



La Escuela Investiga

Firma Decana Vice o Dir Investigación

Es un placer presentarles la producción de Investigación 2023, donde recopilamos y destacamos los artículos indexados en Wos/Scopus, libros, capítulos de libro y otros trabajos publicados por nuestro grupo de investigación en Dirección y Gerencia, categorizado como A1 en la última convocatoria de reconocimiento de grupos e investigadores del año 2021 realizada por el Ministerio de Ciencia y Tecnología (Minciencias).

Cada producto representa un valioso aporte al campo de estudio, resultado del trabajo y la dedicación de nuestros investigadores.

En un mundo impulsado por la innovación digital, la investigación desempeña un papel fundamental al promover la generación de nuevos conocimientos, soluciones y prácticas que moldean el futuro de la administración y los negocios.

En la Escuela de Administración, estamos comprometidos con la excelencia académica y la innovación continua. A través de esta recopilación, no solo compartimos el impacto de nuestras investigaciones, sino que también celebramos el espíritu de colaboración y el compromiso con la excelencia que define a los Rosaristas.

¡Bienvenidos! Juntos, estamos transformando la forma en la que comprendemos y abordamos los desafíos empresariales del siglo XXI.

Producción Indexada

Scopus[®]



WEB OF SCIENCE



Universidad del
Rosario

Escuela de
Administración

Grupo de investigación en **dirección y gerencia**

Línea de Investigación **Innnovación y Emprendimiento**



Universidad del
Rosario

Escuela de
Administración



Anzola David



International Journal of Social Research Methodology
SJR Q1 en categoría Social Sciences

Anzola, D., & García-Díaz, C. (2023). What kind of prediction? Evaluating different facets of prediction in agent-based social simulation. *International Journal of Social Research Methodology*, 26(2), 171-191. <https://doi.org/10.1080/13645579.2022.2137919>

This article contributes to the current discussion on prediction from the perspective of the disciplinary organization of agent-based social simulation. It addresses conceptual and practical challenges pertaining to the community of practitioners, rather than individual instances of modelling. As such, it provides recommendations that invite both collective critical discussion and cooperation.

Grupo de investigación en **dirección y gerencia**

Línea de Investigación
**Liderazgo y
Comportamiento
Organizacional**



Universidad del
Rosario

Escuela de
Administración

Contreras F,



Sustainability
SJR Q1 en categoría Social Sciences

Contreras, F., & Dornberger, U. (2022). Sustainable Entrepreneurship as a Field of Knowledge: Analyzing the Global South. *Sustainability*, 15(1), 31. <https://doi.org/10.3390/su15010031>

The objective of this study is to characterize the contribution to sustainable entrepreneurship as a field of knowledge from developing countries, also called the Global South, through the analysis of the literature that has been produced in the last two decades. This research starts from the premise of the dominance of the Global North over academic production on this topic and analyzes the consequences for the Global South.

Frontiers in Psychology
SJR Q1 en categoría Psychology

Abid, G., Contreras, F., Rank, S., & Ilyas, S. (2023). Sustainable leadership and wellbeing of healthcare personnel: A sequential mediation model of procedural knowledge and compassion. *Frontiers in Psychology*, 13, 1039456. <https://doi.org/10.3389/fpsyg.2022.1039456>

In healthcare organizations, saving patients' lives while maintaining the staff's wellbeing, performance and competencies were challenging during the COVID-19 pandemic. Although the complexity of healthcare settings is widely recognized, the pandemic evidenced the necessity of attending to the employees' wellbeing in such a sector. This research aims to examine the effect of sustainable leadership on wellbeing of healthcare personnel. Furthermore, we also evaluate whether procedural knowledge and compassion act as mediators in such a relationship.



Grupo de investigación en **dirección y gerencia**

Línea de
Investigación
Marketing



Universidad del
Rosario

Escuela de
Administración

Paredes, MR.



Paredes, M. R., Apaolaza, V., Hartmann, P., Marcos, A., & García-Merino, J. D. (2023). Can mask mandates boost nature-based tourism? The role of escapism and travel anxiety. *PLOS ONE*, 18(2), e0280489. <https://doi.org/10.1371/journal.pone.0280489>

Tourism in a post-pandemic era will likely be oriented toward nature because contact with nature has restorative health benefits. The purpose of this study was to analyze the antecedents of tourists' intentions to visit nature-based resorts during a pandemic. A nationally representative sample of the Spanish population (n = 500) was recruited by an online commercial panel to test and empirically validate the proposed conceptual framework. The findings confirmed a direct relationship between negative perceptions of wearing face masks during the COVID-19 pandemic and tourists' intentions to visit nature-based resorts. The relationship between the perceived negative effects of wearing face masks and the intention to visit nature-based resorts was positively mediated by the need for escapism. This impact was less pronounced for anxious travelers, as shown by results corroborating the moderating effect of travel anxiety. The findings of this study contribute to research on tourism crises and provide future insights into the recovery of the industry during COVID-19.

Cyberpsychology, Behavior, and Social Networking
SJR Q1 en categoría Social Sciences

Paredes, M. R., Apaolaza, V., Fernandez-Robin, C., Hartmann, P., & Yañez-Martinez, D. (2023). Influencer Worship and Self-Connection with the Promoted Brands on Social Media: Why Benign Envy and Trait Competitiveness Matter. *Cyberpsychology, Behavior, and Social Networking*, 26(2), 98-105. <https://doi.org/10.1089/cyber.2022.0239>

The objective of this study was to investigate the relationship between influencer worship and consumers' self-connection with the brands promoted by the influencer in social media contexts. Data from 698 active social media users who follow influencers were collected to test the conceptual framework. The findings support the positive link between influencer worship and consumers' self-connection with the brands promoted by the influencer on social media and suggest that this relationship is mediated by the activation of benign envy. The results also confirm the positive moderating effect of trait competitiveness on this relationship. Specifically, the effect is stronger for individuals with a higher level of competitive orientation. The findings contribute to the understanding of the relationship between influencers and their followers through computer-mediated environments. Theoretical contributions and managerial implications are presented.

Paredes, MR.



Paredes, M. R., Apaolaza, V., Marcos, A., & Hartmann, P. (2023). Predicting COVID-19 Vaccination Intention: The Roles of Institutional Trust, Perceived Vaccine Safety, and Interdependent Self-Construal. *Health Communication*, 38(6), 1189-1200. <https://doi.org/10.1080/10410236.2021.1996685>

The purpose of this study is to explore the process through which institutional trust influences individuals' vaccination intentions for a coronavirus vaccine. We collected data from a national representative sample of the Spanish population (N = 500) from an online research panel to test the proposed conceptual model. Results revealed a positive association of institutional trust with coronavirus vaccination intentions. This effect was mediated by perceived vaccine safety and positive attitude toward the vaccine. Furthermore, findings corroborate the moderating effect of interdependent self-construal on the indirect relationship between institutional trust and vaccination intention, implying that this effect was stronger for individuals with higher levels of interdependent orientation. Findings have implications for the development of evidence-based health communication strategies for encouraging COVID-19 vaccination.

Policarpo, M. C., Apaolaza, V., Hartmann, P., Paredes, M. R., & D'Souza, C. (2023). Social cynicism, greenwashing, and trust in green clothing brands. *International Journal of Consumer Studies*, 47(5), 1950-1961. <https://doi.org/10.1111/ijcs.12971>

This research develops a theoretical model of the effect of social cynicism as a personality trait on trust in green clothing brands. We conducted an online survey of a representative Australian sample to test the hypothesized relationships. Our findings confirmed that social cynicism affected green brand trust negatively and that this effect can be explained by an increase in perceived greenwashing. Conspicuous consumption moderates this indirect influence. This mediated influence decreased when conspicuous consumption was more salient. Findings provide important practical insights for brand managers intending to avoid a decrease in brand trust regarding garments marketed with sustainability claims.

Robayo Pinzon, O. Paredes, MR.



Frontiers in Public Health
SJR Q1 en categoría Medicine, Public Health, Environmental and Occupational Health

Robayo-Pinzon, O., Rojas-Berrío, S., Paredes, M. R., & Foxall, G. R. (2023). Social media sites users' choice between utilitarian and informational reinforcers assessed using temporal discounting. *Frontiers in Public Health*, 11, 960321. <https://doi.org/10.3389/fpubh.2023.960321>

This study provides a first approach to the use of the Multiple-Choice Procedure in social media networks use, as well as empirical evidence for the application of the Behavioral Perspective Model to digital consumption behavior in young users in conjunction with a methodology based on behavioral economics. This study supports the relative reinforcing value of an informational reinforcement consequence such as social media use, which is sensitive to both the magnitude of reinforcement and the delay in delivery as individual factors. The findings on reinforcer magnitude and delay effects are consistent with previous research that have applied behavioral economics to the study of non-substance-related addictions.

Páez Valdez, J. E.



Frontiers in Education
SJR Q2 en categoría Social Sciences Education

Páez Valdez, J. E., Rendón Cardona, P. A., Betancurth Becerra, C. M., Aristizábal, C. A., & García Ruiz, J. (2023). Equity, diversity, and inclusion in the construction of journalistic and training agendas for peace in Colombia. *Frontiers in Education*, 8, 1083050. <https://doi.org/10.3389/feduc.2023.1083050>

Since their early stages, developing narratives has been characteristic of human beings, allowing them to create community and generate cohesion—one that has endured for thousands of years is “peace”. However, in some territories, excessive ambition, fear imposed by force, and power over laws have proliferated. In the case of Colombia, war as an industry empowers different sides that are either endorsed or rendered invisible in the narratives of traditional mass media. Media content has always favored war journalism and neglected two vital approaches: peace journalism (PP) and university journalism. This study’s relevance lies in its use of big data, automated lexicometry, and statistical discourse analysis to understand how university journalism built a peace journalism agenda, taking the narrative of the Peace Agreement in Colombia as a framework of observation, with a clear result in the importance of equity, diversity, and equality in a peaceful transition scenario in Colombia.

Grupo de investigación en dirección y gerencia

Línea de Investigación Estrategia y Negocios Internacionales



Universidad del
Rosario

Escuela de
Administración

**Amado Mateus, M.
Cuero Acosta, YA.**



Amado Mateus, M., Guzmán Rincón, A., & Cuero Acosta, Y. A. (2023). Student experience scale: Factor analysis in higher education institutions. *Frontiers in Education*, 7, 1057651. <https://doi.org/10.3389/feduc.2022.1057651>

In the context of higher education, the student experience (SX) has an important impact on student satisfaction and the perceived value of the training service received. For these reasons, higher education institutions (HEIs), which are focused on student-centred learning, need to know more about the experience that results from student interaction with the service and support systems that meet their needs in these institutions. However, despite the progress made in the analysis of SX, further research is still needed to know how to measure and manage it, and for this, it is essential to know the student's perceptions.

PLOS ONE
SJR Q1 en categoría Multidisciplinaria



Cuero-Acosta, Y. A., Amado-Mateus, M., Ricardo Torralba Barreto, D., & Castiblanco-Moreno, S. E. (2023). Reputation based on internal capabilities: The case of small enterprises within the Colombian orange economy. *PLOS ONE*, 18(6), e0285026. <https://doi.org/10.1371/journal.pone.0285026>

This study seeks to understand how micro, small, and medium-sized enterprises (MSMEs) can be innovative while developing their reputation. In doing so, this study focuses on companies classified as promoters of Colombia's "orange economy," which relates to the country's cultural and creative diversity. Firms with a non-technological emphasis also require knowledge, innovation, and reputation to perform better. In this regard, the study is based on the work of Hormiga and Garcia-Almeida (2016) who proposed the relationship between accumulated knowledge and innovation as background of reputation. In this paper, the purpose is to understand the internal reputation-building process carried out by MSMEs and the variables that intervene.

Amado Mateus, M. Cuero Acosta, YA.



PLOS ONE
SJR Q1 en categoría Multidisciplinary

Amado-Mateus, M., Cuero-Acosta, Y. A., & Guzman-Rincón, A. (2023). Evaluation of psychometric properties of perceived value applied to universities. *PLOS ONE*, 18(4), e0284351. <https://doi.org/10.1371/journal.pone.0284351>

Over the past 20 years, the construct of perceived value has been the subject of much research, most of it applied to the service sector. The intangible nature of this sector requires an in-depth analysis of customer perceptions of what they give and what they receive. In this research, perceived value is applied in the context of higher education, where perceived quality faces several challenges and has a tangible component that is related to their experience when receiving the educational service, and an intangible component that is related to the image and reputation of the university. One of these challenges is the increasingly competitive environment of universities, so it is important to understand what factors influence students' perception of value. For this purpose, several scales of perceived value were reviewed and one was selected and its psychometric properties were evaluated. For this evaluation, cultural adaptation techniques, exploratory factor analysis and confirmatory factor analysis were used. The statistical results showed the validity and reliability of the scale applied to universities in the Colombian context.

Amado Mateus, M. Juárez, F.



Humanities and Social Sciences Communications SJR Q1 en categoría Business, Management and Accounting

Amado, M., Guzmán, A., & Juárez, F. (2023). Relationship between perceived value, student experience, and university reputation: Structural equation modeling. *Humanities and Social Sciences Communications*, 10(1), 780. <https://doi.org/10.1057/s41599-023-02272-y>

Research regarding university management from the field of marketing has been increasing, as well as the differential strategies designed by universities to attract and retain both students and teachers. One of them is obtaining high-quality accreditations. Its impact on the process and purchasing behavior of educational services is recognized. For this reason, this research aims to relate the three constructs in higher education institutions and compare their behavior both in high-quality accredited universities and in non-accredited ones in order to identify the incidence of accreditation. The research used an analysis of the data by structural equations model and the results showed that both the student's experience and the perceived value influence reputation. Meantime, the student's experience influences the perceived value and no differences are evident in the model because of the accreditation in high quality.



Cortés, J. D.



Cortés, J. D. (2023a). Industry-research fronts – Private sector collaboration with research institutions in Latin America and the Caribbean. *Journal of Information Science*. <https://doi.org/10.1177/01655515221131796>

In which research fields is industry involved with research institutions in Latin America and the Caribbean (LAC)? To shed light on this question, we applied bibliographic coupling to 13,000+ research articles and 500,000+ references indexed in Scopus for 1996–2021 as a means of determining the research fronts in which LAC-based research institutions collaborated with knowledge-intensive companies. Fields with higher betweenness centrality were those multidisciplinary, followed by physical (e.g. computer science applications), life (e.g. genetics), health (e.g. public health, environmental and occupational health) and social sciences and humanities (e.g. strategy and management). Furthermore, the period-by-period analysis unveiled a focused venturing into the physical sciences from 1996 to 2002. However, from the 2003–2021 periods, the new fields explored were mainly in the social sciences and humanities. Finally, we identified several unexplored research fronts, particularly in health (e.g. care planning) and the social sciences and humanities (e.g. demography).

Capítulo de Libro Indexado
En Routledge Handbook of Academic Knowledge Circulation

Cortés, J. D., Bohle-Carbonell, K., & Chinchilla-Rodríguez, Z. (2023). Bibliometrics and the Study of Academic Knowledge Circulation. *En Routledge Handbook of Academic Knowledge Circulation* (1.a ed., p. 15). Routledge. <https://doi.org/10.4324/9781003290650>.

Quantitative science studies have been used to facilitate the systematic analysis of the digital tide of literature over the last few decades. This chapter reviews two applications related to science mapping of scholarly communication. Science mapping includes visualisations to analyse potential relationships among people, organisations and concepts. Here, we review two methods: (a) co-authorship: to unveil the scientific connections of actors in the field; (b) and co-word analysis: to reveal the main themes and topics and their cognitive structure. We also present an exploratory case of study for the knowledge circulation literature. Based on a sample of 3,900+ documents published between 1996 and 2021, we found a global average annual growth of the literature of approximately 17 per cent, particularly since 2009. We then segmented the science mapping analysis into two periods: 1996–2008 and 2009–21 to track changes over time.

Cortés, J. D.



Cortés, J. D. (2023b). Journal titles and mission statements: Lexical structure, diversity, and readability in business, management and accounting research. *Journal of Information Science*, 49(5), 1262-1276. <https://doi.org/10.1177/01655515211043707>

There is an established research agenda on dissecting an article's components and their association with a journal's prestige. However, journals' titles and their overview, aim and scope (i.e. journal's mission statement – JMS(s)) have not been investigated with the same diligence. This study aims to conduct a comprehensive outlook of titles and JMSs' lexical structure and identify significant differences between journals prestige and type of access and their JMS content in the field of business, management and accounting (BMA), considering the field's experience in developing and applying mission statements. Titles and JMSs' structural analysis reflected current and critical discussion in BMA: a predilection for counterintuitive findings and information and communication technology (ICT) tools. JMSs expressed primarily target customers and markets. JMSs from reputable journals showed a higher betweenness for key-terms related to rigorous features. In contrast, JMSs of lower reputable journals highlighted indexing attributes.

Management Review Quarterly
SJR Q1 en categoría Business, Management and Accounting

Cortés, J. D. (2023c). Top, mid-tier, and predatory alike? The lexical structure of titles and abstracts of six business and management journals. *Management Review Quarterly*, 73(1), 297-316. <https://doi.org/10.1007/s11301-021-00240-x>

There is an established agenda seeking to disentangle the relationship between journal articles' title, keywords, or abstract attributes and their association with bibliometric performance. To date, however, there have been few comparative, benchmarking studies in MBR (management-business research), particularly between top-tier, mid-tier, and periodicals with predatory features. This study aims to provide such a benchmark by identifying significant differences/similarities in the lexical structure of article titles and abstracts of six MBR journals: Academy of Management Journal and Strategic Management Journal, both distinguished journals in the discipline; Corporate Reputation Review and Journal of Global Information Management, two mid-tier journals; and WSEAS Transactions on Business and Economics and Problems and Perspectives in Management, both identified as journals with predatory features.



Cortés, J. D.



Part of the book series: **Lecture Notes in Computer Science**
SJR Q3 en categoría **Computer Science**

Cortés, J. D., & Ramírez-Cajiao, M. C. (2023). The Content Structure of Science Technology and Innovation Policy—Applying Co-word Analysis to Funding Calls in Colombia. En I. Sserwanga, A. Goulding, H. Moulaison-Sandy, J. T. Du, A. L. Soares, V. Hessami, & R. D. Frank (Eds.), *Information for a Better World: Normality, Virtuality, Physicality, Inclusivity*. iConference 2023. *Lecture Notes in Computer Science*, vol 13971. Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-28035-1_14

STIP (science, technology, and innovation policy/es) affect how rules, methods and practices are designed and applied to develop basic or applied research within national borders. Literature on STIP has been fertile in multiple streams, such as theoretical/conceptual frameworks for improving STIP. This study built on the literature stream by unveiling the underlying structure of STIP expressed in the key areas and research fields explicitly supported for the case of Colombia 2005–2018 via co-word network analysis. We empirically identify the changing STIP priorities between two government administrations. While government-A prioritized Physical Sciences and Life Sciences and gave room for bi-disciplinary field communities, government-B doubled Health Sciences presence and balanced the participation of all areas.

Grueso Hinestroza, MP.



Social Sciences
SJR Q2 en categoría Social Sciences

Antón Rubio, C., Grueso Hinestroza, M. P., & López-Santamaría, M. (2023). Work Adjustment in an Employment Program for Colombian People Involved in Armed Conflict: A Multilevel Mixed-Methods Case Study. *Social Sciences*, 12(2), 103. <https://doi.org/10.3390/socsci12020103>

Work plays a significant role in societies; however, currently, work is a particularly difficult area for those in the most vulnerable social categories who have been heavily affected by the COVID-19 pandemic. Because there is scarce research on labor integration of people affected by armed conflicts from work adjustment (WA) perspectives, we have developed research to understand the relationship between people and their work setting in an employment program inspired in supported employment models (SEMs). To achieve this, a nonexperimental mixed-methods research design with a convergent parallel approach and multilevel design was developed.

Molina Muñoz, J.



International Journal of Emerging Markets
SJR Q1 en categoría Business, Management and Accounting

Molina-Muñoz, J., Mora-Valencia, A., Perote, J., & Rodríguez-Raga, S. (2023). Volatility transmission dynamics between energy and financial indices of emerging markets: A comparison between the subprime crisis and the COVID-19 pandemic. *International Journal of Emerging Markets*. <https://doi.org/10.1108/IJOEM-10-2021-1551>

This paper aims to analyze the volatility transmission between an energy stock index and a financial stock index in emerging markets during recent high instability periods. The study considers the impact of both the period under analysis and the data frequency on the direction and intensity of the contagion, as well as the effect of the potential spillovers on the risk measures. These questions still lack definitive answers and have become more relevant in a context of financially unsettling events such as COVID-19 crises.

Pardo Martínez, C.



Cotte Poveda, A. C., & Martínez, C. I. P. (2023). Violence and economic development in Mexico: A panel data cointegration approach. *Development Studies Research*, 10(1), 2169733.

<https://doi.org/10.1080/21665095.2023.2169733>

Worldwide, it is widely recognized that violent conflicts constrain economic growth and development. Thus, it is necessary to research and analyse the main causes of violence and their relationship with development. This paper analyses how violence has affected economic development in the Mexican context during the 2000–2015 period. It takes into account that in the last decade, this country has had increased levels of violence, especially since the ‘war on drugs’ against drug trafficking was promulgated in 2006. This study uses different econometric models that apply the assessments of the panel unit root and cointegration tests and panel cointegration estimation. The results indicate that the tests used to validate the data allow the panel data cointegration relationships to be calculated.

Symmetry: Culture and Science
SJR Q1 en categoría Arts and Humanities, Arts and Humanities (miscellaneous)
Visual Arts and Performing Arts

Pardo Martínez, C. I., & Poveda, A. C. (2023). Asymmetric relations in civic culture: An exploration of artistic and cultural activities in cities. *Symmetry: Culture and Science*, 34(2), 189-208.

https://doi.org/10.26830/symmetry_2023_2_189

Cities develop different strategies to promote citizenship culture through their multiple benefits, such as social inclusion, active citizenship, democracy, security and equality, generating improvements in social and environmental performance in urban life. In this context, it is important to measure and analyse how citizenship culture supports growth and development in cities. For this reason, this research seeks to establish a citizenship culture index through variables related to public space, social agreement, trust, and institutions and determine what factors could affect citizenship culture by applying a quantile regression model using the localities of Bogotá as a case study. In recent decades, different programs and policies have been applied to promote citizenship culture. The results of this study indicate that citizenship culture depends on higher or lower amounts of different variables.

Reyes Ortiz, G



Buitrago R., R. E., Torralba Barreto, D. R., & Reyes, G. E. (2023). Are competitiveness rankings and institutional measures helping emerging economies to improve?. *Competitiveness Review*, 33(5), 861-888. <https://doi.org/10.1108/CR-04-2021-0064>

Based on the rankings of the global competitiveness index and the fragile states index, this paper aims to suggest alternative approaches to shed some light on the effectiveness of rankings in helping emerging economies improve their competitiveness from an institutional standpoint. This paper demonstrates that the analyzed countries generally maintain their competitive position, even though changes in their scores are reflected. This makes invisible the development and progress factors generated by the countries that are mainly found with low scores and only reflect stable structures that allow them to maintain their position.

Revista de Ciencias Sociales
SJR Q2 en categoría Social Sciences

Reyes Ortiz, G. E., Martín Fiorino, V., & Padilla Lozano, C. (2023). Marginalidad indígena e integración social en América Latina: Modelo proposicional. *Revista de Ciencias Sociales*. 29(1), 186-201. <https://doi.org/10.31876/rcs.v29i1.39745>

El tema abordado analiza las condiciones de marginalidad y las posibilidades de integración social referidas a los grupos indígenas o pueblos originarios de Latinoamérica, problemática que resulta importante para el abordaje de las dificultades de los procesos de convivencia intercultural en la región. El objetivo de esta investigación es formular un modelo proposicional que pueda recoger la vivencia de los grupos indígenas en Latinoamérica a fin de orientar la construcción de mayores niveles de integración social para superar las condiciones de marginalidad indígena de los pueblos testimonio. Esta investigación, de carácter documental cualitativo, ha permitido establecer que, a una segregación o marginalidad económica, con medios de productividad limitados y precarios, se une la marginalidad por motivos étnicos y culturales. Las conclusiones muestran que esto debilita los mecanismos de integración social, especialmente en los denominados pueblos testimonio, herederos de las grandes culturas indígenas en la región, como los aztecas, incas y mayas.

Reyes Ortiz, G



Reyes Ortiz, G. E., Socorro Márquez, F. O., & Gassón Pacheco, R. A. (2023). Theoretical analysis of social inclusion and social leverage in the Anthropocene era. *International Journal of Social Economics*, 50(4), 478-490. <https://doi.org/10.1108/IJSE-02-2022-0086>

The main objective of this research is to present a theoretical review of social inclusion and social leverage in the Anthropocene era. To fulfil this objective, four fundamental and complementary approaches are taken into account: (1) the theory of increasing capacities and increasing opportunities as essential aspects of Amartya Sen's theory of human development; (2) the perspective and factors of the current globalization process; (3) Douglass North's neo-institutionalist approach to social and political conditions and (4) the foundations of Jürgen Habermas's theory of legitimacy. The study is limited to a theoretical review of social inclusion and social leverage essentially taking into account the perspectives of Amartya Sen, Douglass North and Jürgen Habermas.

The fundamental contribution explained by this study consists in establishing that social leverage is essential in order to achieve three goals inherent to economic and social development.

Sanabria, J.M



Innovar
SJR Q3 en categoría Sociology and Political Science

Saavedra-Mayorga, J. J., & Sanabria, M. (2023). Teoría organizacional y estudios organizacionales: Dos denominaciones para un mismo campo de conocimiento. *Innovar*, 33(90), Art. 90. <https://doi.org/10.15446/innovar.v33n90.111442>

Una de las principales discusiones en los estudios organizacionales tiene que ver con su objeto de estudio y con su demarcación frente a otros campos. Un grupo importante de autores en Latinoamérica sostiene que existe una diferencia entre este campo y la teoría organizacional, la cual se refleja, entre otros aspectos, en que cada uno tiene un objeto particular de estudio. Este artículo sostiene, por el contrario, que, aunque la denominación estudios organizacionales es más reciente, en realidad designa el mismo campo de conocimiento que tradicionalmente ha sido identificado con el nombre de teoría organizacional y que tiene como objeto el estudio de las organizaciones. Para desarrollar esta tesis, el texto analiza críticamente los trabajos que afirman la existencia de distinciones entre la teoría organizacional y los estudios organizacionales. Finalmente, hace una reflexión sobre la importancia de construir un pluralismo teórico, epistemológico y metodológico para el estudio de las organizaciones.

Useche, A. J.



**Corporate Social Responsibility and Environmental Management
SJR Q1 en categoría Business, Management and Accounting**

Useche, A. J., Martínez-Ferrero, J., & Alayón-Gonzales, J. L. (2024). Socially responsible portfolios, environmental, social, corporate governance (esg), efficient frontiers, and psychic dividends. *Corporate Social Responsibility and Environmental Management*, 31(2), 1323-1339. <https://doi.org/10.1002/csr.2635>

The aim of this article is to evaluate the performance of investment portfolios built under environmental, social, and corporate governance (ESG) criteria or socially responsible portfolios, based on companies listed on three representative stock exchanges in Latin America (Chile, Colombia, and Peru) for the period 2011–2019. The performance of portfolios comprising high-ESG stocks was compared with that of low-ESG performance portfolios and with portfolios of companies that did not report such information, as well as against the main index of each market. A novel utility function was defined that allows evaluating different degrees of propensity to responsible investment, based on which restricted optimization processes were conducted to build efficient frontiers that combine traditional mean–variance aspects with ESG elements. Based on these frontiers, a measure of the psychic dividend or ESG utility premium generated by investing in high-ESG portfolios is proposed.



Grupo de investigación en **dirección y gerencia**

Línea de
Investigación
**Supply Chain
& Management**



Universidad del
Rosario

Escuela de
Administración

Franco, C.

López-Santana, E., Méndez, G., & Franco, C. (2023). On the multi-period combined maintenance and routing optimization problem. *International Journal of Production Research*, 61(23), 8265-8290. <https://doi.org/10.1080/00207543.2023.2180301>

This paper focuses on the combined maintenance and routing optimization problem in a multi-period environment that consists of scheduling maintenance operations for a set of geographically distributed machines, subject to non-deterministic failures with a set of technicians that perform preventive maintenance and corrective operations. This study uses a two-step approach based on column generation. The first step consists of a maintenance model that determines the optimal time until the next preventive maintenance operation, and each machine's maintenance frequency while minimising the total expected maintenance costs. The second step involves a routing model that assigns and schedules maintenance operations for each technician over the planning horizon while minimising the routing and maintenance costs. We formulate the second step problem as a periodic vehicle routing problem and to solve it, we propose a column generation approach. The master problem is a set partitioning formulation that indicates which machines must be visited in the planning horizon.

Libros y Capítulos de Libros



Universidad del
Rosario

Escuela de
Administración



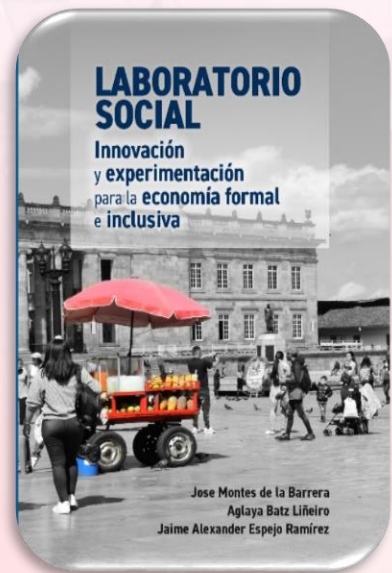
Libros



Batz Liñeiro, A., Anzola, D., Serrano Cárdenas, L. F., Pineda, I. F., & Rodríguez Corcho, J. D. (2023). *Ocupando la calle. Tecnología y conocimiento en la informalidad* (Primera Edición). Universidad del Rosario.

<https://doi.org/10.12804/urosario9789585001619>

El estudio de la informalidad laboral ha estado dominado por una visión económica que limita la comprensión del fenómeno al omitir las reflexiones de los trabajadores informales sobre sus propias experiencias de vida dentro de la ocupación. En la investigación que presentamos en este libro, utilizamos la metodología de photo-elicitation para profundizar en la comprensión del impacto de la tecnología y el conocimiento en tres actividades informales: el reciclaje, la venta ambulante y los domicilios a través de plataformas móviles. Para ello, profundizamos, por un lado, en las tecnologías físicas y digitales que estos trabajadores utilizan y transforman y, por otro, en los procesos que les permiten agregar conocimiento para llevar a cabo su labor diaria. Esta investigación es el resultado del Proyecto 7 de la Alianza para una Economía Formal e Inclusiva (EFI).



Batz Liñeiro, A., Montes de la Barrera, J., & Espejo Ramírez, J. A. (2023). *Laboratorio Social. Innovación y experimentación para la economía formal e inclusiva* (Primera Edición). Universidad del Rosario.

<https://doi.org/10.12804/urosario9789585001862>

El libro tuvo como objeto definir el diseño y la estructura del modelo de negocio de un Laboratorio Social (esto es, un laboratorio centrado en la creación de prototipos y gestión de soluciones prometedoras, formado por personas de diversos sectores y con distintas experiencias para atacar la raíz y el núcleo de los problemas sociales) para una economía formal e inclusiva. A partir de tres fases (recopilación de datos, análisis de la información y cocreación del modelo de negocio), se obtuvo la estructura del modelo de negocio del Laboratorio Social, que cuenta con características que lo diferencian de instituciones similares: es sostenible y está en capacidad de brindar servicios a las entidades del ecosistema, opera en red para ser flexible y eficiente, aborda el fenómeno de la informalidad desde una perspectiva multienfoque o interdisciplinaria y tiene un mayor enfoque en los territorios, profundidad de análisis y capacidad de monitoreo sobre el conocimiento que genera. Además, resultado de una investigación de casi dos años, este libro también plantea las etapas para el desarrollo del Laboratorio Social (planeación, consolidación y sostenibilidad), de tal forma que pueda ajustarse a las necesidades de investigación y de la población objetivo, escalar y consolidarse.

Libros



Batz Liñeiro, A., Montes de la Barrera, J., & Romero Ochoa, J. A. (2023). *Caracterizando la informalidad: Un análisis sobre migración, género, jóvenes, educación y tecnología en la informalidad* (Primera Edición). Universidad del Rosario.

<https://doi.org/10.12804/urosario9789585001848>

Una porción importante del mercado laboral en los países del sur global es la población informal. Tan solo en Colombia, la informalidad representó el 58,2 % de la fuerza laboral entre septiembre y noviembre de 2022. Más aún, teniendo en cuenta el papel que desempeña el capital social en los mercados y en las interacciones sociales de diversos grupos poblacionales, y el acceso al financiamiento en la inclusión de las dinámicas de mercado y la promoción de ecosistemas emprendedores, es necesario analizar la heterogeneidad presente en los niveles de bienestar, capital social, acceso financiero y avance tecnológico. Lo anterior, con el objetivo de establecer políticas dirigidas a reducir las diferencias socioeconómicas en términos de empleo, nacionalidad, género y grupos socioeconómicos. Por esto, el libro busca analizar diferentes características, valoraciones y comportamientos, en términos de bienestar social, capital social, inclusión financiera y uso tecnológico en diferentes subgrupos informales: 1) ocupaciones (vendedores ambulantes, recicladores y domiciliarios), 2) género (hombres, mujeres u otros), 3) nacionalidad (colombianos y migrantes) y 4) jóvenes (menores de 30 años) y mayores de 30 años.



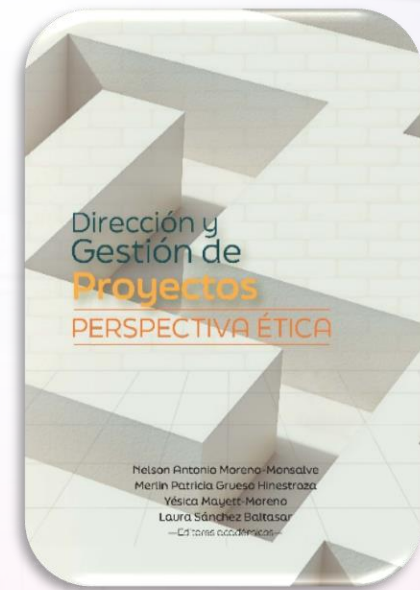
Useche, A. J. (2023). *Inversión socialmente responsable: Selección y administración de portafolios con criterios medioambientales, sociales y de gobierno corporativo (ESG)*. Universidad del Rosario.

<https://doi.org/10.12804/urosario9789585002210>

Una de las más importantes tendencias globales en la industria financiera es la incorporación de aspectos medioambientales, sociales y de gobierno corporativo (ESG) en el proceso de toma de decisiones de portafolio, enfoque característico de la denominada inversión socialmente responsable (socially responsible investment, SRI). Aunque se podría percibir que este es un enfoque filantrópico, la evidencia mayoritaria muestra que la SRI puede generar desempeños iguales o superiores, en términos de rentabilidad y riesgo, en comparación con los métodos tradicionales, al tiempo que contribuye al logro de objetivos de sostenibilidad. Así, es necesario que los diferentes participantes del mercado de valores fortalezcan sus conocimientos sobre riesgos y oportunidades provenientes de la SRI, campo que se encuentra en una etapa inicial de desarrollo en nuestro país. Con el fin de aportar a la difusión y el avance de la SRI en Colombia, el Autorregulador del Mercado de Valores —AMV— y la Universidad del Rosario presentan este documento de investigación, el cual, fundamentado en una extensa y actualizada revisión de literatura.



Libros



Moreno Monsalve, N. A., Delgado Ortíz, S. M., Pinto López, I. N., Montaudon Tomas, C., Yáñez Moneda, A. L., Ariza Aguilera, D. A., Cruz, A. M., Patiño Gutiérrez, L. M., Hernández Mesa, C. A., Uribe Macías, M. E., Pachón, M. L., Pautt Torres, G. M., Rincón González, C. H., Torres Galván, D. C., Ortega, F. D., Lozada Franco, E. A., Patiño Castro, O. A., Echeverry Pérez, P., Ruíz Arias, C. L., ... Infante Jaramillo, R. del C. (2023). *Dirección y gestión de proyectos. Perspectiva ética*. Universidad del Rosario. <https://doi.org/10.12804/urosario9789585000001>

Editado por: Nelson Antonio Moreno Monsalve Merlín Patricia Grueso Hinestroza Yésica Mayett-Moreno Laura Sánchez Baltasar.

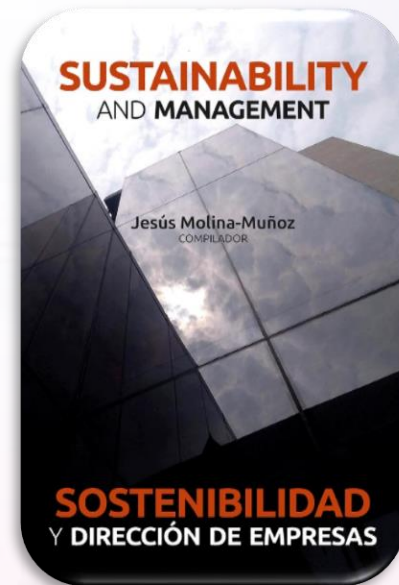
Los comportamientos éticos son la clave para generar valor en los distintos grupos de interés y están relacionados con valores personales o creencias. En este sentido, este libro busca difundir varias reflexiones desde la óptica de la dirección de proyectos, la gestión organizacional y la realidad empresarial, tratando temas como ética, proyectos y organización; talento humano, grupos de interés y liderazgo; al igual que proyectos, entorno y competitividad. Así, los autores le dan al lector un punto de partida sobre cómo los valores, las creencias, la cultura y el comportamiento inciden en los resultados de las organizaciones y en su índice de competitividad. Por lo anterior, esta obra, dirigida a académicos, empresarios, gerentes, funcionarios gubernamentales y profesionales de cualquier campo, constituye una eficiente alternativa de dirección organizacional, que será una herramienta útil para instituciones académicas, estudiantes de pregrado y posgrado, en áreas de la gestión, los negocios, la ingeniería y el emprendimiento.

Capítulos del Libro de Autores de la Escuela de Administración

Proyectos de emprendimiento sostenible: análisis de experiencias en Colombia
Sandra Liliana Amaya Pulido, Rafael Alejandro Piñeros Espinosa.

La relación entre el liderazgo ético y el desempeño organizacional: análisis basado en una revisión sistemática de literatura
Francisco David Ortega

Libros



Molina-Muñoz, J. (Ed.). (2023). *Sostenibilidad y dirección de empresas* (Primera edición). Universidad del Rosario.

<https://doi.org/10.12804/urosario99789585000766>

Este libro aborda una serie de problemáticas relacionadas con la sostenibilidad y la administración (management) desde diversas perspectivas. En este sentido, busca aportar una referencia pertinente al estudio de la sostenibilidad desde diferentes áreas funcionales de la administración, entre las que se incluyen la gestión humana, la innovación, el emprendimiento, el liderazgo y las finanzas

Capítulos del Libro de Autores de la Escuela de Administración

Sustainability in the era of digital transformation and Industry 4.0: Key issues and further conceptual developments

Aglaya Batz Liñeiro, Nelson Alfonso Gómez-Cruz, Carlos Jesús Vega Pérez

Climate change and sustainability in Colombia: Initiatives and academic proposals

Angélica Duque, María Paula León, Jesús Molina-Muñoz, Ana María Morales

La sostenibilidad en la innovación

Rafael Alejandro Piñeros Espinosa, Sandra Liliana Amaya Pulido

Green Bonds: Price determinants, volatility transmission, and perspectives

Natalia Garzón, Hernán Quintanilla, Jesús Molina-Muñoz
Andrés Mora-Valencia

La sostenibilidad en la dirección de operaciones

Javier Leonardo González Rodríguez, Olga Lucía Pinzón Espitia,
Carlos Fernando Sefair Cristancho

Sustainability in the strategy

Félix O. Socorro Márquez, Giovanni E. Reyes Ortiz

Inversión responsable: aportes desde la sostenibilidad

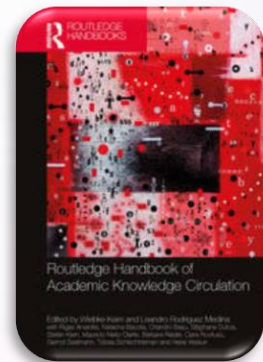
Alejandro J. Useche, Giovanni E. Reyes Ortiz

Tendencias en sostenibilidad y gestión

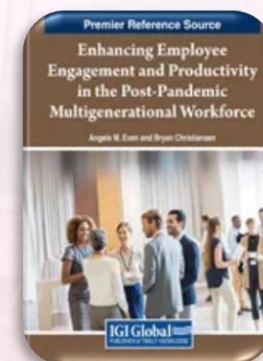
Alejandra Pulido López, Juan Felipe Bermeo Losada



Capítulos de Libro



Cortés, J. D., Bohle-Carbonell, K., & Chinchilla-Rodríguez, Z. (2023). Bibliometrics and the Study of Academic Knowledge Circulation. En Routledge Handbook of Academic Knowledge Circulation. Routledge.



Espinosa, J. C., Esguerra, G. A., & Dulce, C. P. (2023). Work From Home in Pandemic Contexts: Habits and Productivity. En Enhancing Employee Engagement and Productivity in the Post-Pandemic Multigenerational Workforce (pp. 314-331). IGI Global.



Páez Valdez, J., Cruz Luna, M., Rojas Torres, M. R., Sandoval Camacho, L. C., (2021). Photoboy: ¿La pedagogía en medios digitales es una buena opción para las campañas de prevención de consumo de tabaco y/o cigarrillo? Perspectivas de salud mental y comunicación de jóvenes investigadores (pp. 52-74). Pereira. Editorial Universidad Católica.

Páez, J., Cruz, M., Rojas, M. R., Sandoval, L. C. (2021). "Photoboy: ¿Es la radio una buena alternativa para las campañas de prevención al consumo de tabaco y/o cigarrillo?."Experiencias de innovación educativa para la virtualidad." Perspectivas de salud mental y comunicación de jóvenes investigadores (pp. 328-349). Pereira. Editorial Universidad Católica.



Capítulos de Libro



Robayo Pinzón ,O. (2023). *Inteligencia artificial y talento humano*. En X. Sánchez Pérez (Ed.), *Inteligencia artificial en la empresa*. Editorial Universidad Panamericana.

Otra producción

Sanabria Rangel Jose Mauricio.

"Resumen de lo probablemente más útil del Manual de publicaciones de la American Psychological Association (APA) 7a ed. - *UR -ABR2023*". *Technical Report* · Abril 2023

González-Rodríguez, J.L.

Artritis reumatoide: carga económica y calidad de vida relacionada con la y calidad de vida relacionada con la salud en Colombia y en el mundo. salud en Colombia y en el mundo. Revisión de alcance. en *Revista Repertorio de Medicina y Cirugía*. Octubre 2023



Universidad del
Rosario

Escuela de
Administración

URBusiness

una escuela a la vanguardia digital