

Texas A&M International University  
A.R. Sanchez, Jr. School of Business  
Center for the Study of Western Hemispheric Trade

in conjunction with

Tecnológico de Monterrey, Campus Monterrey  
Escuela de Graduados en Administración y Dirección de Empresas  
Cátedra de Investigación Economía de la Frontera Norte de México

and

Universidad Regiomontana  
School of Business

Present:

**"Emerging Challenges  
in the Western Hemisphere"**

14th Annual Conference  
April 16-18, 2009

**Academic Session Schedule**

# Concurrent Academic Sessions

Friday, April 17, 2009

10:45 a.m. - 12:00 p.m.

## SESSION I: Integration Challenges

Chair: Andrés E. Rivas Chávez, Texas A&M International University  
Tecnológico de Monterrey, Edificio Cedes, Piso 11, Sala 1

### **Determinants of the FDI from Mexican Companies in USA**

Cuahtémoc Villarreal C. - *Universidad de Monterrey*

### **Market Potential Estimation for Tourism in Emerging Markets**

Chaiwat Baimai - *Texas A&M International University*

Jose Luis Daniel - *Texas A&M International University*

### **Real Estate & Investment Sentiment**

Andrés E. Rivas Chávez - *Texas A&M International University*

### **Regional Development and the Maquiladora Industry: Ontological, Epistemological, and**

Leonel Prieto - *Texas A&M International University*

## SESSION II: Research and Development

Chair: Jesús Eugenio Garcia Gardea, ITESM  
Tecnológico de Monterrey, Edificio Cedes, Piso 11, Sala 2

### **Technology Foresight for Shaping New Governmental S&T Policy in Korea**

JiHo Hwang - *Korea Institute of Science and Technology Evaluation and Planning,  
Texas A&M International University*

YoungJun Kim - *Texas A&M International University*

### **Does International R&D Cooperation Matter for Research Output?**

#### **Evidence from Public R&D Programs in Korea**

Dong Hoon Oh - *Korea Institute of Science and Technology Evaluation and Planning*

Herin Ahn - *Korea Institute of Science and Technology Evaluation and Planning*

YoungJun Kim - *Texas A&M International University*

### **The Impact of Country Characteristics on Technology Licensing:**

#### **Evidence from Latin American Firms**

YoungJun Kim - *Texas A&M International University*

### **Telecommunications and Poverty in Mexico**

Cristina Casanueva-Reguart - *Universidad Iberoamericana*

Diana Manuel-Gutiérrez - *Universidad Iberoamericana*

## Concurrent Academic Sessions

Friday, April 17, 2009

10:45 a.m. - 12:00 p.m. (continued)

**SESSION III: Mexican Challenges**

**Chair: Daniel Flores Curiel, Universidad Autónoma de Nuevo León  
Tecnológico de Monterrey, Edificio Cedes, Piso 11, Sala 3**

**Test of Intertemporal Optimal Tax Theory: México, 1980-2007**

Pablo Camacho-Gutierrez - *Texas A&M International University*

Vanessa M. Gonzalez Cantú - *Universidad Autónoma de Tamaulipas*

**Commodity Price Shocks and Income Distribution in Mexico**

Joana C. Chapa - *Universidad Autónoma de Nuevo León*

Edgardo A. Ayala - *Instituto Tecnológico y de Estudios Superiores de Monterrey*

**Accountability on Mexican Higher Education, the Challenge for Transparency, Innovation and Vision**

Gabriela María Farías Martínez - *Tecnológico de Monterrey*

Friday, April 17, 2009

12:15 - 1:30 p.m.

**SESSION IV: Student Research Meeting**

**Chair: Alejandro Jaime Flores Becerril, ITESM  
Tecnológico de Monterrey, Edificio Cedes, Piso 11, Sala 1**

**Student Research Meeting**

Students of Economics - *Instituto Tecnológico y de Estudios Superiores de Monterrey*

## Concurrent Academic Sessions

Friday, April 17, 2009

12:15 - 1:30 p.m. (continued)

### SESSION V: Towards Competitive Organizations

Chair: Pablo Camacho, Texas A&M International University  
Tecnológico de Monterrey, Edificio Cedes, Piso 11, Sala 2

#### **Inventarios: Factor Determinante en la Competitividad de los Negocios**

Gabriel Mayagoitia Yong - *Universidad Autónoma de Nuevo Leon*

José Nicolás Barragán Códina - *Universidad Autónoma de Nuevo Leon*

#### **How to Develop a High Performance Organization in Order to be Competitive in a Global Market**

Jorge Gómez de la O - *Universidad Regiomontana*

#### **The Digital Absorption of the Businesses in Chile.**

#### **Why is there not growth, if Chile is a leader in use of TICs in Latino America**

Martin Montalva - *Santiago University of Chile*

#### **Determinants of Compensation Paid to Bank CEO's**

Ja Wook Baek - *Changwon National University*

Roger M. Shelor - *Ohio University*

Michael M. Grayson - *Texas A&M International University*

# Concurrent Academic Sessions

Saturday, April 18, 2009

9:30 - 11:00 a.m.

## SESSION VI: Financial Structure and Behavior

Chair: José Luis García Ávila, Universidad Regiomontana

Universidad Regiomontana, CEDAE, Piso 2, Sala 1

### **Mean Reversion in G-7 Stock Prices: Further Evidence from a Panel Stationary Test with Multiple Structural Breaks**

Tsangyao Chang - *Feng Chia University*

Ken Hung - *Texas A&M International University*

Hsien-Teh Lin - *Feng Chia University*

Wen-Chi Liu - *Da-Yeh University*

### **Does Market Timing Affect Capital Structure? Evidence from Chinese Listed Companies**

Xijuan Shao - *South China University of Technology*

Yaohui Chen - *South China University of Technology*

Ken Hung - *Texas A&M International University*

### **The Asymmetric Impact of Financial Intermediaries Development on the Growth Distribution**

Chien-Chung Nieh - *Tamkang University*

Ya-Kai Chang - *Tamkang University*

Ken Hung - *Texas A&M International University*

### **A dominant firm's strategy and its effect on the capital structure of non-dominant firms in the self-service discount stores industry**

Abel Hibert Sánchez - *Instituto Tecnológico y de Estudios Superiores de Monterrey*

Roberto Santillán Salgado - *Instituto Tecnológico y de Estudios Superiores de Monterrey*

## SESSION VII: Local Experiences

Chair: Jorge Gómez de la O, Universidad Regiomontana

Universidad Regiomontana, CEDAE, Piso 2, Sala 2

### **The Internationalization Process in the Latin American Context: The Colombian Case**

Andrés Mauricio Castro Figueroa - *University of Rosario*

### **Post Acquisition Business Synergies of a Foreign Affiliate.**

#### **Case Study of Companies in Nuevo Leon**

Luis Cabeza - *Universidad Autónoma de Nuevo León*

Mónica Blanco - *Universidad Autónoma de Nuevo León*

José Barragán - *Universidad Autónoma de Nuevo León*

Jorge Castillo - *Universidad Autónoma de Nuevo León*

### **How Do Investors React to Unexpected Political and Economic Events in Mexico?**

Sean K. Byrne - *Texas A&M International University*

# Concurrent Academic Sessions

Saturday, April 18, 2009

9:30 - 11:00 a.m. (continued)

## SESSION VIII: Student Research Meeting

Chair: Alfonso H. García Treviño, Universidad Regiomontana  
Universidad Regiomontana, CEDAE, Piso 2, Sala 3

### **Tendencias Mundiales: Relación Entre la Tecnología y la Globalización**

Gerardo Ignacio Grimaldo Sánchez - *Universidad Regiomontana*

### **La Economía basada en el Conocimiento: su conceptualización en México**

Dulce María Herrera Guilhoux - *Universidad Regiomontana*

### **Globalización y Economía basada en el conocimiento: el fenómeno y el recurso vital de los Negocios**

Juan Francisco Martínez Hernández - *Universidad Regiomontana*

### **Mercadotecnia Global y Gestion Global**

Everth Israel Balderas Hernández - *Universidad Regiomontana*

### **Negocios Internacionales**

Karen Florindez - *Universidad Regiomontana*

### **Negocios Internacionales**

Francisco Israel García - *Universidad Regiomontana*

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