
**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**



**28th Annual
Western Hemispheric Trade Conference
April 10 - 12, 2024**

Conference Program

WELCOME

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 28th 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 10 - 12, 2024.

This year's Conference will be a combination of on-site and online activities. Please review the agenda and academic session schedule carefully. If a room number is assigned to a session/presentation (for example, STC 230), the activity will be held on-site at TAMIU and will be broadcast live via Microsoft Teams for our virtual participants. If the location is MS Teams, that session/presentation will be held completely online.

We are proud to present three outstanding keynote speakers: Felix Salmon, Author and Chief Financial Correspondent at Axios; Andrew I. Rudman, Public Policy Fellow at the Wilson Center; and Dr. Roberto Coronado, Senior Vice President in Charge and Senior Economist at the Federal Reserve Bank of Dallas, San Antonio and El Paso branches. We hope you will be able to attend their keynote addresses.

A total of 73 papers will be presented throughout 20 academic sessions. Participants in this year's Partial Least Squares (PLS) Applications Symposium are 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 and Technology Studies.

We thank our corporate sponsors for their support: Commerce Bank and International Bank of Commerce.

We are pleased to welcome you as our 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.tamtu.edu/>.

Sincerely,



George R. G. Clarke, Ph.D.
Director, Center for the Study of Western Hemispheric Trade
Distinguished Professor of Economics and PNC Bank Chair
A. R. Sanchez, Jr. School of Business
Texas A&M International University

CONFERENCE AGENDA

Wednesday, April 10, 2024

- 5:30 p.m. **Welcoming Reception** Student Center (STC) Ballroom
Sponsored by IBC Bank & Commerce Bank
- 6 p.m. **IBC Bank & Commerce Bank Keynote Speaker Series**..... STC Ballroom
MS Teams Location: <https://go.tamiau.edu/salmon>
- Introduction: George R. G. Clarke, Ph.D., Director, CSWHT, ARSSB, TAMIU
- The Phoenix Economy*
Felix Salmon, Author and Chief Financial Correspondent, Axios

Thursday, April 11, 2024

- 9 a.m. **On-Site Check-In Begins**..... STC Rotunda, 2nd Floor
- Continental Breakfast** STC Ballroom
- 10 a.m. **Concurrent Academic Sessions**
- Session 1: Issues in Economics, Finance, and Criminal Justice (Graduate & Undergraduate Student Presentations) STC 230
- Session 2: Finance and Economics STC 231
- Sesión 3: Manufactura y Producción STC 236
- Session 4: Strategy, Performance, and Risk MS Teams
- 11:45 a.m. **Break**
- 12 p.m. **Lunch Begins**..... STC Ballroom
- 12:30 p.m. **Luncheon Keynote Address** STC Ballroom
Sponsored by IBC Bank & Commerce Bank
MS Teams Location: <https://go.tamiau.edu/rudman>
- Welcoming Remarks: Pablo Arenaz, Ph.D., President, TAMIU
Introduction: George R. G. Clarke, Ph.D., Director, CSWHT, ARSSB, TAMIU
- México's Next President: Challenges and Recommendations*
Andrew I. Rudman, Public Policy Fellow, Wilson Center
- 1:45 p.m. **Break**

All times listed are Central Daylight Time (CDT).

All on-site presentations will be broadcast live via MS Teams for our virtual participants.

CONFERENCE AGENDA

Thursday, April 11, 2024 (cont.)

2 p.m. Concurrent Academic Sessions

Session 5: International Economics (Ph.D. Student Presentations)	STC 230
Session 6: Global Business Issues I	STC 231
Sesión 7: Temas de Educación	STC 236
Sesión 8: Temas Empresariales Globales	MS Teams

3:30 p.m. Break & Refreshments

3:45 p.m. Concurrent Academic Sessions

Session 9: PLSAS Innovative PLS-SEM Applications	STC 230
Session 10: Global Business Issues II	STC 231
Sesión 11: Liderazgo y Gestión de Recursos	STC 236
Session 12: Competitiveness and Technology Development (Graduate Student Presentations)	MS Teams

5:15 p.m. Break

5:30 p.m. Reception & Dinner

Sue and Radcliffe Killam Library (KLM), Front Lawn

Welcoming Remarks: George R. G. Clarke, Ph.D., Director, CSWHT, ARSSB, TAMIU

Friday, April 12, 2024

8:30 a.m. Concurrent Academic Sessions

Session 13: Issues in Innovation	MS Teams
Session 14: Geo-Economics, Global Carbon Markets, and Employment	MS Teams
Session 15: Reciprocity and Sustainability	MS Teams
Sesión 16: Educación y Sustentabilidad	MS Teams

10 a.m. Break

10:30 a.m. Concurrent Academic Sessions

Session 17: Issues in Economics, Trade, and Strategy	MS Teams
Session 18: Corporate Debt, Monetary Policy, and Victory Certificates	MS Teams
Sesión 19: Temas de Empleo, Desarrollo de Habilidades, y Educación	MS Teams
Sesión 20: Satisfacción del Consumidor y Temas de Producción	MS Teams

11:45 a.m. Break

(continued on next page)

CONFERENCE AGENDA

Friday, April 12, 2024 (cont.)

12 p.m. **Keynote Address**..... STC Ballroom
MS Teams Location: <https://go.tamui.edu/coronado>

Welcoming Remarks: Claudia E. San Miguel, Ph.D., Provost and Vice President
for Academic Affairs, TAMIU

Introduction: Amit Ghosh, Ph.D., Chair, Division of International Business &
Technology Studies, ARSSB, TAMIU

***Understanding the Evolving Economic Relationship between the
United States and México***

Roberto Coronado, Ph.D., Senior Vice President in Charge and Senior Economist,
Federal Reserve Bank of Dallas, San Antonio and El Paso branches

1:30 pm **Announcement of Student Awards & Closing Remarks** STC Ballroom
MS Teams Location: <https://go.tamui.edu/coronado>

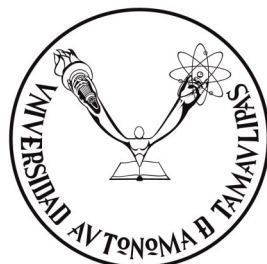
George R. G. Clarke, Ph.D., Director, CSWHT, ARSSB, TAMIU

End of Program

INSTITUTIONAL PARTNERS



A. R. SANCHEZ, JR. SCHOOL OF BUSINESS



VERDAD, BELLEZA, PROBIDAD

ABOUT OUR SPEAKERS



Felix Salmon

Felix Salmon is the Chief Financial Correspondent at Axios, the host of the weekly Slate Money podcast, and author of *The Phoenix Economy: Work, Life, and Money in the New Not Normal*. He earned an MA in philosophy and art history from the University of Glasgow (Scotland) and has worked for noted economist Nouriel Roubini and outlets from Reuters to Condé Nast. He has won every major business journalism prize, including the American Statistical Association's Excellence in Statistical Reporting Award. He lives in New York City.

The Phoenix Economy

Keynote Address | Wednesday, April 10, 2024 | 6 p.m. CDT

Student Center Ballroom | Live Broadcast available at <https://go.tamtu.edu/salmon>

Sponsored by IBC Bank & Commerce Bank



ABOUT OUR SPEAKERS



Andrew I. Rudman

Andrew I. Rudman is a public policy fellow at the Wilson Center and former director of its México Institute. Before joining the Wilson Center, Rudman was Managing Director at Monarch Global Strategies (Monarch), a boutique strategic advisory firm located in Washington, D.C. and focusing on government relations and market entry/access for companies interested in doing business in México and other Latin American countries. He managed Monarch's healthcare practice and supported clients across a range of sectors and interests. He also writes and speaks on Mexican healthcare policy issues.

Prior to joining Monarch in 2014 (then known as ManattJones Global Strategies), Mr. Rudman was Deputy Vice-President for the Western Hemisphere at the Pharmaceutical Research and Manufacturers of America (PhRMA) (2007 to 2014) where he was responsible for developing and executing policy advocacy strategies for member companies across the hemisphere with particular focus on México and Brazil. He also covered Canada and Russia at various times during his tenure. Rudman began his professional career with the U.S. Government and served in the Department of State as a tenured Foreign Service Officer (1991 to 2001) followed by the Department of Commerce (2001 to 2006) where he was Director of the Office of NAFTA and Inter-American Affairs. His government and private sector experience allow him to provide guidance for development of government relations strategies especially for the healthcare industry including drug, device, and supplement manufacturers facing regulatory and market access/approval challenges.

Mr. Rudman has a master's degree in Latin American Studies from Tulane University and a bachelor's degree in Government and Spanish from Colby College. He is fluent in Spanish and has a working knowledge of Portuguese.

México's Next President: Challenges and Recommendations

Keynote Address | Thursday, April 11, 2024 | 12:30 p.m. CDT

Student Center Ballroom | Live Broadcast available at <https://go.tamiu.edu/rudman>

Sponsored by IBC Bank & Commerce Bank



ABOUT OUR SPEAKERS



Roberto A. Coronado, Ph.D.

Roberto Coronado is senior vice president at the Federal Reserve Bank of Dallas with responsibility for the District's community development, law enforcement, economic education and government relations groups. He also leads the Dallas Fed's San Antonio and El Paso branches, and shares oversight of the District's community engagement function.

Dr. Coronado is a senior economist and member of the regional group of the Bank's Research Department. In that capacity, he provides regional input into the Dallas Fed's monetary policy process and is responsible for monitoring and tracking economic and business activity in West, Central, and South Texas as well as southern New Mexico.

His research focuses on issues pertaining to the Mexican economy, U.S.-México economic integration, and border issues. Coronado has written articles for various Federal Reserve publications and academic journals in both the United States and México.

Dr. Coronado serves as a director for the Texas Lyceum and as a board member for the National Association for Business Economics, Texas 2036, and El Paso Collaborative for Academic Excellence.

He earned his PhD in economics from the University of Houston and holds a BBA in accounting and economics, and an MS in economics from The University of Texas at El Paso.

Understanding the Evolving Economic Relationship between the United States and México

Keynote Address | Friday, April 12, 2024 | 12:30 p.m. CDT

Student Center Ballroom | Live Broadcast available at <https://go.tamui.edu/coronado>



CONCURRENT ACADEMIC SESSIONS

Thursday, April 11, 2024 | 10 - 11:45 a.m. CDT

Session 1: Issues in Economics, Finance, and Criminal Justice (Graduate & Undergraduate Student Presentations) Chair: George R. G. Clarke, Texas A&M International University Student Center, Room 230 Live Broadcast: https://go.tamui.edu/whtc-session1	
Economic Approval and Corporate Investment: The Invisible Hand? Augustine Tarkom, Texas A&M International University	
Factors Affecting Portfolio Investments Diego Hernández, Texas A&M International University	
Understanding the Influence of Officer Education Levels and Body-Worn Cameras on Citizen Complaints: A Zero-Inflated Binomial Regression Analysis Joseph H. Leclair, Texas A&M International University	
Overlapping Institutional Ownership and Supplier Firm Risk-Taking Behavior Patrick Glavee, Texas A&M International University	

Session 2: Finance and Economics Chair: Constant Yayi, Texas A&M International University Student Center, Room 231 Live Broadcast: https://go.tamui.edu/whtc-session2	
Variance Risk Premium, Credit Derivatives Index, and the Twin Financial Crises Anwen Yin, Texas A&M International University; and William Procasky, Texas A&M University-Kingsville	
Loan Only Credit Default Swaps and Bank Syndicated Loans Zac Davaadorj, Western Michigan University; and Jorge Brusa, Texas A&M International University	
Climate Change Stringency Policy and Working Capital Management: Global Evidence Nana Twum Owusu-Peprah and Nathaniel Graham, Texas A&M International University	
The Real Economic Effects of Local Banking Market Structures: Evidence from US Counties Amit Ghosh, Texas A&M International University; and Salvador Contreras, The University of Texas Rio Grande Valley	




In-Person Presentation



Virtual Presentation

CONCURRENT ACADEMIC SESSIONS

Thursday, April 11, 2024 | 10 - 11:45 a.m. CDT

Sesión 3: Manufactura y Producción Chair: Yuritzi Llamas Mangin, Universidad Autónoma de Tamaulipas Student Center, Room 236 Live Broadcast: https://go.tamiau.edu/whtc-session3		
Análisis de balanceo de líneas en la industria manufacturera en busca de la generación de utilidades Juan Felipe Grimaldo Pérez, Instituto Tecnológico de Nuevo Laredo; and José Fernando Hernández González, Universidad Autónoma de Tamaulipas		
Propuesta perspectivas al cuadro de mando integral a las IMMEX José Luis Díaz Roldán, Cesar Eugenio Hernández Ancona, and Rafael Benjamín Contreras Martínez, Universidad Autónoma de Tamaulipas		
Modelo de arquitectura de referencia para la industria 4.0 y su impacto en la productividad de las empresas manufactureras de Nuevo Laredo Enzo Constantino Rosales Padrón and José Fernando Hernández González, Instituto Tecnológico de Nuevo Laredo		

Session 4: Strategy, Performance, and Risk Chair: Ajith Venugopal, Texas A&M International University Microsoft Teams: https://go.tamiau.edu/whtc-session4		
An Alternative View of Deglobalization: Multinational Corporate Strategy in the Hyper-Risk Age of Geopolitical Tribalism and Social Media Coercion Kenneth D. Cory, University of North Texas		
Bangladesh Exports to the United States: Some Determinants Anisul M. Islam, University of Houston-Downtown		
Crisis Conditions, Emerging Risks, and their Characterizations Cynthia M. Montaudon Tomas, Universidad Popular Autónoma del Estado de Puebla; Anna Amsler, Independent Consultant; and Ingrid N. Pinto López and Ivonne M. Montaudon Tomas, Universidad Popular Autónoma del Estado de Puebla		
The Impact of Post-Pandemic Cybersecurity Risk Control on the Pharmaceutical Company's Reputation Chon C. Lintakoon, Rutgers Business School		



Session will be conducted in English.




Session will be conducted in Spanish.

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CONCURRENT ACADEMIC SESSIONS

Thursday, April 11, 2024 | 2 - 3:30 p.m. CDT

Session 5: International Economics (Ph.D. Student Presentations) Chair: Rafael Zago, Texas A&M International University Student Center, Room 230 Live Broadcast: https://go.tamui.edu/whtc-session5 	
Exploring Corrupt Bureaucratic Behavior & Sextortion Emily De Los Cobos, Texas A&M International University	
How Do Oil Price Fluctuations, Inflation, and Exchange Rates Influence Economic Growth Across BRICS Countries? Jose Rogelio Garcia, Texas A&M International University	
Is BRICS's Expansion Based on the Bilateral Trade Potential? Muhammad Rofiqul Islam, Texas A&M International University	
The Intermediary Role of Economic Complexity in the Cultural Diversity-International Trade Nexus Ayman Samak, Texas A&M International University	
Beyond Traditional Markets: Analyzing Cryptocurrencies and the Money Supply Jose Muñoz, Texas A&M International University	

Session 6: Global Business Issues I Chair: Antonio Rodríguez, Texas A&M International University Student Center, Room 231 Live Broadcast: https://go.tamui.edu/whtc-session6 	
Exploring the Effect of Deepfake-based Advertising on Consumers' Attitudes and Behaviors Yong Chen, Texas A&M International University	
The Empire Strikes Back: The Effect of Historical and Cultural Affiliations on the Allocation of FDI in Eastern Europe Alexandra D. Troidl, William R. Hauk, Jr., and Douglas P. Woodward, University of South Carolina	
Impacts of Drought on Barge Traffic and Grain Exports from the U.S., 2022-2023 Michael S. Yoder, Texas A&M International University	
Hot Potato in Your Venmo Jintao Zhang, Texas A&M International University	



In-Person Presentation



Virtual Presentation



Session will be conducted in English.



Session will be conducted in Spanish.

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CONCURRENT ACADEMIC SESSIONS

Thursday, April 11, 2024 | 2 - 3:30 p.m. CDT

Sesión 7: Temas de Educación

Chair: Ángel Arturo Pacheco Paredes, Texas A&M International University

Student Center, Room 236 | Live Broadcast: <https://go.tamiau.edu/whtc-session7>



La importancia de las habilidades del lenguaje para la comunicación y el aprendizaje en la educación superior

Gianelli Marisol Martínez Piedra and Cynthia Lizeth Ramos Monsiváis, Universidad Autónoma de Tamaulipas

Estudio exploratorio descriptivo de una pedagogía de innovación para desarrollar la mentalidad de crecimiento en la enseñanza superior

Francisco López Vázquez and Ilse Carolina Razo Medellín, Universidad Tecnológica de Tamaulipas Norte

MathParty: Transformando el aprendizaje de las Matemáticas a través de la gamificación

Javier Franco Samperio, Carlos Gabriel Rodríguez Macías, Roberto Alejandro Estrada Flores, and Gustavo Alonso Gutiérrez, Universidad Autónoma de Tamaulipas

Diseño de ambientes de aprendizaje emprendedor en la modalidad de blended learning

Miriam Castañon Vargas, Universidad Autónoma de Tamaulipas

Sesión 8: Temas Empresariales Globales

Chair: Leiza Nochebuena-Evans, Murray State University

Microsoft Teams: <https://go.tamiau.edu/whtc-session8>



La mercadotecnia experiencial en los negocios: Un análisis de las estrategias aplicadas y sus características en lo presencial y digital

Pablo Guerra Rodríguez, José N. Barragán Codina, Paula Villalpando Cadena, and Armando Ortiz Guzmán, Universidad Autónoma de Nuevo León

Áreas dinámicas y redes de colaboración para el aprovechamiento sustentable de los recursos naturales en las áreas naturales protegida de Tamaulipas

Frida Carmina Caballero Rico and Ana Mónica García García, Universidad Autónoma de Tamaulipas

Unidades económicas sociales para la producción regional (ALPR)

Erika Peña Alvarado, Pilar Patricia Jiménez Lozano, and Samuel Medina Mora, Universidad Politécnica del Valle de México

Determinantes del consumo de frutas, verduras y tubérculos de los hogares de Coahuila, México

Víctor Manuel Gerónimo Antonio, Alejandro Cruz Santiago, and Lydia Venecia Gutiérrez López, Universidad Autónoma Agraria Antonio Narro

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CONCURRENT ACADEMIC SESSIONS

Thursday, April 11, 2024 | 3:45 - 5:15 p.m. CDT

Session 9: PLSAS Innovative PLS-SEM Applications

Chair: Ned Kock, Texas A&M International University

Student Center, Room 230 | Live Broadcast: <https://go.tamui.edu/whtc-session9>



Employing WarpPLS in a Doctoral Course on Structural Equation Modeling: First Student Project

Emily De Los Cobos, José Rogelio García, José Muñoz, and Ned Kock, Texas A&M International University

Employing WarpPLS in a Doctoral Course on Structural Equation Modeling: Second Student Project

Ayman Samak, Muhammad Rofiqul Islam, and Ned Kock, Texas A&M International University

Using PLSF-SEM in International Business Research

Ned Kock and Geoffrey Hubona, Texas A&M International University

Session 10: Global Business Issues II

Chair: Lukai Yang, Texas A&M International University

Student Center, Room 231 | Live Broadcast: <https://go.tamui.edu/whtc-session10>



Entrepreneurial Growth as Strategy: An Integrative Review and Agenda for Future Research

Xiaochuan Song, Texas A&M University-Kingsville; and Theresa M. Welbourne, University of Alabama

Human Capital Expansion in the form of Formal Education: A Key Promoter of Individual, National, and Regional Economic Growth and Development

Ricardo Lozano, Texas A&M International University

Estimating How Firm Characteristics affect Corruption using Enterprise Survey Data

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

Boundary Crossing and Well-Being in Remote Work Context: The Moderating Role of Non-Work Role Re-Engagement (NWRR)

Baiyun Gong, Nova Southeastern University; and Xiaochuan Song, Texas A&M University-Kingsville




In-Person Presentation



Virtual Presentation

CONCURRENT ACADEMIC SESSIONS

Thursday, April 11, 2024 | 3:45 - 5:15 p.m. CDT

Sesión 11: Liderazgo y Gestión de Recursos Chair: Adán López Mendoza, Universidad Autónoma de Tamaulipas Student Center, Room 236 Live Broadcast: https://go.tamiau.edu/whtc-session11		
Empoderamiento y autoconcepto: El rol de las universitarias en el liderazgo Susana Leen Escobedo Huerta and Ana Alejandra Orozco Carrillo, Universidad Tecnológica de Nuevo Laredo		
Estudio de la mentalidad y liderazgo para influir en la productividad a través de la innovación empresarial Francisco López Vázquez, Universidad Tecnológica de Tamaulipas Norte		
La potabilización y costo del agua en Nuevo Laredo José Luis Díaz Roldan, Yuritzi Llamas Mangin, and Lizbeth Ludivina Sánchez Colt, Universidad Autónoma de Tamaulipas		

Session 12: Competitiveness and Technology Development (Graduate Student Presentations) Chair: Mohammad Fuad, Texas A&M International University Microsoft Teams: https://go.tamiau.edu/whtc-session12		
Boosting Competitiveness: The Role of Nearshoring in SMEs in the Auto Parts Sector in Nuevo León, México América Palmira Quiroga Nájera, Haruko Arisa Orozco Tsutsumi, Jessly Janine Santos Blanco, Jesús Eduardo López Jiménez, and Pamela Rodríguez Salinas, Universidad de Monterrey		
Product Market Competitive Threats and Firm Value: The Moderating Role of R&D Capability Muhammad Rofiqul Islam and Zahidul Karim, Texas A&M International University		
Development of a Web-Based Timetabling Software for a Mexican University Jesús Abraham García Yañez, Felipe de Jesús Ramírez Sáenz, Eva Litzary Ríos Saldaña, Mauricio Alberto Rubio Aguilar, Itzia Esperanza Barrios Flores, Camila Lineth García Flores, Ramón Estuardo Hernández Cerda, and José Julian Ortiz Zacarias, Universidad del Noreste, A.C.		



Session will be conducted in English.



Session will be conducted in Spanish.

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CONCURRENT ACADEMIC SESSIONS

Friday, April 12, 2024 | 8:30 - 10 a.m. CDT

Session 13: Issues in Innovation

Chair: Constant Yayi, Texas A&M International University

Microsoft Teams: <https://go.tamtu.edu/whtc-session13>



Local Innovation as a Response of Import Competition

Zachary Cohle, Saginaw Valley State University

Effects of Sub-national Institutions on Localized Innovation: Evidence from United States Counties

Rusty V. Karst and Andrew Johnson, Texas A&M University-Corpus Christi; Nolan Gaffney, University of North Texas; and Colin Wooldridge, Texas A&M University-Corpus Christi

Okun's Law and its Implications for Enterprises in High-Frequency Innovation Cycles

Marija Pendevska, Komercijalna Banka AD Skopje, Republic of North Macedonia

Experimenting with inventory policies in a Retail Supply Chain: Some Reflections and Takeaways

Balaji Janamanchi, Texas A&M International University

Session 14: Geo-Economics, Global Carbon Markets, and Employment

Chair: Jyotsna Mukherji, Texas A&M International University

Microsoft Teams: <https://go.tamtu.edu/whtc-session14>



Geo-Economics of Global Industrial Agricultural Development Models: Opportunities, Challenges, and Government Policies

M.B. Dastagiri, ICAR-National Academy of Agricultural Research Management; Bharath Kumar, Banaras Hindu University; Ramesh Naik M., ICAR-National Academy of Agricultural Research Management; R. Rohiti Swarna, Shiv Nadar University; Ramanjaneyulu, Professor Jayashankar Telangana State Agricultural University; Waheeda Munewar, National Institute of Agricultural Extension Management; and Munni Manta, ICAR-National Academy of Agricultural Research Management

Global Carbon Markets and Trading Economic Complexities: Protocols, Agreements, Policies, and Prospects

S. Prathik and M.B. Dastagiri, ICAR-National Academy of Agricultural Research Management

Women at Work: Barriers, Penalties, and Syndromes

Cynthia M. Montaudon Tomas, Universidad Popular Autónoma del Estado de Puebla; Anna Amsler, Independent Consultant; and Ingrid N. Pinto López and Ivonne M. Montaudon Tomas, Universidad Popular Autónoma del Estado de Puebla

Regional Integration in Africa: The Role of the AfCFTA in Advancing Political Integration

Bashar Malkawi, University of Arizona

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CONCURRENT ACADEMIC SESSIONS

Friday, April 12, 2024 | 8:30 - 10 a.m. CDT

Session 15: Reciprocity and Sustainability

Chair: Ruth Chatelain-Jardon, Texas A&M University-Kingsville

Microsoft Teams: <https://go.tamtu.edu/whtc-session15>



Reciprocal Trust and Opportunism: How AYNi in Perú is Used for Corruption

Arturo Z. Vásquez-Párraga, The University of Texas Rio Grande Valley

Sustainable Eco-centric Paradigm: A Key Mediator between Responsible Leadership and Corporate Sustainable Development

Muhammad Ruhul Amin and Leonel Prieto, Texas A&M International University; and Arman Canatay, Ramapo College of New Jersey

The Effects of Global Competitiveness and Macroeconomic Environment in Sustainable Development Goals and Dimensions: Global, Country Cluster, and Country Level Study

Arman Canatay, Ramapo College of New Jersey; and Leonel Prieto and Muhammad Ruhul Amin, Texas A&M International University

Sesión 16: Educación y Sustentabilidad

Chair: José Luis Daniel, Texas A&M University-Kingsville

Microsoft Teams: <https://go.tamtu.edu/whtc-session16>



Percepción de los estudiantes respecto al equipo de cómputo en la Facultad de Comercio, Administración y Ciencias Sociales de Nuevo Laredo

Valente Vargas Hernández, Adán López Mendoza, and Rolando Salazar Hernández, Universidad Autónoma de Tamaulipas

Aprovechamiento sustentable de los recursos naturales en el Área Natural Protegida Paisaje Natural de la Mariposa Monarca, Tamaulipas, México

María Fernanda Soto Zúñiga, Frida Carmina Caballero Rico, and Arturo Mora Olivo, Universidad Autónoma de Tamaulipas

Responsabilidad social empresarial

José Luis Díaz Roldan, Ashley Miranda Sandoval Hinojosa, and Carolina Villegas Pérez, Universidad Autónoma de Tamaulipas



Session will be conducted in English.



Session will be conducted in Spanish.



Virtual Presentation

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CONCURRENT ACADEMIC SESSIONS

Friday, April 12, 2024 | 10:30 - 11:45 a.m. CDT

Session 17: Issues in Economics, Trade, and Strategy
Chair: Ananda Mukherji, Texas A&M International University
Microsoft Teams: <https://go.tamtu.edu/whtc-session17>



Quantile Connectedness: The Dynamics of Geopolitical Risk, Supply Chain, and the Global Economy
Augustine Tarkom, Texas A&M International University; and Leiza Nochebuena-Evans, Murray State University

What Factors Drive Cross-Country Economic Freedom Convergence?
James E. Payne, Oklahoma State University; James W. Saunoris, Eastern Michigan University; Saban Nazlioglu, Pamukkale University; and Russell S. Sobel, The Citadel

Strategic Orientations and Firms' Global Financial Performance
Zahidul Karim and Leonel Prieto, Texas A&M International University

Session 18: Corporate Debt, Monetary Policy, and Victory Certificates
Chair: Ruth Chatelain-Jardon, Texas A&M University-Kingsville
Microsoft Teams: <https://go.tamtu.edu/whtc-session18>





Intangible Assets and Unsecured Debt
S. M. Zahid, Robert Morris University; and Mohammad Nazrul Islam, University of New Mexico

Forward Exchange Market Transitional Policy Modeling: The Case of the Japanese Yen
David Hudgins and Patrick M. Crowley, Texas A&M University-Corpus Christi

How Do Banxico's Monetary Policy Announcements Affect Firms' Inflation Expectations?
Gabriela López-Noria, Banco de México

Exotic Structured Products - The Case of Victory Certificates
Rodrigo Hernández, Radford University; and Kaschia Wade, Gatton College of Business & Economics

 Session will be conducted in English.

 Session will be conducted in Spanish.

 Virtual Presentation

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CONCURRENT ACADEMIC SESSIONS

Friday, April 12, 2024 | 10:30 - 11:45 a.m. CDT

Sesión 19: Temas de Empleo, Desarrollo de Habilidades, y Educación
Chair: Miriam Castañón Vargas, Universidad Autónoma de Tamaulipas
Microsoft Teams: <https://go.tamiau.edu/whtc-session19>



Desigualdad en el trabajo: Efectos en la satisfacción laboral y el rendimiento empresarial
Frida Carmina Porras Caballero, Universidad Autónoma de Tamaulipas

Evolution of Wages in the Automotive Industry in México 3 Years after the Negotiation of the México, United States and Canada Trade Agreement
Cesaire Chiatchoua, Escuela Superior de Economía-Instituto Politécnico Nacional; and Juan Agustín Tapia Alba, Universidad Popular Autónoma del Estado de Puebla

Desarrollo de habilidades de los propietarios de las MyPEs de Nuevo Laredo aplicadas en el intercambio comercial internacional
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Análisis de la nomofobia entre estudiantes de ingeniería en tecnologías de la información: Prevalencia y factores asociados
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Sesión 20: Satisfacción del Consumidor y Temas de Producción
Chair: José Luis Díaz Roldán, Universidad Autónoma de Tamaulipas
Microsoft Teams: <https://go.tamiau.edu/whtc-session20>



Factores predictores de la satisfacción y la lealtad del cliente en empresas de comida rápida en Nuevo Laredo, Tamaulipas
Alicia García Varela and Adán López Mendoza, Universidad Autónoma de Tamaulipas

Propuesta de reducción de tiempos de desplazamiento en el proceso de embotellado de garrafones de agua en empresa de bebidas purificadas
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Análisis de tiempos y movimientos para la optimización del proceso de transferencia en una planta petroquímica del corredor industrial en el sur de Tamaulipas
Pamela Carreño Contreras, Essau Abimael Mar Pozos, Regina Michelle García Zamora, Diego García Esquivel, Miguel Ángel Escalante Trejo, Denisse Mendoza Pérez, and Marco Antonio Guzmán Moctezuma, Universidad del Noreste, A.C.; Wendy Pensado, Planta Petroquímica del Corredor Industrial en el Sur de Tamaulipas; and Joaquín Guillén Rodríguez, Universidad del Noreste, A.C.

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