTERNET SESSION ROOM: Savoy		TIME: CONTINUOUS
SESSION TRACK	MANAGEMENT, LAW	
SESSION CHAIR	Mercedes Jalbert, The IBFR	
SPANISH	<i>Discrepancia Entre la Facultad de la Determinación Presuntiva de Ingresos y Utilidad Fiscal con la Facultad de Comprobación de Ingresos por las Autoridades Fiscales</i>	
	Edelmira Sánchez Delgado, Universidad Autónoma de Ciudad Juárez	
	<i>Flujo e Integración de Información en la Cadena de Suministro Automotriz</i>	
SPANISH	Atalo Ortiz Lazaro, Universidad Popular Autónoma del Estado de Puebla	
	Patricia Cano Olivos, Universidad Popular Autónoma del Estado de Puebla	
SPANISH	<i>Poder y Gobierno Corporativo en Manos del Accionista: Un Mapa Conceptual del Proceso de Activismo del Inversor Institucional</i>	
	Miguel Bolaños Hervás, Universidad Pontificia Comillas	
	Paloma Bilbao Calabuig, Universidad Pontificia Comillas	

INTERNET SESSION ROOM: Savoy		TIME: CONTINUOUS
SESSION TRACK	MANAGEMENT, LAW	
SESSION CHAIR	Mercedes Jalbert, The IBFR	
SPANISH	<i>Milicias Disciplinadas de Artilleros Morenos y Pardos Libres en Cartagena en el Año de 1770-1780</i> Julieth Paola Guzmán García, Universidad de Cartagena	
	<i>Disposición en Resolución Miscelánea Contraria a Lo Dispuesto en la Ley del Impuesto Sobre la Renta para los Contribuyentes del Régimen de Incorporación Fiscal</i> Edelmira Sánchez Delgado, Universidad Autónoma de Ciudad Juárez	
	<i>Las Capacidades Tecnológicas y los Resultados Empresariales de las PyMes, Región Sureste de Coahuila, México</i> Baltazar Rodríguez Villanueva, Universidad Autónoma de Coahuila Yazmin Guadalupe Cervantes Ávila, Universidad Autónoma de Coahuila Magali Sofía Córdova Muñoz, Universidad Autónoma de Coahuila	
	<i>Plan de Mantenimiento Para Incrementar la Productividad en la Industria Metal Mecánica</i> Patricia Cano Olivos, Universidad Popular Autónoma del Estado de Puebla Manuel Morales Calva, Instituto Tecnológico Superior de San Martín Texmelucan Jesús Fidel Mendieta, Instituto Tecnológico Superior de San Martín Texmelucan Eduardo Solís Vázquez, Instituto Tecnológico Superior de San Martín Texmelucan	

INTERNET SESSION ROOM: Savoy		TIME: CONTINUOUS
SESSION TRACK	MANAGEMENT, FINANCE	
SESSION CHAIR	Mercedes Jalbert, The IBFR	
SPANISH	<i>Desafío en la Administración del Capital de Trabajo: Estudio de Casos de Microempresas Mexicanas</i> Sara Lilia García Pérez, Universidad Autónoma del Estado de México Patricia Delgadillo Gómez, Universidad Autónoma del Estado de México Adriana Mercedes Ruiz Reynoso, Universidad Autónoma del Estado de México	
	<i>Sistemas de Costos de Producción para Pequeños y Medianos Productores del Plátano Enano Gigante en el Municipio de Armería, Colima</i> Héctor Priego Huertas, Universidad de Colima Yesenia Aime Valdés Ríos, Universidad de Colima Alejandro Rodríguez Vázquez, Universidad de Colima Francisco Preciado Álvarez, Universidad de Colima	
	<i>Estrategia de Reabastecimiento Kanban para Empresa con Sistema de Fabricación Contra Pedido</i> José Fabricio Ríos Fernández, Universidad Popular Autónoma del Estado de Puebla Isidro Jesús González Hernández, Universidad Popular Autónoma del Estado de Puebla José Luis Martínez Flores, Universidad Popular Autónoma del Estado de Puebla	

SPANISH	INTERNET SESSION ROOM: Savoy		TIME: CONTINUOUS
	SESSION TRACK	MANAGEMENT, LAW	
	SESSION CHAIR	Mercedes Jalbert, The IBFR	
	<i>Símbolo E Imaginación Radical: Reflexiones Acerca de una Organización Antroposocial Aprehendida de Manera Crítica y Compleja</i> Eduardo Andrés Botero Cedeño, Departamento Nacional de Planeación		
	<i>¿Es la Deducción Inmediata de Bienes Nuevos de Activo Fijo, un Estímulo Fiscal Que Ha Impulsado la Competitividad de las Micro y Pequeñas Empresas en México?</i> Edelmira Sánchez Delgado, Universidad Autónoma de Ciudad Juárez		
	<i>Diagnóstico de las Microempresas Textiles Artesanales de Tlaxcala</i> Martha Conde Netzahual, Instituto Tecnológico de Apizaco Rosa Cortés Aguirre, Instituto Tecnológico de Apizaco Karla Gonzáles Hidalgo, Instituto Tecnológico de Apizaco		

Onsite Sessions

Registered and paid attendees are welcome to attend any and all of the onsite sessions. An IBFR name badge is required to attend sessions.

Bolded author names indicate the presenting author(s).

ROOM: Carson City I		TIME: JANUARY 3, 2019, THURSDAY 8:00 - 9:50
SESSION TRACK	MANAGEMENT	
SESSION CHAIR	V́ctor Alberto D́az-Plaza, Escuela de Formaci3n de Infantería de Marina	
SPANISH	<i>Determinaci3n de los Factores Que Inciden en la Toma de Decisiones Estratégicas de Marketing en las Empresas del Sector Turístico de la Ciudad de Guayaquil</i>	
	Carmen Padilla-Lozano, Universidad Cat3lica de Santiago de Guayaquil	
	Danny Arévalo-Avecillas, Universidad Cat3lica de Santiago de Guayaquil	
	Jodie Padilla Lozano, Universidad de Buenos Aires	
	Nathaly Meylin Albán Onofre, Universidad Cat3lica de Santiago de Guayaquil	
SPANISH	Erika Paola López Cañarte, Universidad Cat3lica de Santiago de Guayaquil	
	<i>Aprendizaje Organizacional en la Instituci3n Militar de Educaci3n Superior</i>	
	Paulo A. García-Bravo, Escuela de Formaci3n de Infantería de Marina	
	Astelio Silvera-Sarmiento, Corporaci3n Universitaria Americana	
	Carlos A. Rodŕguez-Arias, Escuela de Formaci3n de Infantería de Marina	
SPANISH	Miriam Consuelo Mart́n-Le3n, Escuela de Formaci3n de Infantería de Marina	
	<i>Eficiencia de los Hospitales del Atlántico por Medio Análisis Envolvente de Datos</i>	
	Tomás José Fontalvo Herrera, Universidad de Cartagena	
	José Morelos G3mez, Universidad de Cartagena	

ROOM: Carson City II		TIME: JANUARY 3, 2019, THURSDAY 8:00 - 9:50
SESSION TRACK	ACCOUNTING, ECONOMICS, PUBLIC ADMINISTRATION	
SESSION CHAIR	Nicolás Peña Giraudo, Universidad Tecnol3gica de Chile INACAP	
SPANISH	<i>Desarrollo del Sector Agrícola Sostenible para Contribuir con la Seguridad Alimentaria en Poblaciones Vulnerables con Pobreza Alimentaria en la Zona Sur Oriente del Estado de México</i>	
	Omar Ernesto Terán Varela, Centro Universitario UAEM Amecameca	
	Ofelia Márquez Molina, Centro Universitario UAEM Amecameca	
	Mariela G3mez Soriano, Centro Universitario UAEM Amecameca	
	<i>Afectaci3n de la Competitividad en la Industria Restaurantera de Ensenada, Baja California, México</i>	
SPANISH	Lizzette Velasco Aulcy, Universidad Aut3noma de Baja California	
	Saúl Méndez Hernánde, Universidad Aut3noma de Baja California	
	María Del Mar Obreg3n Angulo, Universidad Aut3noma de Baja California	
	Jesús Salvador Ruiz Carvajal, Universidad Aut3noma de Baja California	
	Juan Antonio Molina Garnica, Universidad Aut3noma de Baja California	
SPANISH	<i>Analizando la Pobreza y Desigualdad en el Ecuador: Reforma Impositiva Progresiva al IVA</i>	
	Marcelo Varela Enríquez, Instituto de Altos Estudios Nacionales / Universidad Central del Ecuador	
	José Antonio Śnchez, Universidad Central del Ecuador	
	Nicole Cerda Monge, Universidad Central del Ecuador	

	ROOM: Virginia City III	TIME: JANUARY 3, 2019, THURSDAY 10:00 - 11:50
	SESSION TRACK	BUSINESS EDUCATION, MARKETING
	SESSION CHAIR	B. Paul Choi, Howard University
ENGLISH	<i>The Correlation between Social Media Networking and Enterprise Application Software</i> Mitch Kramer	
	<i>A Study Regarding Social Media Effects in the Process of Building a Brand Image for a Company</i> Olivia Negoită , University Politehnica of Bucharest	
	Mirona Ana-Maria Popescu , University Politehnica of Bucharest	
	Anca Alexandra Purcărea , University Politehnica of Bucharest	
	Mihai Valeriu Popescu , Soft To You Ltd.	
	Cătălin Nicolae Coman , University Valahia of Targoviste	
	<i>Mobile Marketing Strategies for Educational Programs</i> Mary Beth McCabe , National University	
	Richard Weaver , National University	

	ROOM: Carson City I	TIME: JANUARY 3, 2019, THURSDAY 10:00 - 11:50
	SESSION TRACK	MANAGEMENT
	SESSION CHAIR	Miriam Consuelo Martín-León , Escuela de Formación de Infantería de Marina
SPANISH	<i>Eficiencia de las Empresas del Sector Carbón y sus Derivados por Medio de Análisis Envoltante de Datos, Bogotá D.C. - Colombia</i> Tomás José Fontalvo Herrera , Universidad de Cartagena	
	José Morelos Gómez , Universidad de Cartagena	
	Adel Mendoza Mendoza , Universidad del Atlántico	
	<i>Factores Que Determinan la Gestión de Conocimiento en las Universidades de la Región Caribe en Colombia</i> Carlos A. Rodríguez-Arias , Escuela de Formación de Infantería de Marina	
	Alba L. Corredor-Gómez , Corporación Universitaria Americana	
	Paulo A. García-Bravo , Escuela de Formación de Infantería de Marina	
	Víctor Alberto Díaz-Plaza , Escuela de Formación de Infantería de Marina	
	<i>Particularidades del Gobierno Corporativo en la Empresa Familiar en Latinoamérica</i> Francisco William Johnson Okhuysen , Universidad Michoacana de San Nicolás de Hidalgo	
	Marco Alberto Valenzo Jiménez , Universidad Michoacana de San Nicolás de Hidalgo	
	Michelle Marie Johnson Lara , Universidad Panamericana Guadalajara	

	ROOM: Carson City II	TIME: JANUARY 3, 2019, THURSDAY 10:00 - 11:50
	SESSION TRACK	ECONOMICS, FINANCE
	SESSION CHAIR	Lizzette Velasco Aulcy, Universidad Autónoma de Baja California
SPANISH	<i>Integración Bursátil en los Países Miembros del MILA</i>	
	Daniel Botero Guzmán, Universidad Industrial de Santander	
	Carlos Enrique Vecino Arenas, Universidad Industrial de Santander	
	Rafael Viana Barceló, Universidad Industrial de Santander	
	<i>Efectos de la Negociación de Futuros Sobre el Dólar en la Volatilidad de la Tasa de Cambio en Colombia (Resultados Preliminares)</i>	
	Julián Alberto Rangel Enciso, Universidad del Tolima	
	Alfonso Trujillo Saavedra, Universidad del Tolima	
	Alexander Blandón López, Universidad del Tolima	
	<i>Paridad de Tasas de Interés Entre Chile y Estados Unidos. Método Generalizado de Momentos</i>	
	Nicolás Peña Giraudo, Universidad Tecnológica de Chile INACAP	
	<i>Pobreza y Desigualdad en Ecuador: Modelo de Microsimulación de Beneficio Fiscal</i>	
	Xavier Jara, Universidad de Essex	
	Marcelo Varela Enríquez, Instituto de Altos Estudios Nacionales / Universidad Central del Ecuador	

	ROOM: Virginia City III	TIME: JANUARY 3, 2019, THURSDAY 1:00 - 2:50
	SESSION TRACK	ACCOUNTING, FINANCE
	SESSION CHAIR	Richard Weaver, National University
ENGLISH	<i>Advertising, Market Concentration, and Firm Performance on the Distribution System</i>	
	B. Paul Choi, Howard University	
	<i>The Effect of Cash Cycle Management Components on Corporate Profitability: An Evidence from Indian Firms</i>	
	Neha Rajpoot, Jawaharlal Nehru University	
	<i>The Examination and Assessment of the Role of Auditors in an Emerging Market: The Challenges of Applying the International Auditing Standards in Different Cultures: Evidence from Ghana</i>	
	Daniel Acheampong, Florida Gulf Coast University	
	Carlos Ramos, University of South Florida	

	ROOM: Carson City I	TIME: JANUARY 3, 2019, THURSDAY 1:00 - 2:50
	SESSION TRACK	MANAGEMENT
	SESSION CHAIR	Omar Ernesto Terán Varela, Centro Universitario UAEM Amecameca
SPANISH	<i>Competencias y Habilidades Intraemprendedoras: Caso Chihuahua, México</i>	
	Ana Isabel Ordóñez Parada, Universidad Autónoma de Chihuahua	
	Carmen Romelia Flores Morales, Universidad Autónoma de Chihuahua	
	Irma Leticia Chávez Márquez, Universidad Autónoma de Chihuahua	
	Luis Raúl Sánchez Acosta, Universidad Autónoma de Chihuahua	
	Carlos Cristian De La Rosa Flores, Universidad Autónoma de Chihuahua	
	<i>Metodología de Diseño de Instrumento para Pensamiento Estratégico en el Nivel Directivo Universitario</i>	
	Betzabé del Rosario Maldonado Mera, Universidad de Las Fuerzas Armadas ESPE	
	<i>Método Conglomerado y Redes Neuronales Artificiales para la Clasificación, Valoración y Pronóstico de Perfiles Financieros Empresariales en la Industria Cinematográfica de Colombia</i>	
	Tomás José Fontalvo Herrera, Universidad de Cartagena	
	José Morelos Gómez, Universidad de Cartagena	

	ROOM: Carson City II	TIME: JANUARY 3, 2019, THURSDAY 1:00 - 2:50
	SESSION TRACK	BUSINESS EDUCATION, MARKETING
	SESSION CHAIR	Ángel Mauricio Chávez Garcés, Universidad de Guayaquil
SPANISH	<i>Variación del Método de Tasación de Intangibles Interbrand para Valorar la Marca de una Institución Pública de Educación Superior en la Ciudad de Guayaquil, Ecuador</i>	
	Giovanni Norero Ochoa, Universidad de Guayaquil	
	<i>El Eclecticismo Ecológico Como Propuesta para la Educación Ambiental en las Carreras de las Ciencias Económico-administrativas</i>	
	David Omar Pérez Solórzano, Centro de Enseñanza Técnica y Superior, Tijuana	
	<i>El Emprendimiento y la Innovación Como Tendencias en el Diseño del Nuevo Modelo Educativo del Tecnológico Nacional de México</i>	
	Blanca Esthela Zazueta Villavicencio, Instituto Tecnológico de Agua Prieta	
	Oscar Raziell Chagolla Aguilar, Tecnológico Nacional de México	
	Gisela Ramírez Pimentel, Instituto Tecnológico Superior de Mario Molina Pasquel y Henríquez	
	Eduardo Rodríguez Leyva, Instituto Tecnológico de Agua Prieta	
	Irma Judith Ruiz Rodríguez, Instituto Tecnológico de Chihuahua II	

	ROOM: Virginia City III	TIME: JANUARY 3, 2019, THURSDAY 3:00 - 4:50
	SESSION TRACK	ACCOUNTING, ECONOMICS
	SESSION CHAIR	John Theodore, JDT Management Consultants
ENGLISH	<i>A Marriage Made in Heaven? Indian Companies in Africa</i> Ratna Vadra, IMT, Ghaziabad	
	<i>Raul Prebisch and the Current State of Economic Development of Guatemala</i> John Theodore, JDT Management Consultants	
	<i>The Impact of Contribution in Aid of Construction on Utility Dilapidated Infrastructure: Evidence from the State of Florida</i> Daniel Acheampong, Florida Gulf Coast University Tanya S. Benford, Florida Gulf Coast University	

	ROOM: Carson City I	TIME: JANUARY 3, 2019, THURSDAY 3:00 - 4:50
	SESSION TRACK	MANAGEMENT, MARKETING
	SESSION CHAIR	Betzabé del Rosario Maldonado Mera, Universidad de Las Fuerzas Armadas ESPE
SPANISH	<i>Desafíos para el Fortalecimiento Empresarial en Condiciones Adversas</i> Víctor Alberto Díaz-Plaza, Escuela de Formación de Infantería de Marina Miriam Consuelo Martín-León, Escuela de Formación de Infantería de Marina Hernán Hernández-Velaidez, Corporación Universitaria	
	<i>Liderazgo Transformacional en Entrenadores de Escuelas de Fútbol de Pichincha</i> Juan Francisco Soria Maldonado, Universidad de Las Fuerzas Armadas ESPE Miguel Ángel Torres Morillo, Universidad de Las Fuerzas Armadas ESPE Oscar David Quilachamin Espinoza, Universidad de Las Fuerzas Armadas ESPE Santiago Efraín Vaca Andramunio, Universidad de Las Fuerzas Armadas ESPE	
	<i>Diagnóstico de la Implementación del Sistema de Control en el Área de Inventarios: Caso Estudio una Empresa del Giro Textil, del Estado de Tlaxcala</i> Yanely Castillo Taxis, Tecnológico Nacional de México - Instituto Tecnológico de Apizaco Karla González Hidalgo, Tecnológico Nacional de México - Instituto Tecnológico de Apizaco Miguel Ángel Rodríguez Lozada, Tecnológico Nacional de México - Instituto Tecnológico de Apizaco José Luis Moreno Rivera, Tecnológico Nacional de México - Instituto Tecnológico de Apizaco	

	ROOM: Carson City II	TIME: JANUARY 3, 2019, THURSDAY 3:00 - 4:50
	SESSION TRACK	BUSINESS EDUCATION, MANAGEMENT, MARKETING
	SESSION CHAIR	Ana Isabel Ordóñez Parada, Universidad Autónoma de Chihuahua
SPANISH	<i>Marketing Aplicado al Deporte Profesional</i>	
	Ángel Mauricio Chávez Garcés, Universidad de Guayaquil	
	Giovanni Miguel Valdano Cabezas, Universidad de Guayaquil	
	Guillermo Augusto Ochoa Hidalgo, Universidad de Guayaquil	
	<i>Perfil de Consumidores Verdes en la Compra de Productos Ecológicos de la Ciudad de Guayaquil</i>	
	Jodie Padilla Lozano, Universidad de Buenos Aires	
	Carmen Padilla-Lozano, Universidad Católica de Santiago de Guayaquil	
	Danny Arévalo-Avecillas, Universidad Católica de Santiago de Guayaquil	
	Stefany López Arregui, Universidad Católica de Santiago de Guayaquil	
	María de los Ángeles Troya Samaniego, Universidad Católica de Santiago de Guayaquil	
	<i>La Estructura Salarial Como Factor Determinante de la Productividad de las Imprentas del Sector Manufacturero en la Ciudad de Guayaquil</i>	
	Erick Paul Murillo Delgado, Universidad Católica de Santiago de Guayaquil	
	Anita Mendieta Guamanquishpe, Universidad Católica de Santiago de Guayaquil	
	Erika Tandazo Vanegas, Universidad Católica de Santiago de Guayaquil	

	ROOM: Virginia City III	TIME: JANUARY 4, 2019, FRIDAY 8:00 - 9:50
	SESSION TRACK	ECONOMICS
	SESSION CHAIR	Vishaal Baulkaran, University of Lethbridge
ENGLISH	<i>How Banking Deregulation Affects Growth: Evidence from a Panel of U.S. States</i>	
	Ranajoy Ray-Chaudhuri, Muhlenberg College	
	<i>Does CSR Hurt or Help a Typical U.S. Manufacturing Firm?</i>	
	Soumendra Banerjee	
	<i>A Reconsideration of Prices Using the Balassa-Samuelson Theory</i>	
	Yoko Oguro, Meikai University	

	ROOM: Carson City I	TIME: JANUARY 4, 2019, FRIDAY 8:00 - 9:50
	SESSION TRACK	MANAGEMENT
	SESSION CHAIR	Erick Paul Murillo Delgado, Universidad de Guayaquil
SPANISH	<i>La Competitividad de los Productores de Carne Porcina en Yucatán, México</i>	
	Antonio Emmanuel Pérez Brito, Universidad Autónoma de Yucatán	
	Teresa de Jesús Espinosa Atoche, Universidad Autónoma de Yucatán	
	María Marlene Martín Méndez, Universidad Autónoma de Yucatán	
	<i>La Distancia de Poder en Instituciones Militares</i>	
	Jesús A. Barroso-Álvarez, Escuela de Formación de Infantería de Marina	
	Francisco Hernández-Caballero, Corporación Universitaria Americana	
	Diego A. Cardona-Árbela, Universidad Libre	
	<i>Satisfacción Laboral en una Empresa Manufacturera</i>	
	Eduardo Alejandro Carmona, Universidad Autónoma de Zacatecas	
	Rubén Chávez Cháirez, Universidad Autónoma de Zacatecas	
	Sergio Humberto Palomo Juárez, Universidad Autónoma de Zacatecas	

	ROOM: Virginia City III	TIME: JANUARY 4, 2019, FRIDAY 10:00 - 11:50
	SESSION TRACK	ACCOUNTING, FINANCE
	SESSION CHAIR	Ranajoy Ray-Chaudhuri, Muhlenberg College
ENGLISH	<i>Stock Market Reaction to Green Bond Issuance</i>	
	Vishaal Baulkaran, University of Lethbridge	
	<i>An Investigation of Bitcoin Returns</i>	
	Sandip Mukherji, Howard University	
	<i>Taking a Long View: Investor-Trading Horizon and Earnings Management Strategy</i>	
	Yeejin Jang, University of New South Wales	
	Kyung Yun Lee, Hankuk University of Foreign Studies	
	<i>Group Affiliation and Leverage Decisions: A Case of Indian Corporates</i>	
	Neha Rajpoot, Jawaharlal Nehru University	

	ROOM: Carson City I	TIME: JANUARY 4, 2019, FRIDAY 10:00 - 11:50
	SESSION TRACK	BUSINESS EDUCATION, MANAGEMENT, TOURISM
	SESSION CHAIR	Jesús A. Barroso-Álvarez, Escuela de Formación de Infantería de Marina
SPANISH	<i>El Valor Compartido y la Competitividad en las Pymes Hoteleras en Yucatán, México</i>	
	Teresa de Jesús Espinosa Atoche, Universidad Autónoma de Yucatán	
	Antonio Emmanuel Pérez Brito, Universidad Autónoma de Yucatán	
	<i>Evaluación del Comportamiento de los Indicadores de Productividad y Rentabilidad de las Empresas Manufactureras del Sector Alimenticio en la Ciudad de Guayaquil</i>	
	Erick Paul Murillo Delgado, Universidad Católica de Santiago de Guayaquil	
	Elizabeth Jaime Catagua, Universidad Católica de Santiago de Guayaquil	
	Félix Sánchez Pérez, Universidad Católica de Santiago de Guayaquil	
	<i>Productos Primarios con Potencial Turístico en el Noreste de Yucatán</i>	
	Ana Lilia Carvajal Serrato, Universidad de Quintana Roo	

	ROOM: Carson City II	TIME: JANUARY 4, 2019, FRIDAY 10:00 - 11:50
	SESSION TRACK	BUSINESS EDUCATION, MANAGEMENT
	SESSION CHAIR	Janet L. Walsh, Birchtree Global, LLC
ENGLISH	<i>The Bullying Management Dilemma: The Effect of High Performing Bullying Behavior on Organizational Performance</i>	
	Janet L. Walsh, Birchtree Global, LLC	
	Laura R. Persky, Manhattanville College	
	Ken Pinnock, University of Denver	
	<i>Peer-to-Peer Loans and REITs in a Student-Managed Fund</i>	
	Winnie Lee, University of Puget Sound/Four Horsemen Investments	
	Darren Yeun, University of Puget Sound/Four Horsemen Investments	
	Matt Hicks, University of Puget Sound/Four Horsemen Investments	
	<i>Do Hotness and Gender Matter? Evidence on Relationships between Faculty Teaching and Research Ratings</i>	
	Terrance Jalbert, University of Hawaii Hilo	

	ROOM: Virginia City III	TIME: JANUARY 4, 2019, FRIDAY 2:00 - 3:50
	SESSION TRACK	BUSINESS EDUCATION, MARKETING
	SESSION CHAIR	Colin Pillay, Livingstone College
ENGLISH	<i>Do Business Professors Who Excel at Both Teaching and Research Exist</i> Terrance Jalbert, University of Hawaii Hilo	
	<i>Skewness, Cryptocurrency, and Peer-to-Peer Loans: An Asset Allocation Exercise for a Unique Student-Managed Fund</i> Lynda S. Livingston, University of Puget Sound/Four Horsemen Investments	
	<i>To Gamble or Not to Gamble: How the Disclosure of the Winning Odds Moderates the Gambled Price Discount on Consumers' Internal Reference Price</i> Yung-Chien Lou, National Chengchi University Pei-Chun Tsai, National Chengchi University Wei-Chih Tseng, National Chengchi University	

	ROOM: Carson City I	TIME: JANUARY 4, 2019, FRIDAY 2:00 - 3:50
	SESSION TRACK	FINANCE
	SESSION CHAIR	Eduardo Alejandro Carmona, Universidad Autónoma de Zacatecas
SPANISH	<i>Incógnitas en el Diseño de los Programas de Compliance</i> Miguel Ángel Villacorta Hernández, Universidad Complutense de Madrid	
	<i>Los Futuros Sobre Índices Impactan el Efecto de Apalancamiento del Mercado Spot Subyacente? Evidencia en el Mercado Accionario Colombiano</i> Julián Alberto Rangel Enciso, Universidad del Tolima Alfonso Trujillo Saavedra, Universidad del Tolima Alexander blandón López, Universidad del Tolima	
	<i>Análisis Comparativo de Indicadores Financieros para la Evaluación de Sistemas Fotovoltaicos Residenciales</i> Lorena Cadavid, Instituto Tecnológico Metropolitano Kathleen Salazar Serna, Pontificia Universidad Javeriana Cali Alejandro Valencia, Instituto Tecnológico Metropolitano Carlos Jaime Franco, Universidad Nacional de Colombia Medellín	

	ROOM: Virginia City III	TIME: JANUARY 4, 2019, FRIDAY 4:00 - 5:50
	SESSION TRACK	MANAGEMENT
	SESSION CHAIR	Lynda S. Livingston, University of Puget Sound/Four Horsemen Investments
ENGLISH	<i>Analysis of Manufacturing Methods Using the Market Demand Dynamics</i> Adenike A. Moradeyo, Augustine University	
	<i>Analytics of Traffic Conditions and Patterns in Southern California: A Case Study</i> David Kung, University of La Verne Frank Lin, California State University, San Bernardino Linda Gordon, University of La Verne Parviz Partow-Navid, California State University, Los Angeles Harold Dyck, California State University, San Bernardino	
	<i>Development of an Entrepreneurial Ecosystem in Rowan County, North Carolina</i> Colin Pillay, Livingstone College Mohammed Shariff, Livingstone College	

	ROOM: Carson City I	TIME: JANUARY 4, 2019, FRIDAY 4:00 - 5:50
	SESSION TRACK	BUSINESS EDUCATION
	SESSION CHAIR	Miguel Ángel Villacorta Hernández, Universidad Complutense de Madrid
SPANISH	<i>Factores Que Influyen en la Actitud Emprendedora Desde una Perspectiva Universitaria</i> Erick Paul Murillo Delgado, Universidad de Guayaquil Christian Wladimir Bermúdez Gallegos, Universidad de Guayaquil Stalyn Freddy Celi Barrera, Universidad de Guayaquil Graciela Maritza Asunción Pilay, Universidad de Guayaquil	
	<i>Experiencia Educativa a Través de un Simulador de Negocios</i> María Marlene Martín Méndez, Universidad Autónoma de Yucatán Teresa de Jesús Espinosa Atoche, Universidad Autónoma de Yucatán Antonio Emmanuel Pérez Brito, Universidad Autónoma de Yucatán	

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NON PRESENTING PARTICIPANTS

We would like to especially thank the following individuals who will be attending the conference. We appreciate your support and contributions to the conference.

Mohammed Alshargi R, Arabeast College for Graduate Studies

Matthew Walker, Southwest Minnesota State University

Elder Francisco Andrade Alvarez, Asociación para el Desarrollo del Norte de Chinandega ADENPOCH

Fatmata Dibassy, World Vision International Sierra Leone

Naser Ameti, Secretariat for Implementation of Ohrid Framework Agreement

Maymounah Batarfi, University of Delaware

SESSION CHAIRS

Serving as session chair is an important contribution to the conference event. We thank the following individuals for serving as session chair:

Víctor Alberto Díaz-Plaza, Escuela de Formación de Infantería de Marina
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Los ganadores del concurso ORA, BISA y reconocimientos institucionales se presentarán durante el almuerzo de premiación. Participantes en la Sesión Internet, ganadores del concurso ORA, recibirán sus reconocimientos con el material del congreso. Internet Session, ganadores del concurso BISA, recibirán su material por correo, luego de concluido el congreso.

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The following papers have been awarded the Outstanding Research Award. Congratulations to the authors for their hard work and quality manuscripts. Winners of the Outstanding Research Award will be offered publication in one of our Journals. Approximately 20 percent of submitted papers were honored with the award. We offer our sincere congratulations to the award winners.

Los siguientes artículos han ganado el concurso ORA. Felicitaciones por su esfuerzo y calidad en investigación académica. Los ganadores del concurso ORA, se les ofrece publicación en revista. Aproximadamente un 20 por ciento de los artículos sometidos se les honra con este reconocimiento. Felicitamos sinceramente a los ganadores.

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In each session, one paper is selected as the best paper in the session by the audience. These papers are granted the Best in Session Award.

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BEST IN SESSION (BISA), ONSITE SESSIONS

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Index of Participants

Aceves-Mejía, Mario.....	21	Dedominicis, Benedict E.	13
Acheampong, Daniel	26, 28	DeDominicis, Benedict E.	20
Albán Onofre, Nathaly Meylin.....	24	Delgadillo Gómez, Patricia	22
Alcocer Maldonado, Alfonso.....	21	Demuner Flores, María Del Rosario.....	14
Alicea Rivera, Juan Carlos	13	Denaus, Zula.....	10
Aljifri, Khaled.....	13	Di Biase, Giuseppe.....	11
Alshargi R, Mohammed	34	Díaz-Plaza, Víctor Alberto	24, 25, 28, 34
Al-Tamimi, Hussein.....	10	Dibassy, Fatmata.....	34
Alzomaia, Turki.....	8	Dyck, Harold.....	33
Ameti, Naser	34	Ekanayake E.M.	8
Andrade Alvarez, Elder Francisco	34	Espinosa Atoche, Teresa de Jesús	30, 31, 33
Anstine, Jeff	9, 10, 13	Fleischman, Gary M.....	8, 11
Araiza Garza, Ma. Zóchitl	15	Flores Morales, Carmen Romelia	27
Araujo, Ruben.....	15	Fong Reynoso, Carlos.....	14
Arévalo-Avecillas, Danny	24, 29	Fontalvo Herrera, Tomás José	24, 25, 27
Argüelles Ma, Luis Alfredo.....	15	Franco, Carlos Jaime	32
Asunción Pilay, Graciela Maritza	33	Galloppo, Giuseppe.....	10
Banerjee, Soumendra	29	García Pérez, Sara Lilia	22
Barroso-Álvarez, Jesús A.	30, 31, 34	García-Bravo, Paulo A.	24, 25
Batarfi, Maymounah.....	34	Geczy, Peter.....	9, 12, 13
Baulkaran, Vishaal.....	29, 30, 34	Godfrey, Michael.....	10, 13
Bealing, William	12	Gómez Soriano, Mariela.....	24
Benford, Tanya S.	28	Gong, Qiang	9
Bermúdez Gallegos, Christian Wladimir	33	González Hidalgo, Karla.....	23
Bilbao Calabuig, Paloma.....	21	González Hernández, Isidro Jesús	22
bladón López, Alexander.....	32	González Hidalgo, Karla	28
Bolaños Hervás, Miguel	21	González Meneses, José Humberto.....	21
Botero Cedeño, Eduardo Andrés.....	23	Gonzalez, Jorge A.	20
Botero Guzmán, Daniel	26	Gordon, Linda	33
Boumediene, Salem Lotfi.....	8	Goytia, Marisa Daniela	15
Bribiescas Silva, Francisco Arturo	14	Guerrero, Liliana.....	15
Briley, James E.	8, 11	Guo, Zi-Yi	8
Cadavid, Lorena	32	Guzmán García, Julieth Paola	22
Cairo, Raymond.....	9, 13	Hansen, Glen	11
Cano Olivos, Patricia.....	21, 22	Harris, Peter.....	11, 13, 20
Cardona-Árbelaiez, Diego A.....	30	Hernandez P, Jorge.....	10, 14
Carmona, Eduardo Alejandro	30, 32, 34	Hernández-Caballero, Francisco.....	30
Carvajal Serrato, Ana Lilia	31	Hernández-Contreras, Rufina Georgina.....	21
Castillo Taxis, Yanely	28	Hernández-Velaidez, Hernán.....	28
Celi Barrera, Stalyn Freddy	33	Herrera Aguado, Azucena Leticia.....	20
Cerda Monge, Nicole	24	Herrera-Rodríguez, Edila E.	14
Cervantes Ávila, Yazmín Guadalupe	22	Hicks, Matt.....	31
Chagolla Aguilar, Oscar Raziel.....	27	Huang, Han-Ching.....	8
Chan Magaña, Mario Rene	14	Ibarra, Venus	9
Chávez Cháirez, Rubén	30	Ivanov, Stoyu	8
Chávez Garcés, Ángel Mauricio	27, 29, 34	Jaime Catagua, Elizabeth.....	31
Chávez Márquez, Irma Leticia	27	Jalbert, Mercedes..	2, 3, 8, 9, 10, 11, 12, 13, 14, 15, 34
Chelikani, Surya	8	Jalbert, Terrance.....	8, 9, 10, 11, 12, 13, 14, 15, 20, 31, 32, 34
Chen, Yahn-Shir.....	8	Jang, Yeejin	30
Choi, B. Paul	25, 26, 34	Jara, Xavier.....	26
Coman, Cătălin Nicolae.....	25	Johlke, Mark C.	9
Conde Netzahual, Martha	23	Johnson Lara, Michelle Marie	25
Córdova Muñoz, Magali Sofía.....	22	Johnson Okhuysen, Francisco William	25
Corredor-Gómez, Alba L.....	25	Keane, Grettel	14
Cortés Aguirre, Rosa	23	Kinkela, Katherine.....	12, 13
Coto, Sonia	34	Kluza, Krzysztof.....	11
De La Rosa Flores, Carlos Cristian.....	27		
Decker, Jeffrey L.	11		

Kowalewski, Susan J.	13	Padilla-Lozano, Carmen.....	24, 29
Kramer, Mitch.....	25	Pai, Kalpana	13
Kun, András	12	Palomo Juárez, Sergio Humberto.....	30
Kung, David.....	33	Partow-Navid, Parviz	33
Kuruppu, Nirosh	11	Peña Giraudo, Nicolás.....	24, 26, 34
Lee, Kyung Yun	30	Pérez Brito, Antonio Emmanuel	30, 31, 33
Lee, Winnie	31	Pérez Solórzano, David Omar	27
Lerma Cruz, Carmen Elisa.....	15	Persky, Laura R.....	31
Lewis, Víctor	12	Petit, Francis	12, 13
Lin, Frank.....	33	Pillay, Colin.....	32, 33, 34
Livingston, Lynda S.....	8, 32, 33, 34	Pinnock, Ken.....	31
López Arregui, Stefany	29	Popescu, Mihai Valeriu	25
López Cañarte, Erika Paola	24	Popescu, Mirona Ana-Maria.....	25
López T., Virginia	14	Pozniak, Laetitia.....	13
Lotfi Boumediene, Salem.....	8	Prasad, Dev	8
Lou, Yung-Chien	32	Preciado Álvarez, Francisco	22
Louvier-Hernández, Luis Alejandro	21	Priego Huertas, Héctor.....	21, 22
Magaña Medina, Deneb Elí	12	Pun, Siu Kay	12
Mahoney, Michael	13	Purcărea, Anca Alexandra	25
Maldonado Mera, Betzabé del Rosario .	27, 28, 34	Quilachamin Espinoza, Oscar David	28
Maldonado-Radillo, Sonia Elizabeth.....	15	Rajpoot, Neha	26, 30
Marek, Petr	10	Rambo, Charles	8, 9
Márquez Molina, Ofelia	24	Ramírez Pimentel, Gisela.....	27
Marrero Díaz, Rafael	14	Ramos, Carlos	26
Martín Méndez, María Marlene.....	30, 33	Rangel Enciso, Julián Alberto	26, 32
Martínez Flores, José Luis.....	22	Ray-Chaudhuri, Ranajoy	29, 30, 34
Martínez Méndez, Rafaela.....	14	Restrepo Morales, Jorge Aníbal	9
Martín-León, Miriam Consuelo	24, 25, 28, 34	Ríos Fernández, José Fabricio	22
Máynez Guaderrama, Aurora Irma	14	Ríos Figueroa, Carmen	15
Mazzotta, Romilda	8	Rivera Godoy, Jorge Alberto	21
McCabe, Mary Beth.....	25	Rodríguez Leyva, Eduardo	27
Medina, Manuel	12	Rodríguez Lozada, Miguel Ángel	28
Méndez Hernández, Saúl	24	Rodríguez Vázquez, Alejandro	21, 22
Mendieta Guamanquishpe, Anita	29	Rodríguez Villanueva, Baltazar	22
Mendieta, Jesús Fidel	22	Rodríguez-Arias, Carlos A.	24, 25
Mendoza Mendoza, Adel.....	25	Romero Castillo, Martín	20
Meric, Gulser	8, 10	Romero, Rafael F.	13
Mohammed, Dauda	11	Rositas-Martinez, Juan	12
Mohnot, Rajesh	8	Roy, Abhijit.....	9
Molina Garnica, Juan Antonio.....	24	Royle, Matthew	10
Molina Martínez, Rubén.....	10, 14	Ruiz Carvajal, Jesús Salvador	24
Molina Morejon, Victor Manuel	14	Ruiz Reynoso, Adriana Mercedes	22
Montoya Monsalve, Juan Nicolas	14	Ruiz Rodríguez, Irma Judith.....	27
Moradeyo, Adenike A.	33	Salazar Serna, Kathleen.....	32
Morales Calva, Manuel	22	Sánchez Acosta, Luis Raúl	27
Morelos Gómez, José.....	24, 25, 27	Sánchez Delgado, Edelmira.....	21, 22, 23
Moreno Rivera, José Luis	28	Sánchez Pérez, Félix	31
Mukherji, Sandip.....	30	Sánchez, José Antonio	24
Murillo Delgado, Erick Paul	29, 30, 31, 33, 34	Sandoval, Eduardo.....	8, 10, 14
Naimi, Linda.....	8, 10, 12	Sen, Arup.....	12
Narváez Vásquez, Germán Aníbal	15	Shapiro, Steven J.	20
Negoită, Olivia	25	Shariff, Mohammed.....	33
Nolasco-Pérez, César Daniel	21	Shon, John J.	11
Norero Ochoa, Giovanni	27	Silvera-Sarmiento, Astelio.....	24
Obregón Angulo, María Del Mar.....	24	Silvestri, Antonella	11
Ochoa Hidalgo, Guillermo Augusto.....	29	Solís Vázquez, Eduardo	22
Oguro, Yoko	29	Soria Maldonado, Juan Francisco	28
Ordóñez Parada, Ana Isabel.....	27, 29, 34	Stewart, Jonathan	8, 11
Ortiz Lazaro, Atalo	21	Stunda, Ronald	11
Osorio Atondo, José Manuel.....	15	Swagerman, Dirk.....	8
Padilla Lozano, Jodie	24, 29	Tandazo Vanegas, Erika.....	29

Tello Avila, Jose Antonio	14	Vargas del Ángel, Miguel Ángel	15
Tenorio-Martínez, José Francisco	21	Vecino Arenas, Carlos Enrique	26
Terán V., Omar	14	Velasco Aulcy, Lizzette	24, 26, 34
Terán Varela, Omar Ernesto	24, 27, 34	Veltri, Stefania	13
Thaver, Ranjini	8	Vento, Gianfranco A.	8, 11, 14, 15
Theodore, John	28, 34	Viana Barceló, Rafael	26
Torres Morillo, Miguel Ángel	28	Vidal Carvajal, Graciela de las Mercedes.....	15
Troya Samaniego, María de los Ángeles	29	Villacorta Hernández, Miguel Ángel	32, 33, 34
Trujillo Saavedra, Alfonso.....	26, 32	Walker, Matthew.....	8, 34
Tsai, Pei-Chun	32	Walsh, Janet L.	31, 34
Tseng, Wei-Chih	32	Wang, Ya-Hui	9
Vaca Andramunio, Santiago Efraín	28	Weaver, Richard	25, 26, 34
Vadra, Ratna	28	Wulf, Erico.....	10, 14
Valdano Cabezas, Giovanni Miguel	29	Yaman, Devrim.....	8
Valdés Ríos, Yesenia Aime	22	Yeun, Darren	31
Valencia, Alejandro	32	Zárraga Cano, Lucila	13
Valenzo Jiménez, Marco Alberto	25	Zazueta Villavicencio, Blanca Esthela	27
Varela Enríquez, Marcelo.....	24, 26		

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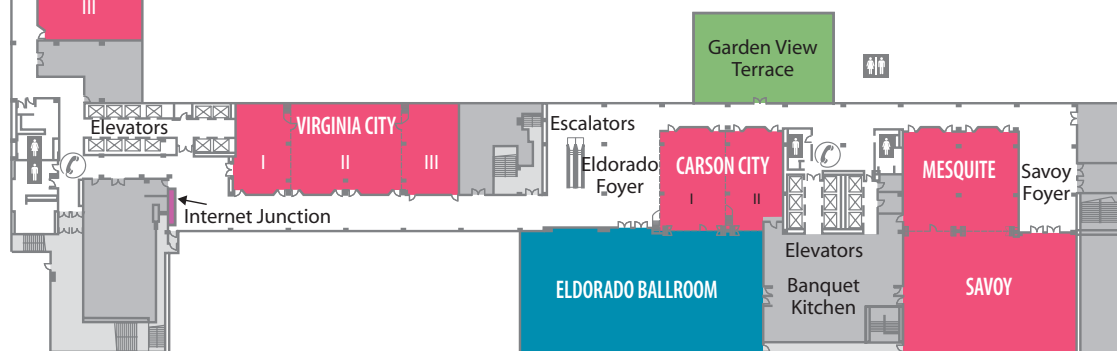
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