



[abem.ca](http://abem.ca)  
[unapec.edu.do](http://unapec.edu.do)

## 6<sup>TH</sup> ABEM 2022 CONFERENCE

on

*Collaboration and Cooperation to Create Efficient Economies*

August 9-11, 2022

Universidad APEC (UNAPEC)

(Maximo Gomez #72, Santo Domingo, Dominican Republic)

### Program Schedule

Conference Chair

Dr. Satyendra Singh, University of Winnipeg, Canada

Conference Co-Chair

Dr. Darina Saxunova, Comenius University Bratislava, Slovakia

Conference Co-Chair

Dr. Luis Camacho, SUNY Empire State College, USA

Sponsors and Supporters



THE UNIVERSITY OF  
WINNIPEG



NWU®  
NORTH-WEST UNIVERSITY  
SOUTH-AFRICAN SOCIETY  
FOR HIGHER EDUCATION



UNIVERSITY  
OF  
JOHANNESBURG

## Welcome!



On behalf of Universidad APEC (UNAPEC), we extend the warmest welcome to our university campus organizers and participants of the 6<sup>th</sup> ABEM 2022 conference. We thank you for the privilege of having distinguished academics and researchers to present their research work in different areas of knowledge that contribute to our vision as an institution of higher education. We share the values and principles of ABEM and the efforts to promote and encourage these activities within the framework of research and extension. We are sure that the conference will be successful, as new research ideas, knowledge exchanges, learning through good practices, and synergies between different national and international participants will emerge. You can count on our cooperation in everything necessary so that the event meets the expected objectives. Again, please receive my most fraternal welcome on behalf of UNAPAC.

--Dr. Franklyn Holguín Haché, Rector

*Universidad APEC (UNAPEC), Dominican Republic*



A very warm welcome to you to the 6<sup>th</sup> ABEM 2022 conference. Its mission is simple and straightforward: Knowledge generation, translation and transfer in emerging markets. This year, we have presenters from 11 countries, making the conference true to its mission and scope. Selected papers were also published in the Conference Proceedings after double-blind peer-review by at least two professors.

Organizing an international conference in an emerging market is a monumental task, particularly during pandemic. It could not be achieved without your support, contribution and participation. We are immensely grateful to Universidad APEC, Ministry of Education, and Ministry of Sports for their sponsorships and support for hosting the conference at UNAPEC. We are also very thankful to University of Winnipeg, Comenius University, North-West University, University of Johannesburg, UNAPEC organizing committee, program and awards committee, keynote speakers, proceedings editors, regional chairs, session chairs, discussion chairs, reviewers, presenters, typesetters, and the professionals at the UNAPEC who worked hard for the last few months to ensure a smooth, pleasant and successful conference at the UNAPEC. We do hope that you will have long lasting memories and enriching experience at this Conference.

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



This year, Academy of Business and Emerging Markets convenes its 6<sup>th</sup> international conference at the UNAPEC in Santo Domingo, Dominican Republic during Aug 9-11, 2022. We are glad and honored to be able to organize this year's conference at the prestigious UNAPEC. We are also pleased that ABEM 2022 conference has caught the attention and interests of many social scientists, academics, practitioners and government officials. After organizing successful conferences in Namibia, Cambodia, Philippines, and Costa Rica, we engage researchers this year in dialogue aimed at collaborating and cooperating in creating efficient economies, particularly in developing countries and emerging markets. We believe that organizing a conference of this kind also contributes to understanding the problems surrounding innovation and internationalization of firms.

I remain convinced that the friendly nature of the conference and the pleasant ambience of UNAPEC is an ideal venue to discuss the theories, exchange the ideas, and debate the findings. A big thank-you to UNAPEC and all the participants. Welcome to the 6<sup>th</sup> ABEM 2022 conference! See you there!

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



I welcome you all to the ABEM 2022 conference. This year, after the pandemic and its consequences, our conference exhibits two special conditions: the first, ABEM could be organized in a face-to-face format, allowing us the best opportunity to strengthen our network with colleagues from different continents; second, the fantastic opportunity to be held in the Caribbean and this paradisiac island.

We have lived the COVID-19 and now times of geopolitics instability. The theme for this conference defines the strategy to deal and move forward in these turmoil times affecting our social, economic, and political environments: Collaboration and Cooperation to Create Efficient Economies. These three days will be perfect for discussing and improving our academic and research networking and getting involved in different topics such as education, sports, marketing, and finance. At the same time, we will have the time to enjoy one of the most beautiful countries in the Caribbean and the World. Welcome to Santo Domingo, Dominican Republic!

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

## Conference Committees

### Conference Chair

Dr. Satyendra Singh, University of Winnipeg, Canada

### Conference Co-Chairs

Dr. Darina Saxunova, Comenius University Bratislava, Slovakia

Dr. Luis Camacho, SUNY Empire State College, USA

### Conference Communitons Chair

Dr. Luis Camacho, SUNY Empire State College, USA

### UNAPEC Organizing Committee

Dr. Marisela Almánzar, Universidad APEC (UNAPEC), Dominican Republic

Dr. Moisés Banks, Universidad APEC (UNAPEC), Dominican Republic

Dr. Raynelda Pimentel, Universidad APEC (UNAPEC), Dominican Republic

Dr. Aida Roca, Universidad APEC (UNAPEC), Dominican Republic

Dr. Alvin Rodríguez, Universidad APEC (UNAPEC), Dominican Republic

### Organizing Committee

Dr. Moisés Banks, Universidad APEC (UNAPEC), Dominican Republic

Dr. Luis Baquero, Pontificia Universidad Católica de Puerto Rico, USA

Dr. Boanerges Domínguez, Inst. Tech. de Santo Domingo, DR

Dr. Emma Encarnación, Universidad APEC (UNAPEC), Dominican Republic

Dr. Kamel Fantasy, University of Winnipeg, Canada

Dr. Fernando Parrado, Universidad Sergio Arboleda, Colombia

Dr. Meena Rambocas, University of West Indies, Trinidad and Tobago

Dr. Meera Sarma, University of Liverpool, UK

### Program and Awards Committee

Dr. Luis Camacho, SUNY Empire State College, USA

Dr. Darina Saxunova, Comenius University Bratislava, Slovakia

### Proceedings Editors

Dr. Luis Camacho, SUNY Empire State College, USA

Dr. Satyendra Singh, University of Winnipeg, Canada

## ABEM Regional Chairs

### Africa

Dr. Cookie Govender, University of Johannesburg, South Africa

Dr. Humayun Kabir, Sol Plattje University, South Africa

Dr. Peter Lewa, United States International University (USIU), Kenya

### Asia

Dr. Koichi Nakagawa, Osaka University, Japan

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

### Caribbean

Dr. Luis Baquero, Pontificia Universidad Católica de Puerto Rico, USA

Dr. Meena Rambocas, University of West Indies, Trinidad and Tobago

### Europe

Dr. Meera Sarma, University of Liverpool, UK

Dr. Xiaozheng Zhang, Nottingham Trent University, UK

### Middle East

Dr. Boaz Barak, Western Galilee College, Israel

### North America

Dr. Ven Sriram, University of Baltimore, USA

### Central America

Dr. Velia Govaere, Universidad Estatal a Distancia (UNED), Costa Rica

### South America

Dr. Cristian Salazar-Concha, Universidad Austral de Chile, Chile

Dr. Gladys Valero, Universidad Pontificia Bolivariana, Colombia

### Oceania America

Dr. José Brache, Universidad of Auckland, New Zealand

## Keynote Speaker



### **Hon. Dr. Roberto Fulcar**

Minister of Education  
Dominican Republic

Hon. Dr. Roberto Fulcar is the Minister of Education, Dominican Republic. He is doctorate and a thesis professor at various universities in the Dominican Republic, including Nova Southeastern University, USA. Dr. Fulcar has published globally on topics relating to education and politics in addition to being a renowned social activist, having organized unions, human rights, and academic and cultural institutions. Dr. Fulcar is a frequent keynote speaker, strategic planner, researcher, evaluator, and a Lead Quality Systems auditor.

### **Education for Better Living: A New Social Contract for Education**

The COVID 19 pandemic laid bare the obsolescence of the old educational models. The evidence that they are incapable of generating quality education or positively impacting the lives of individuals and societies is sufficiently robust. The Dominican Republic does not escape this reality. On the contrary, it invariably fails in international measurements on the matter, occupying terrible places in the ranking of the community of nations.

The present management of pre-university education in the country promotes a new educational model, which has been called *Education for Better Living: A New Social Contract for Education*. Based on the 12 pillars, this academic proposal is based on the idea that education cannot continue to be a naïve and unintentional activity given to us in life as a natural thing such as eating, dressing, interacting etc. On the contrary, it must be intentionality oriented and directed to improve the life of people and societies.

The strategic purpose of this model promoted by the Government of Dominican Republic is to train its citizens comprehensively, and endow them with the skills needed to integrate effectively into the society and contribute to its transformation. They should also have values to live together in solidarity, be assertive, resilient and maintain a culture of peace, contributing to the sustained development and well-being of their country and humanity.

## Keynote Speaker



### **Hon. Er. Francisco Camacho**

Minister of Sports  
Dominican Republic

Hon. Er. Francisco Camacho is the Minister of Sports, Dominican Republic. He is a renowned and successful sports leader who has chaired the Dominican Taekwondo Federation since 2007, and institution that, under his guidance, has given the country two of its twelve Olympics medals. Minister Camacho has also been a national and international trainer. In addition, Minister Camacho has been a member of the executive committee of the Dominican Olympic Committee. Indeed, Hon. Camacho has been recognized as an advocate of athletes' rights to a quality higher education and sports entrepreneurship.

### **School Sports as a Basis for Sociocultural and Economic Transformation: INDOMITA-RD**

Our societies' rapid and profound changes demand new orientations in sports and educational goals. Sport is fundamental in the evolution of society and an element of social cohesion that reduces economic, cultural, racial, religious, and social differences. School sport emerges as one of the essential elements in the social and economic development of people since it has a direct relationship with the development of the individual and society based on values, social and moral integration, fundamental elements for the growth of the individual, especially in this age of knowledge.

In order to implement school sports a reality, the new Government of Dominican Republic created the INDOMITA-RD project, in charge of the development of School Sports, Neighborhood Sports Initiation, and Community and Diaspora Sports in all its aspects.

INDOMITA-RD, through the relaunch of school sports, unites the school with the Community Sports Centers, the sports courts, and the community of the neighborhood/place, supporting sports initiation and physical activity in the country of diaspora.

## Program Schedule

### August 9, 2022

<i>Reception Room</i>	<i>Salón José María Bonetti Burgos</i>
15:00 – 19:00	Registration and Welcome Reception

### August 10, 2022

<i>Conference Room</i>	<i>Auditorio Dr. Leonel Rodríguez Rib</i>
8:30 – 12:00	Registration
9:00 – 9:05	Welcome by Dr. Marisela Almánzar Dean, Graduate School, UNAPEC
9:05 – 9:10	Welcome by Dr. Satyendra Singh, Professor, Canada
9:10 – 10:00	<u>Session 1</u> (Keynote): Hon. Dr. Roberto Fulcar Minister of Education, Dominican Republic
10:00 – 10:30	<i>Coffee break</i>
10:30 – 12:00	<u>Session 2</u> : Paper Presentations
12:00 – 13:30	<i>Lunch: Salón Gastronómico</i>
13:30 – 15:00	<u>Session 3</u> : Paper Presentations
15:00 – 15:30	<i>Coffee break &amp; Group Photograph</i>
15:30 – 17:00	<u>Session 4</u> : Paper Presentations

### August 11, 2022

<i>Conference Room</i>	<i>Auditorio Dr. Leonel Rodríguez Rib</i>
8:30 – 10:30	Registration
9:00 – 9:05	Welcome by Dr. Aida Roca, Dean Economic and Business Sciences School, UNAPEC
9:05 – 9:10	Welcome by Dr. Darina Saxunova, Professor, Slovakia
9:10 – 10:00	<u>Session 5</u> (Keynote): Hon. Er. Francisco Camacho Minister of Sports, Dominican Republic
10:00 – 10:30	<i>Coffee break</i>
10:30 – 12:00	<u>Session 6</u> : Paper Presentations
12:00 – 13:30	<i>Lunch: Salón Gastronómico</i>
13:30 – 15:00	<u>Session 7</u> : Paper Presentations
15:00 – 15:30	<i>Coffee break</i>
15:30 – 17:00	<u>Session 8</u> : Paper Presentations
18:00 – 18:30	<u>Session 9</u> : ABEM Award Ceremony <i>Salón Gastronómico</i>
18:30 – 19:00	Cultural Presentation
19:00 – 21:00	<i>Banquet Dinner and Live Music</i>



## Tuesday, August 9, 2022

Room: Salón José María Bonetti Burgos

### Registration and Welcome Reception

15:00 – 15:30	Welcome by Dr. Franklyn Holguín Haché, Rector, UNAPEC
15:30 – 16:00	Tour of the UNAPEC Campus
16:00 – 16:10	Welcome by Dr. Satyendra Singh, Conference Chair
16:10 – 16:20	Welcome by Dr. Darina Saxunova, Conference Co-Chair
16:20 – 16:30	Welcome by Dr. Luis Camacho, Conference Co-Chair and Communications Chair
16:30 – 19:00	Welcome Reception: 6 <sup>th</sup> ABEM 2022 Conference

## Wednesday, August 10, 2022

Room: Auditorio Dr. Leonel Rodríguez Rib

8:30 – 12:00	Registration
9:00 – 9:05	Welcome by Dr. Marisela Almánzar Dean, Graduate School, UNAPEC
9:05 – 10:00	
<b>Session 1</b>	<u>Plenary Keynote: Education for Better Living: A New Social Contract for Education</u> Hon. Dr. Roberto Fulcar, Minister of Education, DR
<b>Introduction</b>	Dr. Satyendra Singh, University of Winnipeg, Canada
10:00 – 10:30	Coffee break
10:30 – 12:00	
<b>Session 2</b>	<i>Market Orientation</i>
<b>Session Chair</b>	Jari Salo, University of Helsinki, Finland

*Investigating the role of scent marketing on consumer emotions in the high-end fashion industry*

Ronald Goldberg, North-West University, South Africa

*The relationship between formal level of education and xenocentrism: understanding the effect on online consumer behavior*

Luis J. Camacho, SUNY Empire State College. USA

Patricio Ramírez-Correa, Universidad Católica del Norte, Chile

Cristian Salazar-Concha, Universidad Austral de Chile, Chile

*The journey of innovation: opening the black box of the innovation processes in hacker groups*

Meera Sarma, University of Liverpool, UK

Chaminda Senaratne, Northumbria University, UK

Thomas Matheus, Northumbria University, UK

*Technology transfers and wages in China and the US*

Moshe Adler, SUNY Empire State College, USA

*Discussion Chair:* Alpheaus Litheko, North-West University, South Africa

12:00 – 13:30          Lunch at *Salón Gastronómico*

13:30 – 15:00

**Session 3**              *Finance*

**Session Chair**        F. Greg Burton, Brigham Young University, USA

*Examining detachment in customer – wealth manager relationships: An SEM model*

Hester Spies, North-West University, South Africa

*EXIM bank and its competitive advantage as a method of payment in foreign trade: a case study*

Mehmet Burak Ceran, Selcuk University, Turkiye

*Understanding Johannesburg Stock Exchange, AltX, South Africa inefficiencies: lessons from the alternative investment market (aim) in London*

Lebogang Semenya, University of Johannesburg, South Africa

Shepherd Dhlwayom, University of Johannesburg, South Africa

*Discussion Chair:* Darina Saxunova, Comenius U in Bratislava, Slovakia

15:00 – 15:30          Coffee break

15:30 – 17:00

**Session 4**              *Education*

**Session Chair**        Ronald Goldberg, North-West University, South Africa

*How the BRIC scholarship as an effort in internalization of higher education benefits China in decades ahead?*

Simone Cutts, Department of National Defense, Canada

*Developing global leadership competencies through virtual exchange*

Lorette Pelletiere Calix, SUNY Empire State College, USA

Moisés Banks, Universidad APEC (UNAPEC), Dominican Republic

Luis Camacho, SUNY Empire State College, USA

Elsa Moquete, Universidad APEC (UNAPEC), Dominican Republic

Christopher Whann, SUNY Empire State College, USA

Sandra Winn, SUNY Empire State College, USA

*Strategies for developing intercultural competences in international business curriculum: a comparative case study of Puerto Rico and Colombia University business schools*

Luis Manuel Baquero Rosas, Pontificia U Católica de Puerto Rico, USA

Marcela Orduz Quijano, Universidad de Santo Tomas, Colombia

*Discussion Chair:* Mehmet Burak Ceran, Selcuk University, Turkiye

Dinner on your own

**Thursday, August 11, 2022**

**Room: Auditorio Dr. Leonel Rodríguez Rib**

8:30 – 10:30 Registration

9:00 – 9:05 Welcome by Dr. Aida Roca, Dean  
Economic and Business Sciences School, UNAPEC

9:05 – 10:00

**Session 5** *Plenary Keynote: School Sports as a Basis for Sociocultural and Economic Transformation: INDOMITA-RD*

**Introduction** Hon. Er. Francisco Camacho, Minister of Sports, DR  
Dr. Darina Saxunova, Comenius University, Slovakia

10:00 – 10:30 Coffee break

10:30 – 12:00

**Session 6** *Market Forces*

**Session Chair** Hester Spies, North-West University, South Africa

*Santander's intra-regional trade with the Pacific Alliance in 2020 and 2021*

Julio Ramírez Montañez, Universidad Pontificia Bolivariana, Colombia

Jaime Enrique Sarmiento, Universidad Pontificia Bolivariana, Colombia

Alejandra Suarez Quintero, Universidad Pontificia Bolivariana, Colombia

*Influences of economic and legal factors on the understanding of Corporate Citizenship*

Cristian Salazar-Concha, Universidad Austral de Chile, Chile

Luis J. Camacho, SUNY Empire State College, USA

*Economic reality versus perception in the global competitive index: case of Dominican Republic*

Moisés Banks, Universidad APEC (UNAPEC), Dominican Republic

*Discussion Chair:* Moshe Adler, SUNY Empire State College, USA

12:00 – 13:30      Lunch at *Salón Gastronómico*

13:30 – 15:00

**Session 7**      *Sustainability*

**Session Chair**      Luis Camacho, SUNY Empire State College, USA

*Forest maps as business services*

Jari Salo, University of Helsinki, Finland

*Anaerobic co-digestion of sargassum and food waste from Punta Cana for biogas and fertilizer production*

Yessica Castro, Universidad APEC (UNAPEC), Dominican Republic

Alvin Rodríguez, Universidad APEC (UNAPEC), Dominican Republic

Emin River, Universidad APEC (UNAPEC), Dominican Republic

*Covid-19 driven innovations in the city of Auckland: exploring innovation and inter-organizational collaboration in times of crisis*

José Brache, Nova Southeastern University, USA

Hansel Agon, University of Auckland, New Zealand

Patricio Barciela, University of Auckland, New Zealand

*Eritrea: An emerging powerhouse in African mining*

Danial Ogbaharya, Union Institute and University, USA

*Discussion Chair:* Lebogang Semenya, U of Johannesburg, South Africa

15:00 – 15:30      Coffee break

15:30 – 17:00

**Session 8** Management

**Session Chair** José Brache, Nova Southeastern University, USA

*Total quality management practices in service delivery to land claimants*  
Alpheaus Litheko, North-West University, South Africa

*Mergers and acquisitions synergies framework*

F. Greg Burton, Brigham Young University, USA

Amanda Bonney, Brigham Young University, USA

Claire Jefferson, Brigham Young University, USA

*Investigating the relationship between leadership and work engagement in South Africa: a path-analysis approach*

Akinlawon Amoo, Durban University of Technology, South Africa

Jamila Adam, Durban University of Technology, South Africa

*Risk management system in the public finance management as an effective instrument to ensure tax enforcement*

Manuel Oster, Comenius University Bratislava, Slovakia

Darina Saxunova, Comenius University Bratislava, Slovakia

*Discussion Chair:* Danial Ogbaharya, Union Institute and University, USA

18:00 – 21:00

Room: Salón Gastronómico

**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

Participants comments...

Concluding remarks...

## Index

Author, Session # (Role: K=Keynote Speaker, S=Session Chair, D=Discussion Chair, I=Introducer)

Adam, Jamila 8	Adler, Moshe 2 6D
Agon, Hansel 7	Amoo, Akinlawon 8
Banks, Moisés 4 6	Baquero, Luis 4
Barciela, Patricio 7	Bonney, Amanda 8
Brache, José 7 8S	Burton, F. Greg 3S 8
Camacho, Francisco 5	Camacho, Luis 2 4 6 7S 9S
Castro, Yessica 7	Ceran, Mehmet 3 4D
Cutts, Simone 4	Dhliwayom, Shepherd 3
Fulcar, Roberto 1K	Goldberg, Ronald 2 4S
Jefferson, Claire 8	Litheko, Alpheaus 2D 8
Matheus, Thomas 2	Moquete, Elsa 4
Ogbaharya, Daniel 7 8D	Orduz Quijano, Marcela 4
Oster, Manuel 8	Pellettiere Calix, Lorette 4
Ramírez, Julio 6	Ramírez-Correa, Patricio 2
River, Emin 7	Rodríguez, Alvin 7
Salazar-Concha, Cristian 2 6	Salo, Jari 2S 7
Sarma, Meera 2	Sarmiento, Jaime 6
Saxunova, Darina 3D 5I 8 9S	Semenya, Lebogang 3 7D
Senaratne, Chaminda 2	Singh, Satyendra 1I
Spies, Hester 3 6S	Suarez Quintero, Alejandra 6
Whann, Christopher 4	Winn, Sandra 4

## Observers

Báez, Katherine, UNAPEC	Carvajal, Isabel, UNAPEC
German, Raffy, MIDEREC	Gil, José Antonio, UNAPEC
Gómez, Yessica, MIDEREC	Martínez, Julín, MIDEREC
Miranda Cruz, Rosilda, UNAPEC	Ovalle, José, MIDEREC
Pancorbo, Salvador, UNAPEC	Pérez, Maritza, UNAPEC
Riccardi, Claudio, MIDEREC	Saviñón, Edward, UNAPEC

MIDEREC = Ministerio de Deportes y Recreación (Dominican Republic)

# Notes

## Contacts

Dr. Satyendra Singh, *Conference Chair*  
Professor, *Marketing & International Business*  
University of Winnipeg, Winnipeg  
T: +1.204.786.9424, E: [s.singh@uwinnipeg.ca](mailto:s.singh@uwinnipeg.ca)  
CANADA

Dr. Darina Saxunova, *Conference Co-Chair*  
Professor, *Management Accounting & Auditing*  
Comenius University Bratislava, Bratislava  
T: +421.2.50.117.421, E: [darina.saxunova@fm.uniba.sk](mailto:darina.saxunova@fm.uniba.sk)  
SLOVAKIA

Dr. Luis Camacho, *Conference Co-Chair and Communications Chair*  
Assistant Professor, *Marketing & International Business*  
SUNY Empire State College, New York  
T: +1.212.647.7800, E: [luis.camacho@esc.edu](mailto:luis.camacho@esc.edu)  
USA



[abem.ca](http://abem.ca)  
[unapec.edu.do](http://unapec.edu.do)