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5TH ABEM 2019 CONFERENCE

on

Innovation, Linkages and Internationalization of Firms

August 7-9, 2019

Universidad Estatal a Distancia (UNED)
(1774-1200, Calle Costa Rica, Pavas, San José, Costa Rica)

Program Schedule

Conference Chair

Dr. Satyendra Singh, University of Winnipeg, Canada

Conference Co-Chair

Dr. Darina Saxunova, Comenius University Bratislava, Slovakia

Communications Chair

Dr. Luis Camacho, SUNY Empire State College, USA

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Welcome!



On behalf of the Universidad Estatal a Distancia (UNED), I am pleased to extend the warmest welcome, in these days of reflection, to the distinguished academics attending ABEM 2019. We thank you for the privilege of hosting this academic and research meeting, where we have put our best effort to welcome you as you deserve.

ABEM 2019 is a space for the exchange of visions and concerns. *Per aspera ad astra*, ABEM 2019 shares valuable lessons learned, most of the time through the hard road of trial and error.

Receive my most fraternal welcome, in the name of the UNED, in the hope that this meeting will strengthen an academic bond that we are not going to let break. Together we will learn from achievements and from paths that remain open to learning and imagination. In this globalized world, our cooperation will always be beyond distances.

--Dr. Rodrigo Arias Camacho, Rector & Professor
Universidad Estatal a Distancia (UNED), Costa Rica



A very warm welcome to you to the 5th ABEM 2019 conference. Its mission is simple and straightforward: Knowledge generation, translation and transfer in emerging markets. This year, we received 55 submissions from 24 countries, making the conference true to its mission. However, we selected only 25 submissions from 17 countries for presentations and publications, and 20 participants as observers from five countries. Each submission was double-blind peer-reviewed by at least two professors.

Organizing an international conference in an emerging market is a monumental task. It could not be achieved without your support, contribution and participation. We are immensely grateful to Universidad Estatal a Distancia (UNED) for hosting the conference. We are also very thankful to University of Winnipeg, Comenius University, University of Johannesburg, UNED organizing committee, program and awards committee, keynote speakers, proceedings editors, regional chairs, session chairs, discussion chairs, reviewers, presenters, typesetters, and the professionals at the UNED, who worked hard for the last few months to ensure a smooth, pleasant and successful conference at the UNED. We do hope that you will have long lasting memories and enriching experience.

--Dr. Satyendra Singh, Professor & Conference Chair
University of Winnipeg, Canada



Academy of Business and Emerging Markets convenes its 5th international conference at the UNED in San Jose, Costa Rica during Aug 7-9, 2019. We are glad and honored to be able to organize this year's conference at the prestigious UNED. We are also pleased that ABEM 2019 conference has caught the attention and interests of many social scientists, academics, practitioners and government officials. After holding successful conferences in Namibia, Cambodia, Dominican Republic, and Philippines, we continue to engage researchers in dialogue aimed at removing obstacles that preclude developing countries from being innovative and growing economically. We believe that organizing a conference of this kind contributes to understanding the problems surrounding innovation, linkages and internationalization of firms.

I am convinced that the friendly nature of the conference and the pleasant ambience of the venue in the environmentally-friendly city will prove to be ideal to discuss the theories, exchange the ideas, and debate the findings. A big thank-you to UNED and all the participants.

Welcome to the 5th ABEM 2019 conference at the UNED, San Jose!

See you there.

--Dr. Darina Saxunova, Professor & Conference Co-Chair
Comenius University in Bratislava, Slovakia



I am pleased to welcome you to San Jose Costa Rica for the ABEM 2019 conference. Over the last few months, we have been working steadily on preparing the program and activities which address the conference theme—Innovation, Linkages and Internationalization of Firms. This year, we have selected Costa Rica as the host country because of its vast development in technology, innovation, and small and medium enterprises, turning the country into an example for Latin America.

Undoubtedly, another essential factor in choosing Costa Rica has been the prestige and credibility of the UNED in the region and the world. We will have three days in which we will improve our academic and research networking and debate economic and managerial topics in order to enhance our economies and societies. At the same time, we will have the time to enjoy one of the most beautiful countries in the Central American Region and the World.

Welcome to San Jose, Costa Rica! Pura Vida!

--Dr. Luis Camacho, Assistant Professor & Conference Communications Chair
SUNY Empire College, USA

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Keynote Speaker



Dr. Rosibel Víquez-Abarca

Vice-Rector, Research
Universidad Estatal a Distancia (UNED)
COSTA RICA

Dr. Víquez-Abarca is a Vice-Rector (Research) at the Universidad Estatal a Distancia (UNED). She completed her PhD at the Newcastle University, UK. Her doctoral thesis examines the state-funded higher education system in Costa Rica and the effects of knowledge economy on regional development. Prior to becoming Vice-Rector, she was part of the research group (CICDE) which focuses on culture and development within the Costa Rican academic sector. Dr. Víquez-Abarca has also contributed to the Academic Council of the PhD program in Natural Science for Development (DOCINADE). Her research topics are territorial, uneven regional development, public spaces and the city. Dr. Víquez-Abarca's current research focuses on regional development models and their influences on local labor markets.

Where do you live and where do you work?

The role of Higher Education Institutions in the labor structures of emerging economies

Emerging economies have been a part of a considerable transformation to global markets. More recently, one of the main challenges for these emerging economies is the question of how to manage fewer resources in order to prevail over the crisis of unemployment. Recent research suggests that local socio-productive structures struggle to survive. *Where do you live and where do you work* are simple questions which can help identify strategies that small businesses can use to mobilize and successfully overcome potential challenges. In this context, Higher Education Institutions (HEI) become an important counterpart, as they contribute to improving the local labor markets via new-skill training programs. Also, lifelong learning is now more prevalent, as it contributes to the role that education has in these emerging economies. All this enables them to play their parts in the wider economy.

The keynote highlights the importance of higher education in developing an equitable society.

Keynote Speaker



Dr. Koichi Nakagawa

Associate Professor, Economics
Osaka University
JAPAN

Dr. Nakagawa is an associate professor of economics at Osaka University, Japan. His research interests lie in the management of innovation and the key success factors for innovation in emerging situations such as university-industry collaboration, post-corporate acquisition in developing countries and emerging markets. Dr. Nakagawa has published in prestigious journals such as *Technology Innovation Management Review* and *Cross-Cultural Management Journal*. He is also an international consultant and has assisted entrepreneurs in developing sustainable businesses in Cambodia, and in accelerating technological start-ups in Japan. Dr. Nakagawa has a personal mission to make a bridge between academy and industry, and thus has dedicated his life to supporting people that seek management knowledge – academic or practical.

What's the sociality that moves people?

One of the characteristics of businesses in emerging markets is the high sociality. Sociality is defined as the extent to which a person or a group has the tendency to develop social links and live in communities. Using this theory, a company that incorporates sociality into its strategy can create high awareness; motivate employees; acquire external support such as investments; align stakeholders' interests with company goals; and, thus become a more desirable company for customers. Indeed, such sociality can also become a new source of competitive advantage for companies in both advanced economies and emerging markets, although a stronger sociality can be expected in emerging markets due to the collective nature of the society. However, it may be difficult for companies to obtain support from people to subscribe to the notion of this kind of strategy even though people recognize that they should engage in some kind of social activities. We all have natural instinct to work with others beyond our self-interests, and when we do that we have a high psychological satisfaction as well.

The keynote is designed to understand *what kind of social activities* draws people together which can contribute to advancing goals and missions of companies.

Program Schedule

August 7, 2019

<i>Reception Room</i>	<i>CENAT Building, Multipurpose Room</i>
15:00 – 18:00	Registration and Welcome Reception

August 8, 2019

<i>Conference Room</i>	<i>CENAT Building</i>
7:45 – 8:30	Bus from Hotel Palma Real to UNED, CENAT Building
8:30 – 12:00	Registration
9:00 – 9:05	Welcome by Dr. Rodrigo A. Camacho, Rector, UNED
9:05 – 9:10	Welcome by Dr. Satyendra Singh, Professor, Canada
9:10 – 10:00	Session 1 (Keynote): Dr. Rosibel Víquez-Abarca Vice-Rector (Research), UNED, Costa Rica
10:00 – 10:30	<i>Coffee break</i>
10:30 – 12:00	Session 2: Paper Presentations
12:00 – 13:30	<i>Lunch</i>
13:30 – 15:00	Session 3: Paper Presentations
15:00 – 15:30	<i>Coffee break & Group Photograph</i>
15:30 – 17:00	Session 4: Paper Presentations
17:00 – 18:45	Bus from UNED to Hotel Palma Real

August 9, 2019

<i>Conference Room</i>	<i>CENAT Building</i>
7:45 – 8:30	Bus from Hotel Palma Real to UNED, CENAT Building
8:30 – 10:30	Registration
9:00 – 9:10	Welcome by Dr. Darina Saxunova, Professor, Slovakia
9:10 – 10:00	Session 5 (Keynote): Dr. Koichi Nakagawa, Professor Osaka University, Japan
10:00 – 10:30	<i>Coffee break</i>
10:30 – 12:00	Session 6: Paper Presentations
12:00 – 13:30	<i>Lunch</i>
13:30 – 15:00	Session 7: Paper Presentations
15:00 – 15:30	<i>Coffee break</i>
15:30 – 17:00	Session 8: Paper Presentations
18:00 – 18:30	Session 9: ABEM Award Ceremony
18:30 – 19:00	Cultural Presentation: Percussion Group Ensemble
19:00 – 21:00	<i>Banquet Dinner and Live Music</i>
21:00 – 22:00	Bus from UNED to Hotel Palma Real

Wednesday, August 7, 2019

Registration and Welcome Reception: CENAT BUILDING

15:00 – 15:05	Welcome by Dr. Eduardo Sibaja, CENAT Director
15:05 – 15:45	Tour: CENAT facilities
15:45 – 15:55	Welcome by Dr. Satyendra Singh, Conference Chair
15:55 – 16:05	Welcome by Dr. Darina Saxunova, Conference Co-Chair
16:05 – 16:15	Welcome by Dr. Luis Camacho, Communications Chair
16:15 – 16:30	Presentation by Dr. Velia Govaere, OCEX-UNED Director
16:30 – 18:00	Welcome Reception: 5 th ABEM 2019 Conference

Thursday, August 8, 2019

Multipurpose Room: CENAT BUILDING

8:30 – 12:00	Registration
9:00 – 9:05	Welcome by Dr. Rodrigo A. Camacho, Rector, UNED

9:05 – 10:00

Session 1

Plenary Keynote: *Where do you live and where do you work? The role of higher education in the labor structures of emerging economies*

Dr. Rosibel Víquez-Abarca, Vice-Rector, UNED, Costa Rica

Dr. Satyendra Singh, University of Winnipeg, Canada

Introduction

10:00 – 10:30 Coffee break

10:30 – 12:00

Session 2

Innovation and Value Creation

Session Chair

Angelina I. T. Kiser, U of the Incarnate Word, USA

Innovative linkages for the internationalization of SMEs

Ye-Sho Chen, Louisiana State University, USA

Organizational ambidexterity and innovation in the virtual environment: A case of open source software (OSS) communities

Meera Sarma, University of Liverpool, UK

Sociality, affordability and the reverse knowledge flow from emerging markets

Koichi Nakagawa, Osaka University, Japan

Masato Sasaki, Hitotsubashi University, Japan

The industry architecture: A value creation and value appropriation model for industries in emerging market

Nicholaus Tutuba, Mzumbe University, Tanzania

Jasinta Msamula, Mzumbe University, Tanzania

Hawa Tundui, Mzumbe University, Tanzania

Discussion Chair: Luis Camacho, SUNY Empire State College, USA

12:00 – 13:30 Lunch

13:30 – 15:00

Session 3 *Flexibility, Quality and Entrepreneurship*

Session Chair Koichi Nakagawa, Osaka University, Japan

Production flexibility, risk shifting and capital structure

Sudipto Sarkar, McMaster University, Canada

Surviving in Africa's emerging markets: Informal micro entrepreneurship and social capital dynamics to the rescue

Adeniyi Olarewaju, Tecnológico de Monterrey, Mexico

Ayodele Shittu, University of Lagos, Nigeria

Sunday Adebisi, University of Lagos, Nigeria

Deformation of the tax system: A case study of SMEs in Slovakia

Darina Saxunova, Comenius University in Bratislava, Slovakia

Is the South African revenue service compromising audit quality over quantity?

Kgabo F. Masehela, University of Johannesburg, South Africa

Discussion Chair: Chaminda Senaratne, Northumbria University, UK

15:00 – 15:30 Coffee break

15:30 – 17:00

Session 4 *Consumer Behavior*

Session Chair Krishanu Rakshit, Indian Institute of Management (IIM)
Calcutta, India

The role of consumer ethnocentrism and cultural sensitivity on attitudes towards domestic fashion brands: A Caribbean perspective

Meena Rambocas, University of the West Indies, Trinidad and Tobago

Subscription value of Youtube influencers: Understanding relationship of subscription value between time, total subscriptions and industries

Nazan Colmekcioglu, Nottingham Trent University, UK

The role of ethnocentrism in customer behavior through online purchases

Stefanny Calderón, Universidad Sergio Arboleda, Colombia

Melissa Cabezas, Universidad Sergio Arboleda, Colombia

Fernando Parrado, Universidad Sergio Arboleda, Colombia

Luis Camacho, SUNY Empire State College, USA

Value creation in business models for mobile services at bottom of the pyramid in sub-Saharan Africa

Joshua Omoju, Northumbria University, UK

Roseline Wanjiru, Northumbria University, UK

Jason Whalley, Northumbria University, UK

Discussion Chair: Cristian Salazar, Universidad Austral de Chile, Chile

Dinner on your own

Friday, August 9, 2019

Multipurpose Room: CENAT BUILDING

8:30 – 10:30 Registration

9:00 – 10:00

Session 5

Plenary Keynote: *What's the sociality that moves people?*

Dr. Koichi Nakagawa, Osaka University, Japan

Introduction

Dr. Darina Saxunova, Comenius University, Slovakia

10:00 – 10:30 Coffee break

10:30 – 12:00

Session 6

Culture and Decision

Session Chair

Meera Sarma, University of Liverpool, UK

Women who fill the institutional voids: Why could Yakult succeed in obtaining emerging markets?

Koichi Nakagawa, Osaka University, Japan

Tomomi Imagawa, Osaka University, Japan

A digital transformation strategy framework: Models, patterns, actions, approaches and measures to guarantee an effective digital transformation strategy for companies

Keller Martinez-Solís, Tecnológico de Costa Rica, Costa Rica

Pedro Palos-Sánchez, Sevilla University, Spain

Ana L. Echeberria, Universidad a Distancia de Madrid (UDIMA), Spain

Mind: Intercultural model of negotiation for decision-making

Fernando Parrado, Universidad Sergio Arboleda, Colombia

María A. Ducuara, Universidad Sergio Arboleda, Colombia

Ana P. Robinson, Universidad Sergio Arboleda, Colombia

Kimberly P. Roncancio, Universidad Sergio Arboleda, Colombia

Characterization of the Muisca indigenous culture according to the culture model of Geert Hofstede

Juan E. G. Oviedo, Universidad Sergio Arboleda, Colombia

Sebastián R. R. Triana, Universidad Sergio Arboleda, Colombia

Fernando Parrado, Universidad Sergio Arboleda, Colombia

Discussion Chair: Adeniyi Olarewaju, Tecnológico de Monterrey, Mexico

12:00 – 13:30 Lunch

13:30 – 15:00

Session 7 *Customer Orientation*

Session Chair Boanerges Domínguez, Instituto Tecnológico de Santo Domingo, Dominican Republic

Management moves to reduce costs with self-checkout: What affects customer usage?

Angelina I. T. Kiser, University of the Incarnate Word, USA

Vess L. Johnson, University of Arkansas at Little Rock, USA

Richard Woolridge, University of Arkansas at Little Rock, USA

Populism pays: Bridging institutional voids at the base of the pyramid through directed intervention

Bhupesh Manoharan, Indian Institute of Management (IIM) Calcutta, India

Krishanu Rakshit, Indian Institute of Management (IIM) Calcutta, India

Establishment, growth and decline of foreign subsidiaries in the Caribbean: A qualitative research of pharmaceutical industry in Puerto Rico since 1950 to 2017

Luis M. Baquero, Pontifical Catholic University of Puerto Rico, USA

Discussion Chair: Darina Saxunova, Comenius University, Slovakia

15:00 – 15:30 Coffee break

15:30 – 17:00

Session 8 Capabilities, Competitiveness and Governance

Session Chair Ye-Sho Chen, Louisiana State University, USA

Firm-specific practices of development and application of dynamic capabilities in UK high-tech SMEs

Chaminda Senaratne, Northumbria University, UK

Scientific mapping of academic production on technostress

Cristian Salazar, Universidad Austral de Chile, Chile

Pilar Ficapal-Cusi, Universitat Oberta de Catalunya, Spain

Joan Boada-Grau, Universitat Oberta de Catalunya, Spain

Konstantin Verichev, Universidad Austral de Chile, Chile

Luis Camacho, SUNY Empire State College, USA

Understanding how democratic governance influences resource allocation and utilization in economies in transition: The case of Cameroon

Terence M. Seka, University of Buea, Cameroon

Return to education in the Dominican Republic, 2010-2016: Endogeneity and sample selection

Boanerges Domínguez, Instituto Tecnológico de Santo Domingo, DR

Carmen García, Instituto Tecnológico de Santo Domingo, DR

Evalina Gómez, Ministerio de Economía, Dominican Republic

Discussion Chair: Sudipto Sarkar, McMaster University, Canada

18:00 – 21:00

Session 9 Award Ceremony

Ceremony Chairs Dr. Darina Saxunova and Dr. Luis Camacho

18:00 – 18:30	ABEM Award Ceremony
18:30 – 19:00	Cultural Presentation: Percussion Group Ensemble
19:00 – 21:00	Banquet Dinner and Live Music

Dress: Formal, National, or Business Casual

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