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

In Partnership with

**Universidad Autónoma de Tamaulipas  
Facultad de Comercio, Administración y Ciencias Sociales**

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**25th Annual  
Western Hemispheric Trade Conference  
April 14 - 16, 2021**

**Conference Program**

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# WELCOME

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Dear Conference Participant:

Texas A&M International University's (TAMIU) A. R. Sanchez, Jr. School of Business (ARSSB) takes pride in welcoming you to its 25th Annual Western Hemispheric Trade Conference. The Conference is co-sponsored by the Center for the Study of Western Hemispheric Trade (CSWHT) in partnership with México's Universidad Autónoma de Tamaulipas (UAT) Facultad de Comercio, Administración y Ciencias Sociales. The Conference is being held April 14-16, 2021.

All conference activities will be held virtually via WebEx. Due to the uncertainty of the COVID-19 pandemic, the Center transitioned to a fully virtual Conference for 2021 with the health and safety of our participants as our primary concern.

We are proud to present three outstanding keynote speakers: Ambassador Earl Anthony Wayne, Distinguished Diplomat in Residence at American University's School of International Service; Dr. Darrell M. West, VP and Director of Governance Studies and Senior Fellow for the Center for Technology Innovation at Brookings Institution; and Dr. David Brown, Associate Professor of Economics at the University of Alberta and Canada Research Chair (CRC) in Energy Economics and Policy. We hope you will be able to attend their virtual keynote addresses.

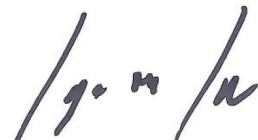
A total of 111 papers will be presented throughout 28 academic sessions. Participants in this year's Partial Least Squares (PLS) Applications Symposium will be included in the academic sessions. The PLS Applications Symposium is chaired by Dr. Ned Kock, Regents Professor and Chair of the ARSSB's Division of International Business & Technology Studies.

We are pleased to welcome you as our "virtual" guest and participant in this year's Conference and hope you have the opportunity to build professional contacts, find potential collaborators, receive helpful feedback on your work as well as provide constructive commentary on the research being presented. The electronic proceedings for this Conference are available on our website: <http://freetrade.tamiu.edu/>.

Sincerely,



R. Stephen Sears, Ph.D.  
Dean and Radcliffe Killam  
Distinguished Professor of Finance  
A. R. Sanchez, Jr. School of Business  
Texas A&M International University



George R.G. Clarke, Ph.D.  
Director, CSWHT and  
Professor of Economics  
A. R. Sanchez, Jr. School of Business  
Texas A&M International University

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# ABOUT OUR SPEAKERS

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## Ambassador Earl Anthony Wayne

Ambassador Earl Anthony Wayne is a Distinguished Diplomat in Residence at American University's School of International Service. He is also a Public Policy Fellow at the Woodrow Wilson International Center for Scholars and Co-Chair of its Mexico Institute Advisory Board. He is a Senior Non-Resident Advisor at the Atlantic Council and at the Center for Security and International Studies, and serves on the Board of the American Academy of Diplomacy. Wayne writes, speaks, and consults on a wide range of topics.

Ambassador Wayne served as a U.S. diplomat from 1975 to 2015, including as the U.S. Ambassador to Argentina (2006—2009), the Coordinating Director for Development and Economic Affairs and Deputy U.S. Ambassador in Kabul, Afghanistan (2009—2011), and the U.S. Ambassador to México (2011—2015). He was the Assistant Secretary of State for Economic and Business Affairs (EB) under three Secretaries of State (2000—2006). The U.S. Senate confirmed him as a Career Ambassador, the highest rank in the U.S. Foreign Service, in 2010.

He received multiple honors during his government service, including the 2017 Director General's Cup for the Foreign Service and the 2015 Cobb Award for Initiative and Success in Trade Development. Wayne received an MPA from Harvard University's JFK School of Government, MAs from Princeton University and Stanford University, and a BA from the University of California, Berkeley.

*The Importance of Getting U.S.—México Relations Right*

Keynote Address | Wednesday, April 14, 2021 | 5:30 p.m. CST

Location: <https://go.tamtu.edu/wayne>

**Sponsored by IBC Bank & Commerce Bank**

Ambassador Wayne will talk about key issues in bilateral relations and developments in México.



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# ABOUT OUR SPEAKERS

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## Darrell M. West, Ph.D.

Darrell M. West is Vice President and Director of Governance Studies and holds the Douglas Dillon Chair at Brookings Institution. He is Co-Editor-in-Chief of *TechTank*. His current research focuses on artificial intelligence, robotics, and the future of work. West is also director of the John Hazen White Manufacturing Initiative. Prior to coming to Brookings, he was the John Hazen White Professor of Political Science and Public Policy and Director of the Taubman Center for Public Policy at Brown University.

His books include *Turning Point: Policymaking in the Era of Artificial Intelligence* (with co-author John R. Allen; Brookings Press, 2020), *Divided Politics, Divided Nation* (Brookings Press, 2019), *The Future of Work: Robots, AI, and Automation* (Brookings Press, 2018), *Megachange: Economic Disruption, Political Upheaval, and Social Strife in the 21st Century* (Brookings Institution Press, 2016), *Going Mobile: How Wireless Technology is Reshaping Our Lives* (Brookings Press, 2015), *Billionaires: Reflections on the Upper Crust* (Brookings Press, 2014), *Digital Schools: How Technology Can Transform Education* (Brookings Press, 2012), *The Next Wave: Using Digital Technology to Further Social and Political Innovation* (Brookings Press, 2011), *Brain Gain: Rethinking U.S. Immigration Policy* (Brookings Press, 2010), *Digital Medicine: Health Care in the Internet Era* (Brookings Press, 2009), *Digital Government: Technology and Public Sector Performance*, (Princeton University Press, 2005), and *Air Wars: Television Advertising in Election Campaigns* (Congressional Quarterly Press, 2005), among others.

His books have been translated into Chinese, Japanese, and Korean, and he is the winner of the American Political Science Association's Don K. Price award for best book on technology (for *Digital Government*) and the American Political Science Association's Doris Graber award for best book on political communications (for *Cross Talk*). His *Brain Gain* book won the ForeWord Review Book of the Year for political science and his *Billionaires* book won the ForeWord Book of the Year Silver Award for political science. In 2014, he was honored by Public Administration Review for having written one of the 75 most influential articles since 1940. This was for his article "E-Government and the Transformation of Service Delivery and Citizen Attitudes."

### ***Should You Be Worried about Artificial Intelligence?***

**Keynote Address | Thursday, April 15, 2021 | 3 p.m. CST**

**Location:** <https://go.tamtu.edu/whtc-keynote-west>

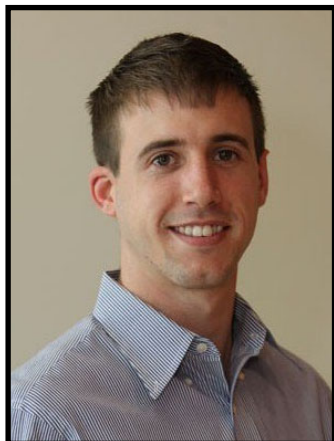
Dr. West will discuss what AI is, how it is being deployed, and its opportunities and risks. He will present a policy blueprint for moving forward with AI.

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## ABOUT OUR SPEAKERS

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### David Brown, Ph.D.

David Brown is an Associate Professor at the University of Alberta's Department of Economics. He holds a Canada Research Chair in Energy Economics and Policy and is the President of the Canadian Association for Energy Economics. David received B.S. degrees in Quantitative Economics and Mathematics at Miami University (Ohio) and an M.A. and Ph.D. in Economics from the University of Florida.

His research lies at the intersection of energy economics, industrial organization, and regulatory policy. He has published over two dozen articles in journals including the *Journal of Industrial Economics*, *International Journal of Industrial Organization*, *The Energy Journal*, *Resource and Energy Economics*, *Energy Economics*, and *Canadian Journal of Economics*, among others. His recent research considers questions related to electricity market design, market power execution in wholesale and retail electricity markets, designing regulations to motivate utilities to invest in cost-effective distributed energy resources, and analyzing the impacts of compensation policies on renewable investment.

#### ***Electricity Market Design: Preparing for a High Renewable Resource Future***

**Keynote Address | Friday, April 16, 2021 | 1:30 p.m. CST**

**Location:** <https://go.tamtu.edu/whtc-keynote-brown>

Renewable resources such as wind and solar power continue to grow rapidly worldwide. In 2021, these resources are projected to reflect 70% of all new large-scale generation capacity additions in the United States. This growth is driven by numerous forces, including government policies targeted at reducing greenhouse gas emissions and cost reductions of up to 90% in the last decade due to innovation and learning-by-doing.

While these technologies provide numerous economic and environmental benefits, they also come with significant challenges for the electricity sector. The intermittency (variability) and zero-marginal cost nature of these technologies magnify existing obstacles and alter the historical operations of electricity markets. The difficulty of overcoming these barriers is magnified by the increasing frequency of extreme weather events such as the recent winter storm in Texas. In addition, the growing movement for increased electrification of heating and the transportation sector will heighten the importance of ensuring a low-cost, reliable, and resilient electricity sector.

This presentation will discuss the ongoing debates over the design and regulation of wholesale electricity markets in a high renewable energy resource future. The discussion will focus on traditional and evolving market designs and regulatory policy. Dr. Brown will discuss market reforms to energy-only markets, such as Texas's electricity market, to achieve a reliable supply of electricity that is resilient to extreme weather events and increased electrification.

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# CONCURRENT ACADEMIC SESSIONS

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Wednesday, April 14, 2021 | 12:30 p.m. - 2:30 p.m. CST

<b>Session 1: Issues in Trade, Production, and Pricing</b> <b>Chair: Zachary H. Cohle, Texas A&amp;M International University</b> <b>WebEx Location: <a href="https://go.tamui.edu/whtc-sessions-1-4">https://go.tamui.edu/whtc-sessions-1-4</a></b>
The Bazaar on the Border: The Story of the Largest Port of U.S. Mehnaaz Momen, Texas A&M International University
U.S.—China Trade Profile and Recent Trends Anisul M. Islam, University of Houston-Downtown
Global RMG Industry: A Study of Disaster Management in Response to the COVID-19 Pandemic Farzana Noor Bindu, Prairie View A&M University
The Prebisch-Singer Hypothesis with Comovements and Structural Changes Md. Towhidul Islam and Junsoo Lee, The University of Alabama; Saban Nazlioglu, Pamukkale University; Margie Tieslau, University of North Texas; and James E. Payne, The University of Texas at El Paso

<b>Sesión 2: Cuestiones Laborales</b> <b>Chair: Leonel Prieto, Texas A&amp;M International University</b> <b>WebEx Location: <a href="https://go.tamui.edu/whtc-sessions-1-4">https://go.tamui.edu/whtc-sessions-1-4</a></b>
Factores de retención laboral valorados por la generación millennial Francisco Magdaleno Ramírez, Universidad Autónoma de Tamaulipas
Derechos de las mujeres en el ámbito laboral Marisol Alfaro Ríos and Jennifer Lizbeth Castro Torres, Universidad Autónoma de Tamaulipas
Fast fashion vs industria textil Mexicana Leslie Omaly Elizondo Villarreal, Anaileth Guzman Rivera, Benito Ezequiel Lopez Perez, Naomi Aileen Salvador Salas, and Joselyn Serna Mateos, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe
La agricultura y sus alternativas de ventas Ruth Abihail Campos Botello and Yazmin Berenice Sánchez Espinosa, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

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# CONCURRENT ACADEMIC SESSIONS

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Wednesday, April 14, 2021 | 12:30 p.m. - 2:30 p.m. CST (cont.)

## Sesión 3: Temas de Consumo y Comercio

**Chair:** Sofia Mitre Camacho, Universidad Autónoma de Tlaxcala

**WebEx Location:** <https://go.tamiau.edu/whtc-sessions-1-4>

Investigación de los patrones de consumo tras el cierre de puentes en EUA

Valeria Alva Ortiz, Keyla Jocelyne Cruz Reyna, Alexa Iraim Molar Marroquín, and Cristal Estefanía Tellez Escobedo, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

Las aduanas en el ambito de la comercializacion

Karla Elizabeth Benítez Cruz and Brenda Hernández Mayorga, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

Impacto de los delitos aduaneros en México: Contrabando y piratería

María Fernanda Chavez Herrera, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

## Sesión 4: Temas de Tecnología

**Chair:** Jorge Eduardo Garza Sánchez, Universidad Autónoma de Tamaulipas

**WebEx Location:** <https://go.tamiau.edu/whtc-sessions-1-4>

El impacto económico de las inversiones en energías renovables realizadas en el estado de Tamaulipas

Perla Damaris Hernández Martínez, Lizeth Pardo Cruz, and Nereyda Uriegas Herevia, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

El impacto que tiene la automatización en la sociedad y la economía

Jorge Alejandro Hinojosa Amaro, Itzel Alejandra Garza González, and Paola Berenice Cano Olvera, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

La red 5G en México: ¿Estaremos preparados para implementarla?

Paola Michel Montañez Gonzales, Iveth Alejandra Roda Bazaldua, Arely Cardenas Ariaga, and Gerson Alexis de la Rosa Ochoa, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

Codigos QR

Diana Karolina García Checa, Edwin Jair Leal Damian, Frida Sofia Mendoza Peña, María de Jesús Raya Aguilera, and Jessie Maryann Soto González, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

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# CONCURRENT ACADEMIC SESSIONS

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Wednesday, April 14, 2021 | 3 p.m. - 5 p.m. CST

## Session 5: Financial Management Issues

Chair: Nathaniel P. Graham, Texas A&M International University

WebEx Location: <https://go.tamui.edu/whtc-sessions-5-8>

Interdependence of Property Prices and Building Vacancy Rates in Residential and Commercial Real Estate Markets: Hong Kong and Singapore

Steven Shu-Hsiu Chen, Texas A&M International University; and Li-Min Hsueh, Chinese Society of Housing Studies

Asset Liquidity and Trade Credit: International Evidence

Mohammad Nazrul Islam, University of New Mexico; Md. Khokan Bepari, Federation University; and Shamsun Nahar, Griffith University

Robust Forecast Combination for Elusive Return Predictability

Anwen Yin, Texas A&M International University; and William Procasky, Texas A&M University Kingsville

Origination of RMBS: Escape from Crisis or Maintain Reputation?

Steven Shu-Hsiu Chen, Texas A&M International University

## Sesión 6: Cuestiones de Servicios y Regulaciones Gubernamentales

Chair: Yuritzi Llamas Mangin, Universidad Autónoma de Tamaulipas

WebEx Location: <https://go.tamui.edu/whtc-sessions-5-8>

La percepción de los ciudadanos de Reynosa Tamaulipas ante los servicios del gobierno y la comisión federal de electricidad y comapa

Miriam Edith Cardoza Flores, Karina Lizbeth Loera Acevedo, Luis Isidro Medellín Espinosa, Yulissa Paredes San Agustín, and Cristina Sanjuanita Ramos Banda, Universidad Autónoma de Tamaulipas

Los retos organizacionales de las empresas logísticas de Nuevo Laredo ante la contingencia sanitaria del COVID

Juan Enrique González Rocha, Martha Alicia Ramírez Rosales, Javier Inzunza Angulo, and José María Canes Lázaro, Universidad Tecnológica de Nuevo Laredo

El impacto de los sellos en el consumo de la Coca-Cola

Dibanhi Edith García Ocañas, Nubia Melisa Gaspar Martínez, Paola Berenice Lara Flores, and Lesly Yamileth Téllez Gómez, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

NOM-051 Official Mexican Standard

José Angel Hernández Sánchez, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

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# CONCURRENT ACADEMIC SESSIONS

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Wednesday, April 14, 2021 | 3 p.m. - 5 p.m. CST (cont.)

<b>Sesión 7: Cuestiones de Seguridad Digital, Mercadotecnia y Procedimiento</b> <b>Chair: Juan José Hernández Vidales, Universidad Autónoma de Tamaulipas</b> <b>WebEx Location: <a href="https://go.tamiau.edu/whtc-sessions-5-8">https://go.tamiau.edu/whtc-sessions-5-8</a></b>
Mejora de la autenticación mediante el uso de dialectos indígenas mexicanos para contraseñas más robustas Rolando Salazar Hernández, Clarisa Pérez Jasso, and Adán López Mendoza, Universidad Autónoma de Tamaulipas
Trust in Electronic Banking with the Use of Mobile Phones for User Satisfaction Carlos Uriel Martínez Castillo, José Melchor Medina Quintero, Fernando Enrique Ortiz Rodríguez, and Gerardo Haces Atondo, Universidad Autónoma de Tamaulipas
Factibilidad del marketing, en relación con los líderes mediáticos Yuliana García Figueroa and Fátima Márquez Ibáñez, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe
Análisis de inversión y retorno al implementar un manual de procedimientos basado en uso de la metodología Seis Sigma para el área de embarques de empresa maquiladora Debanhí Dávila Pérez, Luis Gerardo Rivera Elías, Ixchel Eileen Treviño Castillo, Joaquín Guillen Rodríguez, and Jaime Alfredo Mariano-Torres, Universidad del Noreste A.C.

<b>Sesión 8: COVID-19: Temas de Redes Sociales, Comerciales y Calidad de Vida</b> <b>Chair: Gabriela Ortega Cervantes, Universidad Autónoma de Tamaulipas</b> <b>WebEx Location: <a href="https://go.tamiau.edu/whtc-sessions-5-8">https://go.tamiau.edu/whtc-sessions-5-8</a></b>
Impacto de la desinformación en redes sociales sobre el COVID-19 a los negocios Lesly Sarahi Osorio De La Cruz and Juliana Palacios Gonzales, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe
Las plataformas de streaming en tiempos de pandemia Gloria Eimi Canizales Martínez, Azalea Castro García, Daniel Isaí Cruz Cepeda, and Karla Nohemi Sanchez Martínez, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe
Impacto beneficio de las plataformas digitales en la pandemia COVID-19 Carlos Iván Yerena Vázquez, José Luis Alberto García, Cesar Maximiliano Rodríguez Cigala, and César Ulises Aguilar Durán, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe
Impacto en la calidad de vida de las personas con discapacidad en tiempos de pandemia Karla Cruz Herón, María Alejandra Juárez Hernández, and Karina Alejandra Montiel Castillo, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

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# CONCURRENT ACADEMIC SESSIONS

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Thursday, April 15, 2021 | 10 a.m. - 12 p.m. CST

## Session 9: Global Business Issues: Knowledge Management, Technology, and Entry Mode Selection

Chair: Yong Chen, Texas A&M International University

WebEx Location: <https://go.tamiau.edu/whtc-sessions-9-12>

Selected Knowledge Management Practices and Innovation Activities in Enterprises in Republic North Macedonia

Marija Pendevska, Komercijalna Banka AD Skopje

An Assessment of the Effect of Trade and Technology on the Mexican Labor Market

Gabriela López Noria, Banco de México

Open Source Tools for Agile Project Management

Balaji Janamanchi, Texas A&M International University

Selecting Foreign Entry-Mode for Manufacturing SMEs: The role of trust in conjunction with Transaction Cost, Resource-Based and Eclectic Theories

Arman Canatay, Texas A&M International University

## Session 10: Issues in Management: Language, Trust, and the COVID-19 Pandemic

Chair: Haibo Wang, Texas A&M International University

WebEx Location: <https://go.tamiau.edu/whtc-sessions-9-12>

A Cross-National Investigation of Leader Motivating Language to Improve Performance Appraisal Reactions

Doreen Hanke, McNeese State University; Albi Alikaj, Jacksonville State University; and Prity Patel, Wayne State University

Integrating Political Trust, Job Precariousness, and Employee Outcomes: Contrasting China, Germany, México, and the United States

Leonel Prieto and Balaji Janamanchi, Texas A&M International University; Li Wenjing, Dongbei University of Finance & Economics; Doreen Hanke, McNeese State University; Lei Wang, The University of Texas Rio Grande Valley; Homero Aguirre-Milling and Qing Ma, Texas A&M International University; and José Fernando Hernández González, Instituto Tecnológico de Nuevo Laredo

Gender Differences in Stress and Burnout: Remote Work During the COVID-19 Pandemic in México

Cynthia M. Montaudon-Tomas, Ingrid N. Pinto-López, and Alicia L. Yáñez-Moneda, UPAEP Universidad

Remote Working Conditions: Technology Access in the Quaternary Sector in Times of COVID

Ingrid N. Pinto-López, Cynthia M. Montaudon-Tomas, and Alicia L. Yáñez-Moneda, UPAEP Universidad

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# CONCURRENT ACADEMIC SESSIONS

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Thursday, April 15, 2021 | 10 a.m. - 12 p.m. CST (cont.)

## Sesión 11: Desarrollo de Personal, el Medio Ambiente y la Economía Naranja

Chair: Francisco Magdaleno Ramírez, Universidad Autónoma de Tamaulipas

WebEx Location: <https://go.tamiau.edu/whtc-sessions-9-12>

Patrones cognitivos-emocionales en el desarrollo organizacional

Rubén Chávez Rivera, Universidad Michoacana de San Nicolás de Hidalgo; and Rolando Salazar Hernández and Jesús Ricardo Ramos Sánchez, Universidad Tecnológica de Nuevo Laredo

El Impacto de las Redes Sociales en el Proceso de Reclutamiento en el Sector Empresarial en la Región Laredos

Johana Monserrat Lerma García and Cynthia Lizeth Ramos Monsivais, Universidad Autónoma de Tamaulipas

La importancia del embellecimiento de los espacios públicos: La psicología ambiental de las áreas verdes

Violeta Mangin Guixeras and Yuritzi Llamas Mangin, Universidad Autónoma de Tamaulipas

El emprendedurismo en una Economía Naranja: Contextualización empírica internacional

José N. Barragán C. and Grace González F., Universidad Autónoma de Nuevo León

## Sesión 12: Temas en Comercio Digital

Chair: Antonio J. Rodríguez, Texas A&M International University

WebEx Location: <https://go.tamiau.edu/whtc-sessions-9-12>

El comercio digital (pros y contras)

Diana Karen Alvarez Gaona and Ariday Vianey García Barrón, Universidad Autónoma de Tamaulipas

Plataformas de comercio digital y su crecimiento global

Viridiana Flores Avelino, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

Impacto de Facebook como mercado virtual durante la pandemia

Dulce Yumei Arellano Hernández, Melanny Aylin Caballero Vázquez, Melany Alejandra Escamilla Castelano, Gisselle Guadalupe González Muñoz, and Denisse Guadalupe Martínez Camacho, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

Servicio a domicilio

Frida Vanessa Peña Rodríguez, Esmeralda Abigail Rodríguez Muñoz, and Leidy Jaquelin Vázquez García, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

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# CONCURRENT ACADEMIC SESSIONS

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Thursday, April 15, 2021 | 12:30 p.m. - 2:30 p.m. CST

<b>Session 13: Issues in International Trade: The WTO, Trade Agreements, and IPR Protection</b> <b>Chair: Constant Yayi, Texas A&amp;M International University</b> <b>WebEx Location: <a href="https://go.tamui.edu/whtc-sessions-13-16">https://go.tamui.edu/whtc-sessions-13-16</a></b>
Economic Boycotts and WTO Law: A Time for Renewed Debate Bashar H. Malkawi, University of Arizona
Global Farmers Welfare and Neoliberal Agricultural Trade during WTO Regime: Global Trade Analysis M.B. Dastagiri, ICAR-National Academy of Agricultural Research Management
Raising the Cost of Doing Business in Lower Income Countries: Trade Agreements with Stringent Multilateral Environmental Regulations Bentley Coffey and William R. Hauk, Jr., University of South Carolina; and Patrick A. McLaughlin, George Mason University
Endogenous IPR-Protection in North-South Trade with R&D Offshoring Zachary Cohle, Texas A&M International University

<b>Session 14: PLSAS Multidisciplinary Research Applications</b> <b>Chair: Ned Kock, Texas A&amp;M International University</b> <b>WebEx Location: <a href="https://go.tamui.edu/whtc-sessions-13-16">https://go.tamui.edu/whtc-sessions-13-16</a></b>
Before-After COVID-19 Work Sue Conger, Sandra Blanke, and Renita Murimi, University of Dallas
Reliability Assessment using WarpPLS in SEM Models with Composites and Factors Arman Canatay, Tochukwu Emegwa, Liza M. Lybolt, and Ned Kock, Texas A&M International University
Minimum Sample Size Estimation using WarpPLS in SEM Employing Composites and Factors Blessing Ezeugwa, Md Farid Hossain Talukder, Muhammad Amin, Saha Iqbal Hossain, and Ned Kock, Texas A&M International University
Employing WarpPLS in a Course on Data Analytics and Business Decision Modeling: First Student Project Julian García, Jonathan Lopez, Rodrigo García, Raúl A. González, Enrique García, and Ned Kock, Texas A&M International University
Employing WarpPLS in a Course on Data Analytics and Business Decision Modeling: Second Student Project Luis Arriaga, Rodrigo A. García, Carlos Pedraza, Oscar Adolfo García, Carlos Leija, and Ned Kock, Texas A&M International University

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# CONCURRENT ACADEMIC SESSIONS

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Thursday, April 15, 2021 | 12:30 p.m. - 2:30 p.m. CST (cont.)

## Sesión 15: Responsabilidad Social Corporativa

Chair: Silvia Patricia Muñoz Castellanos, Universidad Autónoma de Tamaulipas

WebEx Location: <https://go.tamiau.edu/whtc-sessions-13-16>

Proyecto de investigación en cuerpos académicos: Las dimensiones de la responsabilidad social empresarial (RSE)

Paula Villalpando C., Armando Ortiz G., Pablo Guerra R., José Nicolás Barragán C., and Grace González F., Universidad Autónoma de Nuevo León

The Relationship of Social Responsibility with Socially Responsible Behaviors and Entrepreneurs Values of the Central Zone of the State of Guanajuato

José Felipe Ojeda Hidalgo, Polytechnic University of Guanajuato; and María Guadalupe Arredondo-Hidalgo and Diana del Consuelo Caldera González, Universidad de Guanajuato

Evaluación del impacto social de la investigación

Frida Carmina Caballero Rico, Universidad Autónoma de Tamaulipas

Impacto social de la investigación académica a partir de la evaluación de interacciones productivas

Blanca Leticia Díaz Mariño, Frida Carmina Caballero Rico, José Alberto Ramírez De León, Juan Francisco Castañón Rodríguez, and Rocío Margarita Uresti Marín, Universidad Autónoma de Tamaulipas

## Sesión 16: COVID-19: Impacto en la Economía

Chair: Miriam Castañón Vargas, Universidad Autónoma de Tamaulipas

WebEx Location: <https://go.tamiau.edu/whtc-sessions-13-16>

Impacto de la pandemia en la economía de México

Leydi Marian Elizalde Loya and Evelin Edith García Gonzales, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

Desempleo en tiempos de COVID-19

Silvia Jocelin Sarmiento García and Mayra Lizbeth De la Cruz Gallegos, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

Precios de productos antes y después de la pandemia

Melissa Jiménez Reyes and Estefanía Guadalupe Pérez Sánchez, Universidad Autónoma de Tamaulipas

Impacto del comercio digital en México ante el COVID-19

Diana Aracely Banda Lugo, María Guadalupe Jimenes Hernández, Aneth Michel Ortiz Roque, and Oscar Fabian Torres Morales, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

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# CONCURRENT ACADEMIC SESSIONS

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Thursday, April 15, 2021 | 5 p.m. - 7 p.m. CST

**Session 17: Environmental Protection as a “Public Good”: A Civic Perspective**

**Chair: Peter F. Haruna, Texas A&M International University**

**WebEx Location: <https://go.tamui.edu/whtc-sessions-17-20>**

Environmental Protection as a Public Good: Issues and Experiences in a Civic Perspective  
Peter F. Haruna, Texas A&M International University

Environmental Protection as a Public Good: The Amazon Rain Forest in Civic Perspective  
Hugo Renderos, Purdue University of Fort Wayne

Fighting COVID-19 in Civic Perspective: The Case of the United Way of Laredo  
Ramiro Paredes, Texas A&M International University

Evaluating COVID-19 Response by the City of Laredo and the Webb County’s Emergency Management Program  
Eduardo Garza, Texas A&M International University

**Session 18: Special Session for Graduate Students**

**Chair: George R.G. Clarke, Texas A&M International University**

**WebEx Location: <https://go.tamui.edu/whtc-sessions-17-20>**

Crises Response Strategies in Higher Education Institutions  
Liza M. Lybolt, Blessing Ezeugwa, and Saha Iqbal Hossian, Texas A&M International University

Capital Punishment: The Roles of Human Freedom, Economic Wealth, and National Culture  
Rosario Spano, Quinnipiac University

Inflation, Interest Rate, and Firm Efficiency: The Impact of EPU  
Augustine Tarkom, Texas A&M International University

Bank Holding Company Lobbying Activity upon Regulation and its Impact upon Non-traditional Revenue  
Sean K. Byrne, Texas A&M International University

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# CONCURRENT ACADEMIC SESSIONS

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Thursday, April 15, 2021 | 5 p.m. - 7 p.m. CST (cont.)

## Sesión 19: COVID-19: Temas de Negocios, Mercadotecnia y Comercio

**Chair:** Silvia Patricia Muñoz Castellanos, Universidad Autónoma de Tamaulipas

**WebEx Location:** <https://go.tamiau.edu/whtc-sessions-17-20>

La evolución de los negocios en tiempos de pandemia

Martha Cristina Carmona Reyes and Iván de Jesús Lorenzo López Uvalle, Universidad Tecnológica de Nuevo Laredo

Impacto de la pandemia en las Pymes e implementación de medidas administrativas; México

Sofia Mitre Camacho, Enrique Vázquez Fernández, Alejandra Velázquez Orozco, and Luis Alberto Silva Vázquez, Universidad Autónoma de Tlaxcala; and Gabriela Ortega Cervantes and Silvia Patricia Muñoz Castellanos, Universidad Autónoma de Tamaulipas

Marketing in Times of Pandemic

Karla Yamileth González Alvarado and Yanni Bribiesca Sánchez Silva, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

Como ha sido afectada la ley arancelaria por el impacto COVID 19: Impuesto generales de Importación-Exportación

Josué Asael Santiago Concepción, Tania Denisse Martínez López, and Angela Padilla Razo, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

## Sesión 20: Comercio entre Estados Unidos y México

**Chair:** Gabriela Ortega Cervantes, Universidad Autónoma de Tamaulipas

**WebEx Location:** <https://go.tamiau.edu/whtc-sessions-17-20>

La apertura de los puentes internacionales

Aime Nohemi De León Huerta, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

Digital Trade between México and the USA

Yosmara Sarai Bulnes Briones and Edgar Martínez García, Universidad Autónoma de Tamaulipas

¿Realmente cambio el T-MEC o solo se le cambió el nombre?

Yaritza Nallely Cano Ramírez, Edna Michelle Cruz Cobos, Lluvia Saray González Ortega, and Raymundo Edgar Herrera García, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

Beneficios arancelarios en el comercio electrónico en México por el T-MEC

Grecia Sofia Guerrero León, Karen Alaisa Perez Cedillo, and José Ignacio Gómez, Jr., Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

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# CONCURRENT ACADEMIC SESSIONS

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Friday, April 16, 2021 | 8:30 a.m. - 10:30 a.m. CST

<b>Session 21: Global Business Issues: Foreign Investments &amp; Insurance, Leadership, and Culture</b> <b>Chair: Steven Shu-Hsiu Chen, Texas A&amp;M International University</b> <b>WebEx Location: <a href="https://go.tamui.edu/whtc-sessions-21-24">https://go.tamui.edu/whtc-sessions-21-24</a></b>
Foreign Investments of Japanese Life Insurance Companies Steven Shu-Hsiu Chen, Texas A&M International University
Impact of Foreign Capital on the Ukrainian Insurance Market Development Chu V. Nguyen, University of Houston-Downtown; and Anna Kravchuk, Academy of the State Penitentiary Service, Chernihiv, Ukraine
Corporate Culture and Firm Performance: Foreign Leadership Matters in Vietnam Tran Thi Ngoc Quyen, Foreign Trade University; and Nguyen Xuan Dong, University of Economics and Business
Effects of Hallyu and King Sejong Institute on International Trade and Services in Korea Donald Lien, The University of Texas at San Antonio; Peilan Tang, Beijing Language and Culture University; and Erika Zuloaga, The University of Texas at San Antonio

<b>Session 22: Agricultural Trade in India &amp; ICT's Effect on Remittances in Sub-Saharan Africa</b> <b>Chair: Constant Yayi, Texas A&amp;M International University</b> <b>WebEx Location: <a href="https://go.tamui.edu/whtc-sessions-21-24">https://go.tamui.edu/whtc-sessions-21-24</a></b>
International Trading Prices of India's Cotton: Growth Rates, Elasticities and Foreign Trade Policy Aman Kumar Sharma and M.B. Dastagiri, ICAR-National Academy of Agricultural Research Management
International Trading Prices of India's Ginger: Growth Rates, Elasticities and Foreign Trade Policy K. Shravya and M.B. Dastagiri, ICAR-National Academy of Agricultural Research Management
Trade, Growth and Value Chain Analysis of Indian Banana Annett S, S. Senthil Vinayagam, and K. Akhila, ICAR-National Academy of Agricultural Research Management; and P. K. Rahul, General Mills
ICT Revolution in Sub-Saharan Africa and its Effect on the Costs of Remittance Transfers Lucas Ochieng Koloo, Texas A&M International University

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# CONCURRENT ACADEMIC SESSIONS

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Friday, April 16, 2021 | 8:30 a.m. - 10:30 a.m. CST (cont.)

**Sesión 23: Temas en Educación Superior: El Impacto de COVID-19 y el Inglés**

**Chair: Sofia Mitre Camacho, Universidad Autónoma de Tlaxcala**

**WebEx Location: <https://go.tamiau.edu/whtc-sessions-21-24>**

Caracterización de la virtualidad académica universitaria en tiempos del COVID-19:  
Un estudio de caso

José Balderas Solís, Ramón Ventura Roque Hernández, Adán López Mendoza, and  
Carlos Manuel Juárez Ibarra, Universidad Autónoma de Tamaulipas

Un acercamiento a la educación superior en la etapa post-pandemia

Giovanna Rebeca Flores Pérez, Ramón Ventura Roque Hernández, Rolando Salazar  
Hernández, and Carlos Manuel Juárez Ibarra, Universidad Autónoma de Tamaulipas

Desempeño académico vs correlación redes sociales: Un análisis comparativo México -  
Chile en tiempos de pandemia

Miriam Castañón Vargas, Universidad Autónoma de Tamaulipas

Nivel de conciencia y mentalidad en estudiantes universitarios respecto al idioma inglés

Melissa Iris Italia Rios Gracia and Aide Maribel Rubio Venegas, Universidad Autónoma  
de Tamaulipas Campus Reynosa-Rodhe

**Sesión 24: Administración de Empresas**

**Chair: Mario Alberto Villarreal Álvarez, Universidad Autónoma de Tamaulipas**

**WebEx Location: <https://go.tamiau.edu/whtc-sessions-21-24>**

Empresas pasado/presente

Luz Maritza Cardenas Perales and Jocelyn Andrea Carrillo Trujillo, Universidad  
Autónoma de Tamaulipas Campus Reynosa-Rodhe

Impact of Companies in Relation to the Entrepreneur

Lucas Ely De la Cruz and José Antonio Elizalde Chávez, Universidad Autónoma de  
Tamaulipas Campus Reynosa-Rodhe

Changes in Clients' Requirements towards the Brands

Yazmin Rangel Rodríguez, Universidad Autónoma de Tamaulipas Campus Reynosa-  
Rodhe

Mobbing: Acoso laboral en las industrias de manufactura

Manuel Cruz Jiménez, Rogelio Guzman Ruíz, Juan Carlos Paz Juarez, Martín de Jesús  
Pintado Botello, and Julián Santiago Tapia López, Universidad Autónoma de Tamaulipas  
Campus Reynosa-Rodhe

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# CONCURRENT ACADEMIC SESSIONS

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Friday, April 16, 2021 | 11 a.m. - 1 p.m. CST

## Session 25: Issues in Education & Consumption in China

Chair: Anwen Yin, Texas A&M International University

WebEx Location: <https://go.tamui.edu/whtc-sessions-25-28>

The Need to Invest in a Sustainable Support Structure for Educators and Students: A Preliminary Findings Report of a Participatory Action Research Inquiry

A. C. Daub, S. A. Villanueva, M. F. Vasquez, K. P. Erdem, M. C. F. Soares, and T. Huber, Texas A&M International University

Demographic and Psychological Variables Explaining Secondary School Students' Mathematics Achievement in Oyo State: A Partial Least Square Path Modelling

Taiwo Omorinola Oladipo-Abodunwa, The Polytechnic, Ibadan; and Joshua Oluwatoyin Adeleke and Micheal Akinsola Metibemu, University of Ibadan

Consumption Society in China: Transformation from Producer Society

Yuxin Jiang, Shandong Academy of Social Sciences; Liza M. Lybolt, Texas A&M International University; Jifu Wang, University of Houston-Victoria; and Zhen Yan, Texas Tech University

## Session 26: Regional Business Issues: Competitiveness, Alternative Markets, and Corruption

Chair: Moon-Kyung Cho, Texas A&M International University

WebEx Location: <https://go.tamui.edu/whtc-sessions-25-28>

Assessing the Competitiveness of Mexican and Brazilian Businesses: Are They Equal Rivals?

Victor Bahhouth, Rebecca González-Ehnes, and Cliff Mensah, University of North Carolina - Pembroke; and Roy Khoueiri, Notre Dame University - Lebanon

Capturing Untapped Alternative Markets in Latin America

Clara Downey, The University of Texas Rio Grande Valley; Samuel Doss, Barry University; and Russell Adams, The University of Texas Rio Grande Valley

Are Corruption and Regulation Less Burdensome in Special Economic Zones?

George R.G. Clarke, Texas A&M International University

Does corruption moderate the relationship between beliefs and activism intention in the VBN model? Evidence from México and the United States

Sergio Enrique Robles-Avila, Ohio University

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# CONCURRENT ACADEMIC SESSIONS

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Friday, April 16, 2021 | 11 a.m. - 1 p.m. CST (cont.)

## Sesión 27: Cuestiones en el Comercio Internacional

**Chair:** Adán López Mendoza, Universidad Autónoma de Tamaulipas

**WebEx Location:** <https://go.tamiau.edu/whtc-sessions-25-28>

Effect of Governmental Program in Promoting SME's Exports

Y. D. Cisneros-Reyes, D. del C. Caldera-González, and M. G. Arredondo-Hidalgo, Universidad de Guanajuato

Análisis de estrategias de la mercadotecnia aplicada por empresas familiares de la frontera entre México y Estados Unidos de América

Juan Enrique González Rocha, Universidad Tecnológica de Nuevo Laredo; and Paula Villalpando Cadena and Juan Patricio Galindo Mora, Universidad Autónoma de Nuevo León

Rotación de personal en las Agencias Aduanales de Nuevo Laredo, Tamaulipas

Antonio Padilla, Adán López Mendoza, and Rolando Salazar Hernández, Universidad Autónoma de Tamaulipas

Los ajustes en los procesos de reclutamiento de personal ante la nueva normalidad en la industria maquiladora de exportación de Nuevo Laredo, Tamaulipas

Juan Enrique González Rocha and Martha Yadira Cruz Rivera, Instituto Tecnológico de Nuevo Laredo; and Rolando Salazar Hernández, Universidad Autónoma de Tamaulipas

## Sesión 28: COVID-19: Impacto en PyMES y Negocios

**Chair:** Miriam Castañón Vargas, Universidad Autónoma de Tamaulipas

**WebEx Location:** <https://go.tamiau.edu/whtc-sessions-25-28>

COVID-19 y su impacto en la rentabilidad de las Pymes del sector comercio en Nuevo Laredo

Abril Figueroa Velázquez and José Fernando Hernández González, Universidad Autónoma de Tamaulipas

How the contingency affected Street vendors or informal traders

Edgar Daniel Pérez Barrón and Daniela Jaquelin Rubio Luna, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

Efectos de la pandemia por el virus SARS-CoV-2 en las MIPYMES en México a nivel nacional y en el sector privado y paraestatal

José Isaac Moreno Martínez, Mónica Alondra Vázquez García, Arely Olivier López, and Nereyda Zumaya Bautista, Universidad Autónoma de Tamaulipas Campus Reynosa-Rodhe

Change in consumer behavior due to the pandemic caused by COVID-19

Claudia Fabiola De León Piña and Sergio Andres Uresti Ríos, Universidad Autónoma de Tamaulipas

(end of concurrent academic sessions)

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# CONFERENCE COMMITTEE

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