



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Cesar Vela Beltran Del Rio	The Deceitfulness of Sticky Costs on Banking Systems	Journal of Accounting, Business and Management		2018
Argentina Soto Maciel	La sucesión de la empresa familiar: una aproximación teórica	Cuadernos de Administración / Administration Nootebooks	10.11144/Javeriana.cao.31-56.sefat	2018
Karla Barajas Portas	Shopping, e-shopping and m-shopping: understanding purchase intention.	CLADEA 53 : "La innovación y el conocimiento, base de la productividad y la prosperidad de los países"		2018
Pavel Reyes Mercado	Sustainable tourist attractions and destinations visited by its ecological contribution? A conjoint analysis study	International Journal of Leisure and Tourism Marketing	10.1504/IJLTM.2018.097232	2018
Mónica Félix González	How Social Entrepreneurs Identify Opportunities: Building on the Theory of Opportunity Identification in Social Entrepreneurship	Economic Challenger		2018
Víctor Manuel Roque López	Theoretical approach of innovation in organizations: background and research perspectives	Revista de El Colegio de San Luis	<a href="http://dx.doi.org/10.21696/rcsl8172018802">http://dx.doi.org/10.21696/rcsl8172018802</a>	2018
Rosalina Báez Martínez	La logística verde, esencial para la sustentabilidad en la cadena de suministros y la responsabilidad de las organizaciones para su implementación (contexto internacional)	XIII CONGRESO INTERNACIONAL DE GESTIÓN, CALIDAD, DERECHO Y COMPETITIVIDAD EMPRESARIAL		2018
Carlos Rosales Córdova	Zinc blende phase detection in ZnO thin films grown with low doping concentration by double-beam pulsed laser deposition	Journal of materials science:Materials in Electronics	<a href="https://doi.org/10.1007/s10854-018-0020-2">https://doi.org/10.1007/s10854-018-0020-2</a>	2018
Rogelio Puente Díaz	Brand trust on open television networks and its consequences after a mega-disaster in an emergent country	Communication, Media and Consumption	10.18568/CMC.V15I44.1798	2018
Fernando Galindo Cruz	Neither heroic nor even human: Hannah Arendt's Critique of Domestic Work	IL VOLTO DEL LAVORO PROFESSIONALE,		2018
Abraham Nosnik Ostrowiak	Ética, angustia y colapso moral en el caso de B. Madoff	Journal of Philosophical Criticism	<a href="https://doi.org/10.17605/OSF.IO/NCM6Y">https://doi.org/10.17605/OSF.IO/NCM6Y</a>	2018
Liliana Ruiz Fuentes	The Mexican Tourism Business: Lessons from Domestic Demand for Business Managers. A demand theory approach for domestic tourism strengthens	Journal of Applied Business Research		2018
Jose Balmori De la Miyar	The effect of conditional cash transfers on reporting violence against women to the police in Mexico	International Review of Law and Economics	<a href="https://doi.org/10.1016/j.irl.2018.08.002">https://doi.org/10.1016/j.irl.2018.08.002</a>	2018
Antonio Alejandro Arriaga Martinez	Theoretical approach of innovation in organizations: background and research perspectives	Revista de El Colegio de San Luis	<a href="http://dx.doi.org/10.21696/rcsl8172018802">http://dx.doi.org/10.21696/rcsl8172018802</a>	2018
Adriana Citali Angeles Garnica	Tying strong ties in informal entrepreneurship: a constraint or an entrepreneurial driver?	Journal of Developmental Entrepreneurship	10.1142/S1084946718500024	2018
Juan Carlos Vitela Melgar	La Reforma Energética a cinco años de distancia: Retos y oportunidades para el sector eléctrico mexicano	Abogado Corporativo		2018



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Lucía Espejel Gomez	Perception about Climate Change among Young Adults in Mexico del Cambio Climático en los jóvenes. Decimocuarto Simposio Anáhuac de Invest	Decimocuarto Simposio Anáhuac de Investigación.		2018
Maria Gómez Ríos	Costos nivelados de centrales de carga base con externalidades ambientales utilizando modelos estocásticos	VIII Congreso de Investigación Financiera FIMEF		2018
Carlos Rosales Córdova	Significado psicológico de tres emociones displacenteras en jóvenes mexicanos universitarios	Alternativas en psicología		2018
Luis Llanos Reynoso	The Deceitfulness of Sticky Costs on Banking Systems	Journal of Accounting, Business and Management		2018
Luis Mondragón Sotelo	Financial performance implications of Technical and Scale Efficiencies: The case of Commercial Banking in Mexico 2001-2012	Economic Challenger		2018
Leovardo Mata Mata	La curva de rendimiento y su relación con la actividad económica en México	Contaduría y Administración		2018
Santos Flores Eslava	AN ALTERNATIVE TO ITÔ'S FORMULA TO SOLVE LINEAR FINANCIAL STOCHASTIC DIFFERENTIAL EQUATIONS	Dynamics of Continuous, Discrete and Impulsive Systems Series A: Mathematical Analysis		2018
Karla Barajas Portas	Antecedents of the corporate reputation. Affective perspective of the consumer	CLADEA 53 :		2018
Julieta Mercado González	A ZMET Study of Real Meanings on Virtual Experiences in Young Consumers: An Abstract	2018 Academy of Marketing Science 46th Annual conference		2018
Diana Dávila Ruiz	"The Role of the Mexican Executive Women: The Impact of Personal Branding and the Influence of the Erotic Capital as a Secondary Brand Association"	2018 Academy of Marketing Science World Marketing Congress Portugal		2018
Diana Dávila Ruiz	A framework on the impact of protectionist discourse on cross-border consumption: Is Trump to be blamed?	2018 Academy of Marketing Science World Marketing Congress Portugal	10.1007/978-3-030-02568-7	2018
María Nieto Delfín	A methodology for identifying new U.S. non-stop flying routes using algorithms from ML	OR60: The OR Society Annual Conference		2018
Carlos Colín Flores	Promociones de precios y su relación con las decisiones de compra del consumidor	The Anáhuac Journal		2018
Maria Begoña Torre Olmo	Financial development and the bank lending channel in developing countries	Journal of Macroeconomics	<a href="https://doi.org/10.1016/j.jmacro.2017.10.009">https://doi.org/10.1016/j.jmacro.2017.10.009</a>	2018
Alejandro Pastrana Valls	Values, Attitudes, and Political Participation in Mexico	Palabra Clave	<a href="http://dx.doi.org/10.5294/pacla.2018.21.3.3">http://dx.doi.org/10.5294/pacla.2018.21.3.3</a>	2018
Alejandro Pastrana Valls	La cultura democrática en los jóvenes y los riesgos de la corrupción e impunidad	...		2018



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Alejandro Pastrana Valls	Análisis de Redes en Actos de Corrupción: Duarte	...		2018
Carlos Gutiérrez Marines	Sustainable tourist attractions and destinations visited by its ecological contribution? A conjoint analysis study	International Journal of Leisure and Tourism Marketing	10.1504/IJLTM.2018.097232	2018
Ricardo Massa Roldan	Convergence Dynamics of Robbery Rates in Mexico	Crime and Delinquency	<a href="https://doi.org/10.1177/0011128718757738">https://doi.org/10.1177/0011128718757738</a>	2018
Ricardo Massa Roldan	Relación entre la volatilidad de los rendimientos de acciones y la actividad económica: Análisis empírico mediante un modelo GARCH multivariado.	Estocástica: Finanzas y Riesgo	-	2018
Bernardo Batiz Lazo	The ascent of plastic money: International adoption of the bank credit card, 1950-1975	Business History Review		2018
Diana Dávila Ruiz	SENSORY DESIGN AND ITS IMPACT ON CONSUMER BEHAVIOR AT A GROCERY STORE'	The 47th European Marketing Academy Annual Conference		2018
Esther Segura Pérez	Optimización de la producción animal para la caprinocultura en México.	VII Congreso de la Sociedad Mexicana de Investigación de Operaciones.		2018
Pavel Reyes Mercado	Market influencers for ICT advancement in small states – a comparative analysis	Information Technology for Development	10.1080/02681102.2018.1446412	2018
Esther Segura Pérez	Optimize the location of mobile points of sale (food truck) through gravity location models.	MULTILOG 2018		2018
Esther Segura Pérez	Ecological taxis, a better understanding of the demand and unmet demand in this category of transport.	MULTILOG 2018		2018
Esther Segura Pérez	Fleet related costs optimization for a delivery service company.	MULTILOG 2018		2018
Esther Segura Pérez	Aplicación del p-mediana gravitacional. Caso de estudio: Centrales de Abasto de la ZMVM.	XIX Latin-Iberoamerican Conference on operations research		2018
Esther Segura Pérez	Estimación de los insumos en estampillas de temporada a partir de productos similares	6° Congreso Internacional de Logística y Cadena de Suministro (CiLOG)		2018
Esther Segura Pérez	Modelo de reabastecimiento para el módulo de BiciPuma del Anexo de Ingeniería UNAM	6° Congreso Internacional de Logística y Cadena de Suministro (CiLOG)		2018
Edmundo Marroquín Tovar	How innovation climate drives management styles in each stage of the organization lifecycle: The human dimension at recruitment process	Management Decision	<a href="https://doi.org/10.1108/MD-02-2017-0163">https://doi.org/10.1108/MD-02-2017-0163</a>	2018
Esther Segura Pérez	Propuesta de una política de inventario basada en la optimización simulación para el servicio de atención prehospitalaria: caso UNAM.	6° Congreso Internacional de Logística y Cadena de Suministro (CiLOG)		2018



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Carlos Colín Flores	ESTUDIO DEL PAPEL MEDIADOR DEL ENGAGEMENT EN EL TRABAJO ENTRE LAS DEMANDAS Y RECURSOS LABORALES	Psicología Iberoamericana		2018
Ananya Rajagopal	Collateral Effects of Digital Ethics Practices across Business and Society: Trends and Challenges	International Journal of Business Forecasting and Marketing Intelligence	10.1504/IJBFMI.2018.090902	2018
Ananya Rajagopal	Effects of Brand Knowledge, Motivations, and Trust on Consumption Experience among Millennial Consumers	Advances in Consumer Research		2018
Ananya Rajagopal	Self-image congruence towards vogue brands among millennials: A study of consumer behavior in Mexico.	Sede Ejecutiva del Consejo Latinoamericano de Escuelas de Administración – CLADEA		2018
Mónica Santillán Vera	El estudio del cambio climático desde la economía	ECONOMIA UNAM		2018
Ladislao Luna Sotorrio	The mediating effect of transparency in the relationship between corporate social responsibility and corporate reputation	Review of Business Management (RBGN Revista Brasileira de Gestao de Negocios)	<a href="http://dx.doi.org/10.7819/rbgn.v20i1.3600">http://dx.doi.org/10.7819/rbgn.v20i1.3600</a>	2018
Maria Begoña Torre Olmo	Development of the financial sector and growth of microfinance institutions: The moderating effect of economic growth	Sustainability	<a href="https://doi.org/10.3390/su10113930">https://doi.org/10.3390/su10113930</a>	2018
Maria Begoña Torre Olmo	A new approach to the analysis of monetary policy transmission through bank capital	Finance Research Letters	<a href="https://doi.org/10.1016/j.frl.2017.07.021">https://doi.org/10.1016/j.frl.2017.07.021</a>	2018
Esther Segura Pérez	Clasificación y proyección de la carga transportada en el Sistema Ferroviario Mexicano.	6° Congreso Internacional de Logística y Cadena de Suministro (CiLOG)		2018
Julieta Mercado González	Sensory design and its impact on consumer behavior at a grocery store	47th People make Marketing EMAC 2018		2018
Alfonso Gonzalez Mateos	Reflexiones sobre el concepto de política	Actualidad Económica Revista de la universidad nacional de Cordoba Argentina		2018
Roberto Abarca Ochoa	Female labor force participation: congruence between the attitudes of society towards the rights of women, and the attitudes that society has towards the role of women	Economic Challenger		2018
Roberto Abarca Ochoa	Efectos de corto y largo plazo de los programas de condonación de créditos fiscales en la recaudación del Impuesto al Valor Agregado	Revista Mexicana de Economía y Finanzas REMEF	<a href="http://dx.doi.org/10.21919/remef.v14i1.362">http://dx.doi.org/10.21919/remef.v14i1.362</a>	2018
Diana Dávila Ruiz	Sensory design and its impact on consumer behavior at a grocery store	47th PEOPLE MAKE MARKETING EMAC 2018		2018
Diana Dávila Ruiz	Sensory design and its impact on consumer behavior at a grocery store	47th People make Marketing EMAC 2018		2018
Vivian Kadelbach Birkle	Effects of Conditional Cash Transfers (CCT) in Anti-Poverty Programs. An Empirical Approach with Panel Data for the Mexican Case of PROSPERA-Oportunidades (2002–2012)	Economies		2018



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
José Ramírez Sánchez	El rostro pobre de la diabetes en México	Investigación Económica	10.22201	2018
Ananya Rajagopal	Brand Literacy and Knowledge Transfer Process: Analysis of Purchase Intentions among Consumers in Mexico	International Journal of Business Innovation and Research	10.1504/IJBIR.2018.092618	2018
Ladislao Luna Sotorrio	Competition and Price transmission In the Spanish seafood value chain	IIFET 2018		2018
Isabel Martínez Conesa	Information technology, knowledge management and environmental dynamism as drivers of innovation ambidexterity: a study in SMEs	Journal of Knowledge Management	<a href="https://doi.org/10.1108/JKM-10-2017-0448">https://doi.org/10.1108/JKM-10-2017-0448</a>	2018
Ignacio Alejandro Mendoza Martínez	Amor y valores como base de la evolución humana	Executive excellence: la revista de liderazgo, la gestión y la toma de decisiones		2018
Javier Espino Martín	Latín y Modernidad en a educación femenina: los colegios del Sacré-Coeur entre los siglos XIX y XX	Nova Tellus	<a href="http://dx.doi.org/10.19130/iifl.nt.2018.36.1.786">http://dx.doi.org/10.19130/iifl.nt.2018.36.1.786</a>	2018
Rafael Carmona Benitez	ARIMA+GARCH+Bootstrap forecasting method applied to the airline industry	Journal of Air Transport Management	10.1016/j.jairtraman.2018.05.007	2018
María Nieto Delfín	ARIMA+GARCH+Bootstrap forecasting method applied to the airline industry	Journal of Air Transport Management	10.1016/j.jairtraman.2018.05.007	2018
Delfino Vargas Chanes	El efecto de las instituciones en el crecimiento económico de América Latina	Perfiles Latinoamericanos	<a href="http://dx.doi.org/10.18504/pl2651-2018">http://dx.doi.org/10.18504/pl2651-2018</a>	2018
Luis Llanos Reynoso	La eficacia de la Policía estatal en México	Perfiles Latinoamericanos	10.18504/pl2652-015-2018.	2018
Julio Tellez Pérez	Un análisis empírico de la relación entre el rendimiento de las acciones, el valor económico agregado (EVA®) y la utilidad por acción (UPA): Caso México 1998-2012	Perfiles Económicos	<a href="https://doi.org/10.22370/rpe.2017.4.1230">https://doi.org/10.22370/rpe.2017.4.1230</a>	2018
Ladislao Luna Sotorrio	Labour reputation and financial performance: is there a causal relationship?	Employee Relations	<a href="https://doi.org/10.1108/ER-04-2017-0093">https://doi.org/10.1108/ER-04-2017-0093</a>	2018
Diana Dávila Ruiz	Mexican Consumers' Flow Search Experience: A Study Proposal	FEDERATION oF BUSINESS DISCIPLINE		2018
Karla Barajas Portas	Understanding corporate reputation from consumers affective perspective	2018 AMA Winter Academic Conference: Integrating Paradigms in a World Where Marketing is Everywhere, New Orleans		2018
Karla Barajas Portas	Study on the Factors that Favor Satisfaction in the Selection of a Smartphone Brand: Multi-Country Analysis	Association of Collegiate Marketing Educators (ACME) conference, Albuquerque, New Mexico.		2018
Karla Barajas Portas	Latin American Cross Country Analysis on the Smartphone Brand Selection	BALAS 2018 Annual Conference, San Diego, California		2018



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last		Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Leovardo	Mata Mata	Estimación del VaR mediante un modelo condicional multivariado bajo la hipótesis $\alpha$ -estable sub-Gaussiana	Ensayos Revista de Economía		2018
Leovardo	Mata Mata	Effects of Conditional Cash Transfers (CCT) in Anti-Poverty Programs. An Empirical Approach with Panel Data for the Mexican Case of PROSPERA-Oportunidades (2002–2012)	Economies	<a href="https://doi.org/10.3390/economies6020029">https://doi.org/10.3390/economies6020029</a>	2018
María	Salamanca Cots	Entrepreneurship in the Mexican film industry	AABRI Journal of International Business and Cultural Studies		2018
María Eugenia	Elizundia Cisneros	Entrepreneurship in the Mexican film industry	AABRI Journal of International Business and Cultural Studies		2018
Odra	Saucedo Delgado	Effects of Conditional Cash Transfers (CCT) in Anti-Poverty Programs. An Empirical Approach with Panel Data for the Mexican Case of PROSPERA-Oportunidades (2002–2012)	Economies		2018
Lilianne	Pavón Cuellar	Inclusión financiera internacional: algunos determinantes de carácter multidimensional.	XX Reunión de Economía Mundial	<a href="https://doi.org/10.26784/sbir.v2i2.125">https://doi.org/10.26784/sbir.v2i2.125</a>	2018
Marco	Barradas Quiroz	Effect of Long-Term Orientation and Indulgence on Earnings Management: The Moderating Role of Legal Tradition	ICMFA 2018: 20th. International Conference on Management, Finance and Accounting	<a href="urn:dai:10.1999/1307-6892/92420">urn:dai:10.1999/1307-6892/92420</a>	2018
María	Gómez Ríos	¿Es el ciclo combinado la tecnología de generación de electricidad de carga base más barata?	11º Foro de Finanzas, Administración de Riesgos e Ingeniería Financiera		2018
Diana	Dávila Ruiz	Determinants of Recall of a Cognitive Learning Task in Mexico: A Theoretical Approach	Federation of Business Disciplines 2018		2018
Rogelio	Puente Díaz	The role of the categorization process on the influence of a famous football player on the evaluations of a football team	International Journal of Sports Marketing and Sponsorship	<a href="https://doi.org/10.1108/IJSMS-09-2016-0052">https://doi.org/10.1108/IJSMS-09-2016-0052</a>	2018
Rogelio	Puente Díaz	Using international sport events as part of a brand construction strategy: The case of the destination brand Mexico	International Journal of Sports Marketing and Sponsorship	<a href="https://doi.org/10.1108/IJSMS-08-2017-0088">https://doi.org/10.1108/IJSMS-08-2017-0088</a>	2018
Elvira	Anzola González	Financial performance implications of Technical and Scale Efficiencies: The case of Commercial Banking in Mexico 2001-2012	Economic Challenger		2018
Elvira	Anzola González	Successful performance in socially oriented ventures stemming from international accelerator programs: A comparative study between OECD and developing countries	Independent Journal of Production and Management	<a href="https://doi.org/10.14807/ijmp.v9i4.802">10.14807/ijmp.v9i4.802</a>	2018
Marcela	De la Sota Riva Echanove	El rostro pobre de la diabetes en México	Investigación Económica	<a href="http://dx.doi.org/10.22201/fe.01851667p.2018.305">http://dx.doi.org/10.22201/fe.01851667p.2018.305</a>	2018
Lilianne	Pavón Cuellar	Inclusión financiera internacional: algunos determinantes de carácter multidimensional	XX Reunión de Economía Mundial	<a href="http://www.sem-wes.org/es/node/1440">http://www.sem-wes.org/es/node/1440</a>	2018
Lilianne	Pavón Cuellar	International financial inclusion: some multidimensional determinants	Small Business International Review (SBIR)	<a href="https://doi.org/10.26784/sbir.v2i2.125">https://doi.org/10.26784/sbir.v2i2.125</a>	2018



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Carlos Colín Flores	Influencia del bienestar laboral psicológico y cognitivo de los vendedores sobre la ejecución de la estrategia comercial	XXII Congreso Internacional de Investigación en Ciencias Administrativas (ACACIA) 2018		2018
Alfonso Brown del Rivero	El marco institucional en el funcionamiento del mercado eléctrico. Los casos de España y México	Análisis económico		2018
Paulina Segarra Silva	Academic Life under Institutional Pressures for AACSB Accreditation	Academy of Management		2018
Maria Begoña Torre Olmo	A new approach to the analysis of monetary policy transmission through bank capital	14 th INFINITI Conference on International Finance	<a href="https://doi.org/10.1016/j.frl.2017.07.021">https://doi.org/10.1016/j.frl.2017.07.021</a>	2018
Carlos Canfield Rivera	Determinants of default in p2p lending: the Mexican case	Independent Journal of Production and Management	10.14807/ijmp.v9i1.537	2018
Pavel Reyes Mercado	The path from brand communities through word of mouth to the intentions to adopt video streaming services: A two-stage framework	International Journal of Business Competition and Growth	10.1504/IJBCG.2018.092429	2018
Karla Barajas Portas	The path from brand communities through word of mouth to the intentions to adopt video streaming services: A two-stage framework	International Journal of Business Competition and Growth	10.1504/IJBCG.2018.092429	2018
José González Núñez	El efecto de las instituciones en el crecimiento económico de América Latina	Perfiles Latinoamericanos	<a href="http://dx.doi.org/10.18504/pl2651-2018">http://dx.doi.org/10.18504/pl2651-2018</a>	2018
Carlos Canfield Rivera	Financial performance implications of Technical and Scale Efficiencies: The case of Commercial Banking in Mexico 2001-2012	Economic Challenger		2018
Rafael Carmona Benítez	Pressure management in water distribution systems using a self-tuning controller to distribute the available potable water with equality	Water Resources Management	<a href="https://doi.org/10.1007/s11269-017-1896-y">doi.org/10.1007/s11269-017-1896-y</a>	2018
Karla Barajas Portas	Analyzing brand love: sensory and digital experiences	2018 AMA Winter Academic Conference: Integrating Paradigms in a World Where Marketing is Everywhere, New Orleans		2018
Julio Tellez Pérez	La relevancia de valor del EVA y la utilidad por acción (UPA) bajo volatilidad económica: Caso México 1998-2012	Revista Espacios digital		2018
Carlos Canfield Rivera	Successful performance in socially oriented ventures stemming from international accelerator programs: A comparative study between OECD and developing countries	Independent Journal of Production and Management	10.14807/ijmp.v9i4.802	2018
Karla Barajas Portas	Trust Antecedents to smartphone brands. Transcultural analysis	2018 International marketing trends conference, Paris		2018
Alfonso Brown del Rivero	La teoría de las áreas monetarias óptimas: una actualización a la luz de la experiencia europea	ECONOMIA UNAM	<a href="https://doi.org/10.22201/fe.24488143e.2018.43.384">https://doi.org/10.22201/fe.24488143e.2018.43.384</a>	2018



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Cristian Erasmo Villanueva Santillán	Tying strong ties in informal entrepreneurship: a constraint or an entrepreneurial driver?	Journal of Developmental Entrepreneurship	10.1142/S1084946718500024	2018
Dorian-Laurentiu Florea	A model of fans' reaction to resurrected brands of sport organizations	International Journal of Sports Marketing and Sponsorship	<a href="https://doi.org/10.1108/IJSMS-08-2017-0073">https://doi.org/10.1108/IJSMS-08-2017-0073</a>	2018
Lizbeth Puerta Sierra	University-Industry linkage and technology transfer management: A quantitative study of an Entrepreneurial University	Journal of Management Development	10.1108/JMD-06-2017-0203	2018
Guillermo Larios Hernández	Market influencers for ICT advancement in small states - A comparative analysis	Information Technology for Development	10.1080/02681102.2018.1446412	2018
Leovardo Mata Mata	Valor en Riesgo mediante un modelo heterocedástico condicional $\alpha$ -estable	Revista Mexicana de Economía y Finanzas REMEF		2018
Leovardo Mata Mata	Foreign Exchange Strategies Performance	Revista Mexicana de Economía y Finanzas REMEF		2018
Luz Cecilia Revilla Soriano	Tying strong ties in informal entrepreneurship: a constraint or an entrepreneurial driver?	Journal of Developmental Entrepreneurship	10.1142/S1084946718500024	2018
Pavel Reyes Mercado	Adoption of fitness wearables: Insights from Partial Least Squares and Qualitative Comparative Analysis	Journal of Systems and Information Technology	10.1108/JSIT-04-2017-0025	2018
María Nieto Delfín	A time series method to forecast cargo	OR Society Annual Conference		2018
Víctor Valdés Cervantes	The consumer welfare effects of slot concentration and reallocation: A study of Mexico City International Airport	Transportation Research Part A	<a href="https://doi.org/10.1016/j.tra.2018.05.013">https://doi.org/10.1016/j.tra.2018.05.013</a>	2018
Dorian-Laurentiu Florea	From ownership to access: How the sharing economy is changing the consumer behavior	Amfiteatru Economic	10.24818/EA/2018/48/373	2018
Carlos Colín Flores	Efecto de las promociones basadas en precio sobre las decisiones de compra del consumidor	XXIII Congreso Internacional de Contaduría, Administración e Informática (UNAM-ANFECA-ALAFEC 2018)		2018
Rafael Carmona Benitez	A time series method to forecast cargo	OR Society Annual Conference		2018
Argentina Soto Maciel	Women successor selection	International Family Enterprise Research Academy (IFERA)		2018
Carlos Colín Flores	Engagement en el trabajo y evaluación de su papel como mediador en el modelo demandas-recursos laborales	XXIII Congreso Internacional de Contaduría, Administración e Informática (UNAM-ANFECA-ALAFEC 2018)		2018
Víctor Valdés Cervantes	Introduction to Special Issue: Airport infrastructure management and the impact on competition conditions, efficiency and consumer welfare	Transportation Research Part A	<a href="https://doi.org/10.1016/j.tra.2018.05.014">https://doi.org/10.1016/j.tra.2018.05.014</a>	2018





## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Cris Bravo Monge	Identifying cross national drivers of social entrepreneurship	Journal of Social Entrepreneurship	10.1080/19420676.2018.1467333	2018
Argentina Soto Maciel	La dimensión familiar en el crecimiento de la empresa familiar	14th edition Family Enterprise Research Conference		2018
Argentina Soto Maciel	El comportamiento de la empresa familiar como detonador de crecimiento: un estudio exploratorio	Revista Administración y Organizaciones		2018
María Nieto Delfín	A methodology for Identifying Flying Route Markets	OR Society Annual Conference		2018
Guillermo Larios Hernández	Patterns in International ICT Entrepreneurship: Mexico's Case	Academia, Revista Latinoamericana de Administración	<a href="https://doi.org/10.1108/ARLA-12-2016-0327">https://doi.org/10.1108/ARLA-12-2016-0327</a>	2018
Paulina Segarra Silva	How does corporeality inform theorizing? Revisiting Hannah Arendt and the banality of evil	Human Studies	<a href="https://doi.org/10.1007/s10746-018-9474-8">https://doi.org/10.1007/s10746-018-9474-8</a>	2018
Rafael Carmona Benitez	A methodology for identifying new U.S. non-stop flying routes using algorithms from ML	OR60: The OR Society Annual Conference		2018
Rafael Carmona Benitez	A methodology for Identifying Flying Route Markets	OR Society Annual Conference		2018
María Nieto Delfín	The effect of capitalization levels on systemic risk for Mexican banks	38th International Symposium on Forecasting		2018
Luis Landa Fournais	Incentivos y desincentivos para el traslado de utilidades de Mexico a Estados Unidos	The Anáhuac Journal		2018
Argentina Soto Maciel	Evolución de los estudios de la mujer en la empresa familiar	14th edition Family Enterprise Research Conference		2018
Marcela De la Sota Riva Echanove	Liderazgo basado en el personalismo: Una propuesta de investigación	Revista Empresa y Humanismo	<a href="https://doi.org/10.15581/015.XXI.2.91-122">https://doi.org/10.15581/015.XXI.2.91-122</a>	2018
Pavel Reyes Mercado	Factores que influyen en el valor de marca en la banca comercial en México: Un modelo de ecuaciones estructurales	XXIII Congreso Internacional de Contaduría, Administración e Informática		2018
Maria Gómez Ríos	Modelos estocásticos aplicados a la simulación de costos nivelados de centrales generadoras de electricidad de carga base considerando externalidades ambientales	XXII Congreso Internacional de Investigación en ciencias Administrativas (ACACIA)		2018
Cristian Erasmo Villanueva Santillán	Academic Life under Institutional Pressures for AACSB Accreditation	78th Annual Meeting of the Academy of Management	<a href="https://doi.org/10.5465/AMBPP.2018.13025abstract">https://doi.org/10.5465/AMBPP.2018.13025abstract</a>	2018
Pavel Reyes Mercado	A framework on the impact of protectionist discourse on cross-border consumption: Is Trump to be blamed?	2018 Academy of Marketing Science World Marketing Congress Portugal	10.1007/978-3-030-02568-7	2018



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Pavel Reyes Mercado	Real meanings of virtual experiences: A structured abstract of a ZMET study in young consumers	2018 Academy of Marketing Science 46th Annual conference	10.1007/978-3-319-99181-8	2018
Veronica Itzel Lopez Castro	BFE Model–Business, Family and Environment–as Subsystems of the Family-Owned Business in Mexico City Metropolitan Area	Resources	<a href="https://doi.org/10.3390/resources8020096">https://doi.org/10.3390/resources8020096</a>	2019
María Nieto Delfín	Probability of default models applied to a Mexican peasant institution from January 2009 to October 2017	13th International Conference on Computational and Financial Econometrics		2019
Rogelio Puente Díaz	The influence of marketing capability in Mexican social enterprises	Sustainability	<a href="https://doi.org/10.3390/su11174668">https://doi.org/10.3390/su11174668</a>	2019
Dorian-Laurentiu Florea	Lone wolf or social monkey? The role of marketing outsourcing in the development of second-order marketing competencesa	2019 AMA Summer Academic Conference		2019
Francisco Martínez Hernández	REAL EXCHANGE RATE, EFFECTIVE DEMAND, AND ECONOMIC GROWTH: THEORY AND EMPIRICAL EVIDENCE FOR DEVELOPED AND DEVELOPING COUNTRIES, 1960-2010.	Reflexoes Economicas	<a href="https://doi.org/10.36113/rec.v4i1.2559">https://doi.org/10.36113/rec.v4i1.2559</a>	2019
Leovardo Mata Mata	Efectos de corto y largo plazo de los programas de condonación de créditos fiscales en la recaudación del Impuesto al Valor Agregado	Revista Mexicana de Economía y Finanzas REMEF	<a href="https://doi.org/10.21919/remef.v14i1.362">https://doi.org/10.21919/remef.v14i1.362</a>	2019
Pavel Reyes Mercado	Demand-oriented innovation policy: mapping the field and proposing a research agenda for developing countries	X Congreso Internacional de la Red de Investigación y Docencia en Innovación Tecnológica	ISBN 978-84-9168-379-7	2019
Rogelio Puente Díaz	The role of cognitive feelings and content information in the evaluations of sport brands	Managing Sport and Leisure	<a href="https://doi.org/10.1080/23750472.2019.1623065">https://doi.org/10.1080/23750472.2019.1623065</a>	2019
Dorian-Laurentiu Florea	Lone wolf or social monkey? The role of marketing outsourcing in the development of second-order marketing competences	Industrial Marketing Management	<a href="https://doi.org/10.1016/j.indmarman.2019.11.017">https://doi.org/10.1016/j.indmarman.2019.11.017</a>	2019
Pavel Reyes Mercado	From innovation systems to organizational innovation: a conceptual model from the supply and demand policy approach	X Congreso Internacional de la Red de Investigación y Docencia en Innovación Tecnológica	ISBN 978-84-9168-379-7	2019
Maria Gómez Ríos	Costo de generación eléctrica incorporando externalidades ambientales: Mezcla óptima de tecnologías de carga base	Revista Mexicana de Economía y Finanzas REMEF	<a href="https://doi.org/10.21919/remef.v14i3.308">doi.org/10.21919/remef.v14i3.308</a>	2019
Jorge Pérez Pineda	Segunda conferencia de alto nivel de las Naciones Unidas sobre la cooperación sur-sur (BAPA40)	Revista española de desarrollo y cooperación		2019
Argentina Soto Maciel	Corporate governance and insolvency risk in family-owned companies	Contaduría y Administración	10.22201/fca.24488410e.2020.2234	2019
Argentina Soto Maciel	El gobierno corporativo y el riesgo de insolvencia en las empresas familiares mexicanas	Contaduría y Administración	<a href="http://dx.doi.org/10.22201/fca.24488410e.2020.2234">http://dx.doi.org/10.22201/fca.24488410e.2020.2234</a>	2019



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Montserrat Reyna Miranda	Valuing a natural gas pipeline expansion project: A copula-TGARCH application in Mexico	Contaduría y Administración	<a href="http://dx.doi.org/10.22201/fca.24488410e.2018.1476">http://dx.doi.org/10.22201/fca.24488410e.2018.1476</a>	2019
Montserrat Reyna Miranda	Capital structure construct: a new approach to behavioral finance	Investment Management and Financial Innovations	<a href="http://dx.doi.org/10.21511/imfi.16(4).2019.08">http://dx.doi.org/10.21511/imfi.16(4).2019.08</a>	2019
Rosalina Báez Martínez	ENCUESTA DE PERCEPCIÓN SOBRE EL CAMBIO HACIA LA SUSTENTABILIDAD DEL SECTOR DE AUTOTRANSPORTE FEDERAL DE PASAJE EN MÉXICO, ESPECIALMENTE HOMBRE, CAMIÓN Y PEQUEÑA EMPRESA	CONGRESO INTERNACIONAL DE INVESTIGACIÓN ACADEMIA JOURNALS, CELAYA, 2019		2019
Pavel Reyes Mercado	What we know and what we need to know on public procurement of Innovations: a research agenda	3rd International conference on management and entrepreneurship	ISBN 978-602-5446-15-3	2019
Rosalina Báez Martínez	Encuesta de percepción sobre el cambio hacia la sustentabilidad en el sector del autotransporte federal de pasaje en México, enfatizando hombre camión y pequeña empresa	Congreso Internacional de Investigación Academia Journals Celaya 2019		2019
Rogelio Puente Díaz	The influence of gratitude and materialism on two different conceptualizations of subjective well-being	Universitas Psychologica	<a href="https://doi.org/10.11144/Javeriana.upsy18-3.igmt">https://doi.org/10.11144/Javeriana.upsy18-3.igmt</a>	2019
Paulina Segarra Silva	Implications of Brexit and Trumpism for Ethnic Minority Migrants in the Workplace	Academy of Management		2019
Enrique Wiencke Olivares	How do investors invest in crowd-investing? A qualitative study in Mexico	International Entrepreneurship Review	10.15678/IER.2019.0504.05	2019
Rosalina Báez Martínez	EMPRENDIMIENTO SOCIAL Y EMPRENDIMIENTO EMPRESARIAL COMERCIAL, SIMILITUDES Y DIVERGENCIAS (EVALUACIÓN DE JÓVENES UNIVERSITARIOS)	XIV Congreso Internacional de Gestión, Calidad, Derecho y Competitividad Empresarial		2019
Jose Balmori De la Miyar	Violence and Avoidance Behavior: The Case of the Mexican Drug War	19th Jan Tinbergen European Peace Science Conference	<a href="https://doi.org/10.1515/peps-2019-0034">https://doi.org/10.1515/peps-2019-0034</a>	2019
Pavel Reyes Mercado	Banco Bankaool: Arquitectura de una marca financiera exclusivamente en línea	Emerging Markets Case Studies Collection	<a href="https://doi.org/10.1108/EEMCS-09-2019-0239">https://doi.org/10.1108/EEMCS-09-2019-0239</a>	2019
Montserrat Reyna Miranda	TGARCH Y ANÁLISIS DE OPCIONES REALES COMO HERRAMIENTA DE DECISIÓN EN EL MERCADO DEL MAÍZ EN MÉXICO	Panorama Económico		2019
Ananya Rajagopal	Impact of Transaction Costs on Supply Operations and Price Competitiveness in Wholesale Marketing: A Study in Reference to Mexico	International Journal of Logistics Systems and Management	10.1504/IJLSM.2019.101796	2019
Maria Begoña Torre Olmo	The single supervision mechanism and contagion between bank and sovereign risk	Journal of Regulatory Economics		2019
Paulina Segarra Silva	Book Review: Peter Bloom and Carl Rhodes CEO Society: The Corporate Takeover of Everyday Life	Organization Studies		2019



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Lucía Espejel Gomez	Knowledge and Importance of Climate Change among Young Adults	Decimoquinto Simposio Anáhuac de Investigación.		2019
Alejandro Pastrana Valls	Study on Corruption in Latin America	Revista Mexicana de Opinion Publica	<a href="http://dx.doi.org/10.22201/fcpys.24484911e.2019.27">http://dx.doi.org/10.22201/fcpys.24484911e.2019.27</a>	2019
Ricardo Massa Roldan	Police Crackdowns in Mexico City	Policing: An International Journal	<a href="https://doi.org/10.1108/PIJPSM-11-2018-0165">https://doi.org/10.1108/PIJPSM-11-2018-0165</a>	2019
Ricardo Massa Roldan	War on Drugs, War on Women: Visualizing female homicide in Mexico	Women & Criminal Justice	<a href="https://doi.org/10.1080/08974454.2019.1653812">https://doi.org/10.1080/08974454.2019.1653812</a>	2019
Marco Aurelio Hernández Vega	Estimating capital flows to emerging markets economies with heterogeneous panels	Macroeconomic Dynamics	<a href="https://doi.org/10.1017/S1365100517000591">https://doi.org/10.1017/S1365100517000591</a>	2019
Gilberto Bermudez Ruiz	El liderazgo del CEO como facilitador determinante de la gestión del conocimiento. Modelo centrado en el servicio	AABRI Journal of Management and Marketing Research		2019
Maria Begoña Torre Olmo	Microfinance institutions and the bank lending channel in Asia and Latin America	Journal of Asian Economics	<a href="https://doi.org/10.1016/j.asieco.2019.06.001">https://doi.org/10.1016/j.asieco.2019.06.001</a>	2019
Adolfo Laborde Carranco	Dinamicas Comerciales en América Latina y el Caribe: 2005-2014	1991.Revista de Estudios Internacionales		2019
Guillermo Zamacona Aboumrad	Propuesta de indicadores para evaluar la sostenibilidad económica de proyectos culturales. Caso de estudio: PACMYC	Gestión y Política Pública	<a href="http://dx.doi.org/10.29265/gypv.v28i1.547">http://dx.doi.org/10.29265/gypv.v28i1.547</a>	2019
Alberto Gallegos David	Implicit Optimal Reciprocal Dumping in a Managed Trade Regime	Revista Mexicana de Economía y Finanzas REMEF	<a href="https://doi.org/10.21919/remef.v14i2.309">https://doi.org/10.21919/remef.v14i2.309</a>	2019
Paulina Segarra Silva	The Political Embeddedness of Entrepreneurship in Extreme Contexts: The Case of the West Bank	Journal of Business Ethics	<a href="https://doi.org/10.1007/s10551-017-3637-9">https://doi.org/10.1007/s10551-017-3637-9</a>	2019
Marco Aurelio Hernández Vega	Do heterogeneous countries respond differently to oil price shocks?	Journal of Commodity Markets	<a href="https://doi.org/10.1016/j.jcomm.2018.12.001">https://doi.org/10.1016/j.jcomm.2018.12.001</a>	2019
Javier Pulido Cejudo	Mexican Business Ecosystems and Competitiveness	4th Pan-American Interdisciplinary Conference, PIC 2019 Proceedings		2019
Guillermo Zamacona Aboumrad	Medición de la transmisión de símbolos en programas culturales	Revista Luciérnaga		2019
Leovardo Mata Mata	BFE Model–Business, Family and Environment–as Subsystems of the Family-Owned Business in Mexico City Metropolitan Area	Resources	<a href="https://doi.org/10.3390/resources8020096">https://doi.org/10.3390/resources8020096</a>	2019
Gilberto Bermudez Ruiz	Flexibilidad sociopolítica en la economía 4,0	Social Education		2019
Paulina Segarra Silva	Academic life under institutional pressures for AACSB accreditation: insights from faculty members in Mexican business schools	Studies in Higher Education	<a href="https://doi.org/10.1080/03075079.2018.1458220">https://doi.org/10.1080/03075079.2018.1458220</a>	2019



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Carlos Rosales Córdova	Ideación suicida y variables asociadas en estudiantes mexicanos de preparatoria: un acercamiento dialectico-conductual	Vertientes		2019
José González Núñez	Los determinantes de la conducta financiera para no tener una cuenta de ahorro formal: aplicación de un modelo logístico multinomial	REVISTA DE ECONOMÍA FACULTAD DE ECONOMÍA UNIVERSIDAD AUTÓNOMA DE YUCATÁN	<a href="https://doi.org/10.33937/reveco.2019.110">https://doi.org/10.33937/reveco.2019.110</a>	2019
Ananya Rajagopal	Organizational performance and growth in start-up enterprises: Analysis of leadership patterns and functional perceptions	International Journal of Business Excellence	10.1504/IJBEX.2020.111490	2019
Javier Moreno Espinosa	Efectos de corto y largo plazo de los programas de condonación de créditos fiscales en la recaudación del Impuesto al Valor Agregado	Revista Mexicana de Economía y Finanzas REMEF	<a href="https://doi.org/10.21919/remef.v14i1.362">https://doi.org/10.21919/remef.v14i1.362</a>	2019
Ananya Rajagopal	Exploring Behavioral Branding: Managing Convergence of Brand Attributes and Vogue	Qualitative Market Research	<a href="https://doi.org/10.1108/QMR-12-2017-0160">https://doi.org/10.1108/QMR-12-2017-0160</a>	2019
Gilberto Bermudez Ruiz	Contraste de un modelo de gestión del conocimiento en una universidad pública del centro de México	Regional and Sectoral Economic Studies	<a href="https://doi.org/10.18800/360gestion.201901.004">https://doi.org/10.18800/360gestion.201901.004</a>	2019
Jaime Beltrán Godoy	Efectos de corto y largo plazo de los programas de condonación de créditos fiscales en la recaudación del Impuesto al Valor Agregado	Revista Mexicana de Economía y Finanzas REMEF	<a href="https://doi.org/10.21919/remef.v14i1.362">https://doi.org/10.21919/remef.v14i1.362</a>	2019
Carlos Canfield Rivera	El Ciclo de los negocios y los Indices Coincidentes. Aplicación de los Filtros de Hodrick Prescott y de Hamilton para México	Panorama Económico	<a href="https://doi.org/10.29201/pe-ipn.v14i28.216">https://doi.org/10.29201/pe-ipn.v14i28.216</a>	2019
Maria Gómez Ríos	Modelos estocásticos aplicados a la simulación de costos nivelados de centrales generadoras de electricidad de carga base considerando externalidades ambientales	Revista Ciencias Administrativas Teoría y Praxis		2019
Mónica Santillán Vera	Do the rich pollute more? Mexican household consumption by income level and CO2 emissions	International Journal of Energy Sector Management	<a href="https://doi.org/10.1108/IJESM-07-2018-0016">https://doi.org/10.1108/IJESM-07-2018-0016</a>	2019
Jaime Beltrán Godoy	Female labor force participation: congruence between the attitudes of society towards the rights of women, and the attitudes that society has towards the role of women	Economic Challenger		2019
Mónica Santillán Vera	Mexican household consumption by income level and CO2 emissions	7th ELAEE/IAEE Latin American Conference		2019
Adriana Citali	Demand-oriented innovation policy: mapping the field and proposing a research agenda for developing countries	X Congreso Internacional de la Red de Investigación y Docencia en Innovación Tecnológica	ISBN 978-84-9168-379-7	2019
Adolfo Laborde Carranco	El eterno debate del voto en el extranjero	Foreign affairs Latinoamérica		2019
Ananya Rajagopal	Impact of leadership on decision-making in start-up enterprises: Qualitative perspectives to organizational performance	International Journal of Business Excellence	10.1504/IJBEX.2020.10028634	2019



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Carlos Rosales Córdova	Características de las investigaciones sobre intento suicida en estudiantes universitarios	Acta psiquiátrica y psicológica de América Latina		2019
Ekaterina Panarina	Interregional Tourism Flows Modeling as the Respond to Optimise National Economic Competitiveness	Innovation Management, Entrepreneurship and Sustainability (IMES 2019, May 30–31)	DOI 10.18267/pr.2019.dvo.2316.0	2019
Pilar Guadalupe Madrazo Lemarroy	How do investors invest in crowd-investing? A qualitative study in Mexico	International Entrepreneurship Review	10.15678/IER.2019.0504.05	2019
Rogelio Puente Díaz	That is disgusting! Should I trust you?: The role of mindsets on brand trust after a negative incident.	Review of Business Management (RBGN Revista Brasileira de Gestão de Negócios)	<a href="https://doi.org/10.7819/rbgn.v21i2.3973">https://doi.org/10.7819/rbgn.v21i2.3973</a>	2019
Jaime Beltrán Godoy	Leadership in Health Services	Leadership in Health Services	<a href="https://doi.org/10.1108/LHS-02-2019-0011">https://doi.org/10.1108/LHS-02-2019-0011</a>	2019
Ladislao Luna Sotorrio	A decision support system for fish farming using particle swarm optimization	Computers and electronics in agriculture	<a href="https://doi.org/10.1016/j.compag.2018.03.036">https://doi.org/10.1016/j.compag.2018.03.036</a>	2019
Ricardo Massa Roldan	Valuing Natural Gas Pipeline Expansion: A Copula-TGARCH Application in Mexico.	Contaduría y Administración	10.22201/fca.24488410e.2018.1476	2019
Lilianne Pavón Cuellar	DETERMINANTS OF THE OPENING OF A BANK ACCOUNT IN THE INTERNATIONAL SCOPE	XX World Economy Meeting		2019
Guillermo Larios Hernández	Demand-oriented innovation policy: mapping the field and proposing a research agenda for developing countries	X Congreso Internacional de la Red de Investigación y Docencia en Innovación Tecnológica	ISBN 978-84-9168-379-7	2019
Fernando Granados Ruíz	Determinantes del compromiso y la implementación de la estrategia en los mandos medios mexicanos con estudios de posgrado	Estudios Gerenciales - Journal of management and economics for Iberoamerica	<a href="https://doi.org/10.18046/j.estger.2019.151.3079">https://doi.org/10.18046/j.estger.2019.151.3079</a>	2019
Carlos Rosales Córdova	Intento suicida: 25 años de investigación en estudiantes mexicanos de Educación Media Superior	Revista Internacional de Psicología y Ciencia social		2019
Rogelio Arellano Cadena	¿Bonos verdes vs bonos convencionales: existe una demanda diferenciada en México?	The Anáhuac Journal	10.36105/theanahuacjour.2019v19n1.03	2019
Lucía Pérez Delgado	¿Bonos verdes vs bonos convencionales: existe una demanda diferenciada en México?	The Anáhuac Journal	10.36105/theanahuacjour.2019v19n1.03	2019
Adriana Citali	Examining Structural Flexibility Factors in SMEs: A Mixed Methods Study in Mexico	Electronic Journal of Business Research Methods		2019
Ignacio Alejandro Mendoza Martínez	Liderazgo y su relación con compromiso y desgaste ocupacional (burnout): un estudio transcultural entre colombianos y mexicanos	Revista Latinoamericana de Investigación Social		2019
Luis Mondragón Sotelo	The Hamilton-Hodrick-Prescott filters applied to state business cycles in Mexico	Economic Challenger		2019



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Guillermo Larios Hernández	From innovation systems to organizational innovation: a conceptual model from the supply and demand policy approach	X Congreso Internacional de la Red de Investigación y Docencia en Innovación Tecnológica	ISBN 978-84-9168-379-7	2019
Leovardo Mata Mata	Value at Risk Estimation in the Mexican Stock Exchange: A Comparison of Empirical Distributions	Journal of Applied Economic Sciences		2019
Pilar Guadalupe Madrazo Lemarroy	Analyzing campaign's outcome in reward-based crowdfunding: social capital as a determinant factor	Internet Research	<a href="http://doi.org/10.1108/INTR-03-2018-0115">http://doi.org/10.1108/INTR-03-2018-0115</a>	2019
Karla Barajas Portas	Analyzing campaign's outcome in reward-based crowdfunding: social capital as a determinant factor	Internet Research	<a href="http://doi.org/10.1108/INTR-03-2018-0115">http://doi.org/10.1108/INTR-03-2018-0115</a>	2019
Leovardo Mata Mata	Female labor force participation: congruence between the attitudes of society towards the rights of women, and the attitudes that society has towards the role of women	Economic Challenger		2019
Víctor Manuel Roque López	Effect of leadership, organizational learning and knowledge management on the innovation of operative personnel in Mexican companies	Contaduría y Administración	<a href="http://dx.doi.org/10.22201/fca.24488410e.2018.1537">http://dx.doi.org/10.22201/fca.24488410e.2018.1537</a>	2019
Adolfo Laborde Carranco	El T-MEC: los retos de la relación comercial México-China, Foreign Affairs Latinoamérica, Vol. 19, Núm. 1pp. 37-42, 2019, México.	Foreign affairs Latinoamérica		2019
Maria Gómez Ríos	Precio de las emisiones de CO2 en la generación eléctrica	--- Petition removed ---		2019
Luis Llanos Reynoso	Trust, self-efficacy, and leadership perception	Dimensión Empresarial	<a href="https://doi.org/10.15665/dem.v17i3.1641">https://doi.org/10.15665/dem.v17i3.1641</a>	2019
Karla Barajas Portas	Marketing Management Innovation Organizational Capabilities. How Well Are We Prepared to Face Future Challenges?	ACME-FBD 2019, Houston, Tx		2019
Luis Llanos Reynoso	Determinantes del compromiso y la implementación de la estrategia en los mandos medios mexicanos con estudios de posgrado	Estudios Gerenciales - Journal of management and economics for Iberoamerica	<a href="https://doi.org/10.18046/j.estger.2019.151.3079">https://doi.org/10.18046/j.estger.2019.151.3079</a>	2019
Alina Gamboa Combs	Cooperación Regional México-Triángulo Norte	--- Petition removed ---		2019
Luis Mondragón Sotelo	El Ciclo de los negocios y los Indices Coincidentes. Aplicación de los Filtros de Hodrick Prescott y de Hamilton para México	Panorama Económico	<a href="https://doi.org/10.29201/pe-ipn.v14i28.216">https://doi.org/10.29201/pe-ipn.v14i28.216</a>	2019
Karla Barajas Portas	Understanding affective evaluation in retail. Consumers' perspective	GIIKA LATAM 2019-Business for profit & non-for-profit: Social and Economics Aspects of Innovation, Entrepreneurship & Marketing		2019
Adan Díaz Hernández	A multiple regime extension to the Heston-Nandi GARCH(1,1) model	Journal of Empirical Finance	<a href="https://doi.org/10.1016/j.jempfin.2019.05.004">https://doi.org/10.1016/j.jempfin.2019.05.004</a>	2019



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Antonio Alejandro Arriaga Martínez	El efecto del liderazgo, aprendizaje organizacional y administración del conocimiento en la percepción de la innovación del personal operativo en la Ciudad de México	Contaduría y Administración	<a href="http://dx.doi.org/10.22201/fca.24488410e.2018.1537">http://dx.doi.org/10.22201/fca.24488410e.2018.1537</a>	2019
Jaime Beltrán Godoy	El Ciclo de los negocios y los Indices Coincidentes. Aplicación de los Filtros de Hodrick Prescott y de Hamilton para México	Panorama Económico	<a href="https://doi.org/10.29201/pe-ipn.v14i28.216">https://doi.org/10.29201/pe-ipn.v14i28.216</a>	2019
Cristian Erasmo Villanueva Santillán	Examining Structural Flexibility Factors in SMEs: A Mixed Methods Study in Mexico	Electronic Journal of Business Research Methods		2019
Karla Barajas Portas	Tourism Marketing Strategies. Role of Trust Toward the Tourist Destination	ACME-FBD 2019, Houston, Tx		2019
Cristian Erasmo Villanueva Santillán	Academic life under institutional pressures for AACSB accreditation: insights from faculty members in Mexican business schools	Studies in Higher Education	<a href="https://doi.org/10.1080/03075079.2018.1458220">https://doi.org/10.1080/03075079.2018.1458220</a>	2019
Luis Llanos Reynoso	La distribución del tiempo de las actividades de los trabajadores se relaciona con el balance trabajo-familia	Gestión y Estrategia		2019
Lorena Rosalba Martínez Verduzco	La distribución del tiempo de las actividades de los trabajadores se relaciona con el balance trabajo-familia	Gestión y Estrategia		2019
Jesús Esteban Macías	Seismicity and Real Estate Prices in Mexico City. 2017 - 2018	Economic Challenger		2019
Karla Barajas Portas	Understanding affective evaluation in retail: consumers perspective	Academia, Revista Latinoamericana de Administracion	<a href="https://doi.org/10.1108/ARLA-02-2019-0050">https://doi.org/10.1108/ARLA-02-2019-0050</a>	2019
Marcelo José Villarreal Coindreau	Trust, self-efficacy, and leadership perception	Dimensión Empresarial	<a href="https://doi.org/10.15665/dem.v17i3.1641">https://doi.org/10.15665/dem.v17i3.1641</a>	2019
Julio Tellez Pérez	La eficiencia de los múltiplos de capital: caso México	Contaduría y Administración	<a href="http://dx.doi.org/10.22201/fca.24488410e.2018.1651">10.22201/fca.24488410e.2018.1651</a>	2019
Lilianne Pavón Cuellar	Determinantes de la apertura de una cuenta bancaria en el ámbito internacional	XXI Reunión de Economía Mundial	<a href="http://wordpress.ubi.pt/wem-sem/">http://wordpress.ubi.pt/wem-sem/</a>	2019
Lilianne Pavón Cuellar	TOWARDS FINANCIAL INCLUSION: DETERMINANTS OF INTERNATIONAL BANK ACCOUNT OWNERSHIP	Atlantic Review of Economics		2019
Leovardo Mata Mata	Estimating a municipal index of financial inclusion for Mexico	Economic Challenger		2019
Carlos Colín Flores	El rol mediador del capital psicológico entre la adicción al trabajo y el burnout en trabajadores mexicanos	The Anáhuac Journal	<a href="https://doi.org/10.36105/theanahuacjour.2019v19n2">https://doi.org/10.36105/theanahuacjour.2019v19n2</a>	2019
Carlos Colín Flores	Promociones de precios y su influencia en las decisiones de compra del consumidor de bienes duraderos en el canal de tienda departamental	XXIII Congreso Internacional de Ciencias Administrativas		2019





## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Carlos Colín Flores	Efecto moderador del engagement en el trabajo entre la adicción al trabajo y el conflicto trabajo-familia	XXIV Congreso Internacional de Contaduría Administración en Informática (ANFECA; ALAFEC, FCA)		2019
Marcela De la Sota Riva Echanove	Obesity and overweight in the context of poverty, high and very high rural marginalization in Mexico. An analysis of the impact of school breakfasts on the population ages 5 to 11 based on ENSANUT results (2012-2016)	International Conference on Sustainable Development, 2019		2019
Leovardo Mata Mata	Obesity and overweight in the context of poverty, high and very high rural marginalization in Mexico. An analysis of the impact of school breakfasts on the population ages 5 to 11 based on ENSANUT results (2012-2016)	International Conference on Sustainable Development, 2019		2019
Odra Saucedo Delgado	Obesity and overweight in the context of poverty, high and very high rural marginalization in Mexico. An analysis of the impact of school breakfasts on the population ages 5 to 11 based on ENSANUT results (2012-2016)	International Conference on Sustainable Development, 2019		2019
María Labastida Tovar	Analyzing campaign's outcome in reward-based crowdfunding: social capital as a determinant factor	Internet Research	10.1108/INTR-03-2018-0115	2019
Leovardo Mata Mata	Relationship between the Peso-Dollar Exchange Rate and Inflation in Mexico, 1995-2019	Empirical Economics Letters, The		2019
Leovardo Mata Mata	Análisis y proyección de los rendimientos accionarios de Pfizer, en el período 2018-2020, mediante redes neuronales diferenciales	The Anáhuac Journal		2019
Alejandro Pastrana Valls	La inestabilidad partidista en las elecciones municipales en México	...		2019
Odra Saucedo Delgado	Relationship between the Peso-Dollar Exchange Rate and Inflation in Mexico, 1995-2019	Empirical Economics Letters, The		2019
Mauricio Ortigosa Hernández	Distancia de Hamming como instrumento para medir la cercanía a un Presidente ideal: Estudio aplicado en Andrés Manuel López Obrador	FACE (Facultad de Ciencias Económicas y Empresariales)	10.24054/01204211.v1.n1.2019.3498	2019
Rafael Carmona Benitez	The Design of Liquefied Natural Gas (LNG) Distribution Network of a company operating in Mexico	Journal of Applied Research and Technology		2019
Alejandro Pastrana Valls	). La percepción subjetiva de la Corrupción	...		2019
Selene Gaxiola Laso	Estimating a municipal index of financial inclusion for Mexico	Economic Challenger		2019
Delfino Vargas Chanes	A longitudinal study of social lag: regional inequalities of growth in Mexico 2000 to 2015	The Journal of Chinese Sociology	<a href="https://doi.org/10.1186/s40711-019-0100-6">https://doi.org/10.1186/s40711-019-0100-6</a>	2019



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Jaime Beltrán Godoy	Estimating a municipal index of financial inclusion for Mexico	Economic Challenger		2019
Maria Gómez Ríos	Valuación de externalidades ambientales en la generación eléctrica de los ciclos combinados	IX Congreso Internacional de Investigación Financiera FIMEF		2019
Maria Gómez Ríos	Estimación Estocástica del Costo Total Nivelado de Generación de Energía Eléctrica incorporando externalidades del CO2: Centrales nucleares y Ciclo Combinado	IX Congreso Internacional de Investigación Financiera FIMEF		2019
Karla Barajas Portas	Antecedents of the satisfaction of mobile shoppers. a cross-country analysis	2019 Academy of Marketing Science Annual Conference. Marketing Opportunities and Challenges in a Changing Global Marketplace. Vancouver, Canada. May 29-31, 2019		2019
Karla Barajas Portas	Predicting Engagement Generated by Digital Interactions	2019 AMS 22nd World Marketing Congress. Enlightened Marketing in Challenging Times. Edinburgh, Scotland. July 9-12, 2019		2019
Adan Díaz Hernández	Pricing Holder-Extendable Call Options with Mean-Reverting Stochastic Volatility	ANZIAM Journal (Australian and New Zealand Industrial and Applied Mathematics Journal)	<a href="https://doi.org/10.1017/S1446181119000142">https://doi.org/10.1017/S1446181119000142</a>	2019
Fuentes Iñigo	Discriminación Escolar en México	REVISTAS DEL IIJ		2019
José González Núñez	Medición de la marginación financiera en México: un enfoque de clases latentes	Economía: Teoría y Práctica		2019
Leovardo Mata Mata	El efecto de la identidad y los valores emancipativos de las mujeres en la participación laboral femenina: una comparación entre América Latina y países de la OCDE	Nova Scientia	<a href="https://doi.org/10.21640/ns.v11i22.1785">https://doi.org/10.21640/ns.v11i22.1785</a>	2019
Esther Segura Pérez	Alternative Transport in Mexico City.	15th World Conference on Transport Research WCTR2016		2019
Abraham Nosnik Ostrowiak	APROXIMACIÓN SISTEMÁTICA DE LOS FACTORES QUE INFLUYEN EN LA CONSOLIDACIÓN DE LOS CUERPOS ACADÉMICOS EN UNIVERSIDADES PÚBLICAS MEXICANAS	CIEG, REVISTA ARBITRADA DEL CENTRO DE INVESTIGACIÓN Y ESTUDIOS GERENCIALES (BARQUISIMETO - VENEZUELA)		2019
Gustavo Enrique Sauri Alpuche	Liberalización de precios en la gasolina y cambios en la política de subsidios del IEPS: un análisis de regresividad e impacto en los ingresos presupuestarios.	Actualidad Económica		2019
Guillermo Lagarda Cuevas	Macroeconomic effects of reducing oasi benefits: A comparison of seven overlapping-generations models	National Tax Journal		2019
Pedro Rendón y Maus	Capital humano y Responsabilidad Social	Administration and Society		2019
Alfonso Gonzalez Mateos	Importancia de la Dirección Estratégica o Ejecutiva en el Servicio Civil de Carrera	Revista de Administración Pública		2019



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Alonso Carriles Álvarez	Female labor force participation: congruence between the attitudes of society towards the rights of women, and the attitudes that society has towards the role of women.	Economic Challenger		2019
Daniel Cerecedo Hernández	Análisis del comportamiento de volatilidad accionaria en México para periodos de política monetaria no convencional	Panorama Económico	<a href="https://doi.org/10.29201/pe-ipn.v14i28">https://doi.org/10.29201/pe-ipn.v14i28</a>	2019
José Pérez Reyes	Capital structure construct: a new approach to behavioral finance.	Investment Management and Financial Innovations	<a href="http://dx.doi.org/10.21511/imfi.16(4).2019.08">http://dx.doi.org/10.21511/imfi.16(4).2019.08</a>	2019
Pedro Pablo Perez Neri	Liberalización de precios en la gasolina y cambios en la política de subsidios del IEPS: un análisis de regresividad e impacto en los ingresos presupuestarios.	Actualidad Económica		2019
Esther Segura Pérez	Gestión del inventario de una planta de producción de remolques con demanda intermitente	VIII Congreso de la Sociedad Mexicana de Investigación de Operaciones		2019
José Pérez Reyes	GEOFÍSICA APLICADA A OBRAS CIVILES SUBTERRÁNEAS	9° CONGRESO LATINOAMERICANO DE TÚNELES Y OBRAS SUBTERRÁNEAS – TUNNEL & MINNING		2019
Esther Segura Pérez	Evaluación de la saturación de la red de movilidad vial propuesta para el Nuevo Aeropuerto Internacional de México.	VIII Congreso de la Sociedad Mexicana de Investigación de Operaciones		2019
Esther Segura Pérez	Location of massive bike-parking in Mexico City with the use of GIS and integer programming.	MULTILOG Conference 2019		2019
Esther Segura Pérez	Low glycemic index diets for subjects with diabetes by minimizing glycemic load of individual foods.	International Journal of Privacy and Health Information Management	10.4018/IJPHIM.2019010101	2019
Luz Reyna García	How do investors invest in crowd-investing? A qualitative study in Mexico	International Entrepreneurship Review	10.15678/IER.2019.0504.05	2019
Hector Martínez Alvarez	Mercado, exploración y colonización. Las raíces epistemológicas de los saberes utilitarios de la Geografía moderna	Revista Geográfica de América Central		2019
Gilberto Bermudez Ruiz	NETWORKS OF IDEALIZATION, STALKING AND PLANNING OF THE VIOLENCE REFLECTED IN UNIVERSITY STUDENTS OF THE CENTER OF MEXICO	AABRI Journal of Aviation Management and Education	DOI: <a href="https://doi.org/10.47286/23461209.269">https://doi.org/10.47286/23461209.269</a>	2019
Alfonso Monroy Mendoza	Financial Times	Financial Review, The		2019
Isabel Martínez Conesa	Prototipo de Software robot para la automatización de pruebas sustantivas en auditoría. Implicaciones en el mercado de auditoría español.	AECA. Revista de la Asociación Española de Contabilidad y Administración de Empresas		2019
Alonso Carriles Álvarez	The Effect of Women's Identity and Emancipative Values in Female Labor Force Participation: A Comparison Between Latin American And OECD Countries.	Nova Scientia	<a href="https://doi.org/10.21640/ns.v11i22.1785">https://doi.org/10.21640/ns.v11i22.1785</a>	2019



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Paulina Segarra Silva	Review of: Reclaiming the Discarded: Life and Labor on Rio's Garbage Dump	Organization		2019
Paulina Segarra Silva	Book Review of: Gender and the Organization: Women at Work in the 21st Century	Organization		2019
Isabel Martínez Conesa	Auditoría e inteligencia artificial el papel de los contables/auditores en el siglo XXI	AECA. Revista de la Asociación Española de Contabilidad y Administración de Empresas		2019
Bernardo Batiz Lazo	What is new in a new history of management?	Journal of Management History		2019
Jaime Beltrán Godoy	Female labor force participation: congruence between the attitudes of society towards the rights of women, and the attitudes that society has towards the role of women.	Economic Challenger		2019
Jaime Beltrán Godoy	The Effect of Women's Identity and Emancipative Values in Female Labor Force Participation: A Comparison Between Latin American And OECD Countries.	Nova Scientia	<a href="https://doi.org/10.21640/ns.v11i22.1785">https://doi.org/10.21640/ns.v11i22.1785</a>	2019
Daniel Cerecedo Hernández	Explosion in virtual assets (Cryptocurrencies)	Revista Mexicana de Economía y Finanzas REMEF	<a href="https://doi.org/10.21919/remef.v14i4.374">https://doi.org/10.21919/remef.v14i4.374</a>	2019
David Juárez Luna	Costo de generación eléctrica incorporando externalidades ambientales: Mezcla óptima de tecnologías de carga base	Revista Mexicana de Economía y Finanzas REMEF	<a href="https://doi.org/10.21919/remef.v14i3.308">https://doi.org/10.21919/remef.v14i3.308</a>	2019
Jorge Rojas Arce	Location of Ambulance Bases for the Attention of Traffic Accidents in Mexico City	EAI Endorsed Transactions on Pervasive Health and Technology		2019
Elvira Anzola González	Seismicity and Real Estate Prices in Mexico City. 2017 - 2018	Economic Challenger		2019
Rogelio Puente Díaz	Creative potential and multicultural experiences: The mediating role of creative self-efficacy	Journal of Creative Behavior	<a href="https://doi.org/10.1002/jocb.408">https://doi.org/10.1002/jocb.408</a>	2020
Ricardo Rodríguez Arana Zumaya	Las características del emprendedor mexicano: estudio de caso de Lean Startups Mexico	The Anáhuac Journal	<a href="https://doi.org/10.36105/theanahuacjour.2020v20n2.01">doi.org/10.36105/theanahuacjour.2020v20n2.01</a>	2020
Argentina Soto Maciel	La mujer empresaria familiar mexicana. Casos de éxito.	10° Congreso Nacional de Investigación en empresas familiares y desarrollo regional post COVID-19.		2020
Karla Barajas Portas	Precedents of the satisfaction of mobile shoppers. A cross-Country analysis	Electronic Commerce Research and Applications	<a href="https://doi.org/10.1016/j.elerap.2019.100919">https://doi.org/10.1016/j.elerap.2019.100919</a>	2020
Diana Dávila Ruiz	Influence of consumer product categorization on digital sales: The mediating effect of conversion rate	European Journal of Applied Business and Management		2020
María Belén Díaz Díaz	Board of directors structure and firm financial performance: A qualitative comparative analysis	Long Range Planning	<a href="https://doi.org/10.1016/j.lrp.2020.102017">https://doi.org/10.1016/j.lrp.2020.102017</a>	2020



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year	
Ekaterina Panarina	Panarina, E. (2020). The innovative industrial cluster concept of regional management for sustainable development of socioeconomic systems. <i>Problems of Management in the 21st Century</i> , 15(2), 125-143. <a href="https://doi.org/10.33225/pmc/20.15.125">https://doi.org/10.33225/pmc/20.15.125</a>	Problems and Perspectives in Management		2020	
Laura Guadalupe	Iturbide Galindo	Las características del emprendedor mexicano: estudio de caso de Lean Startups Mexico	The Anáhuac Journal	<a href="https://doi.org/10.36105/theanahuacjour.2020v20n2.01">doi.org/10.36105/theanahuacjour.2020v20n2.01</a>	2020
Lilianne	Pavón Cuellar	Međunarodna financijska uključenost: Višedimenzionalne odrednice pristupa štednji i kreditima = International financial inclusion: Multidimensional determinants of access to saving and credit	Proceedings of Rijeka faculty of economics, journal of economics and Business3	<a href="https://doi.org/10.18045/zbefri.2019.2.401">https://doi.org/10.18045/zbefri.2019.2.401</a>	2020
Fernando	Granados Ruíz	Structured personal conflict as a main determinant of intragroup conflict: a study in Mexico	Problems and Perspectives in Management	DOI: 10.21511/ppm.18(4).2020.15	2020
Argentina	Soto Maciel	Un marco exploratorio para el emprendimiento desde una perspectiva evolutiva	Revista de Ciencias de Administración y Economía, Retos	10.17163/ret.n20.2020.10	2020
Guillermo	Larios Hernández	Demand-oriented innovation policy: Mapping the field and proposing a research agenda for developing countries	Journal of Evolutionary Studies in Business (JESB)	<a href="https://doi.org/10.1344/jesb2020.1.j071">https://doi.org/10.1344/jesb2020.1.j071</a>	2020
Veronica Itzel	Lopez Castro	Las características del emprendedor mexicano: estudio de caso Lean Startups México	The Anáhuac Journal		2020
María Eugenia	Elizundia Cisneros	Entrepreneurship and cultural factors. Differences among countries within the same and different regions	AABRI Journal of International Business and Cultural Studies	<a href="https://www.aabri.com/manuscripts/203253.pdf">https://www.aabri.com/manuscripts/203253.pdf</a>	2020
Ladislao	Luna Sotorrio	Assessment of the economic performance of the seabream and seabass aquaculture industry in the European Union	Marine Policy	<a href="https://doi.org/10.1016/j.marpol.2020.103876">https://doi.org/10.1016/j.marpol.2020.103876</a>	2020
Leovardo	Mata Mata	Efecto del crecimiento económico y de la complejidad legal sobre el Impuesto al Valor Agregado	Contaduría y Administración		2020
Lizbeth	Puerta Sierra	University-Industry Collaboration. An Exploration of An Entrepreneurial University in Mexico	Journal of Technology Management & Innovation	<a href="https://doi.org/10.4067/S0718-27242020000300033">https://doi.org/10.4067/S0718-27242020000300033</a>	2020
Abraham	Nosnik Ostrowiak	VISIÓN ANALÍTICA DEL LIDERAZGO PARA LA CONSOLIDACIÓN DE LOS CUERPOS ACADÉMICOS EN LAS UNIVERSIDADES PÚBLICAS MEXICANAS.	CIEG, REVISTA ARBITRADA DEL CENTRO DE INVESTIGACIÓN Y ESTUDIOS GERENCIALES (BARQUISIMETO - VENEZUELA)		2020
Julio	Tellez Pérez	Multiple technical interest rates: A contribution to strengthening the stability of pension systems	Contaduría y Administración		2020
María	Salamanca Cots	Entrepreneurship and cultural factors. Differences among countries within the same and different regions	AABRI Journal of International Business and Cultural Studies		2020
Luz Cecilia	Revilla Soriano	Social responsibility among informal entrepreneurs: Evidence from Mexico	Journal of Developmental Entrepreneurship	<a href="https://doi.org/10.1142/S1084946720500211">https://doi.org/10.1142/S1084946720500211</a>	2020



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Carlos Rosales Córdova	Activation of STAT3 regulates reactive astrogliosis and neuronal death induced by ABO Neurotoxicity	International Journal of Molecular Sciences	<a href="https://doi.org/10.3390/ijms21207458">https://doi.org/10.3390/ijms21207458</a>	2020
Argentina Soto Maciel	Women in the management of poultry family business. A qualitative study from the mexican organizational culture and the gender perspective.	International Family Enterprise Research Academy (IFERA)		2020
Isabel Rodriguez Peña	Seguridad energética. ¿Un objetivo logvable? trayectoria en México, Estados Unidos y Canadá de 1980 al 2016	Norteamérica, revista académica del CISAN - UNAM	<a href="https://doi.org/10.22201/cisan.24487228e.2020.2.435">doi.org/10.22201/cisan.24487228e.2020.2.435</a>	2020
Dorian-Laurentiu Florea	The Impact of Product Category Lifecycle and Marketing Capabilities on New Product Performance: the Mediating Role of Marketing Program Planning and Launch Proficiency	Marketing and Management of Innovations	<a href="http://doi.org/10.21272/mmi.2020.1-05">http://doi.org/10.21272/mmi.2020.1-05</a>	2020
Rafael Aguilar Manjarrez	Las características del emprendedor mexicano: estudio de caso de Lean Startups Mexico	The Anáhuac Journal	<a href="https://doi.org/10.36105/theanahuacjour.2020v20n2.01">doi.org/10.36105/theanahuacjour.2020v20n2.01</a>	2020
María Belén Díaz Diaz	Does regulating remuneration affect the market value of European Union banks? Large versus small/medium sized banks	Regulation & Governance	<a href="https://doi.org/10.1111/rego.12175">https://doi.org/10.1111/rego.12175</a>	2020
Alberto Borbolla Albores	Métrica de alto impacto, Embeddeness y legitimidad: Prospectos de investigación en México	Academy of Management (Latin America)	<a href="https://doi.org/10.5465/amglproc.mexico.2020.0242.abs">doi/10.5465/amglproc.mexico.2020.0242.abs</a>	2020
Gilberto Bermudez Ruiz	Actitudes hacia la pandemia ocasionada por el coronavirus SARS-COV-2 y la COVID-19	International Studies of Management & Organization	<a href="https://doi.org/10.46588/invurnus.v15i2.24">https://doi.org/10.46588/invurnus.v15i2.24</a>	2020
Jorge Rojas Arce	Location of Bases for Prehospital Services	3rd EAI International Conference on Computer Science and Engineering and Health Services	<a href="https://doi.org/10.1007/978-3-030-48149-0_6">https://doi.org/10.1007/978-3-030-48149-0_6</a>	2020
Mónica Félix González	Characteristics of Social Entrepreneurs in Mexico	International Journal of Social Entrepreneurship and Innovation	<a href="https://doi.org/10.1504/IJSEI.2020.115510">10.1504/IJSEI.2020.115510</a>	2020
Pavel Reyes Mercado	Entrepreneurial failure and resilience: A continuous interplay between rigidity and flexibility	Cuadernos de Administración / Administration Nootebooks		2020
Adan Díaz Hernández	Los determinantes de las variaciones en el rendimiento del oro	Contaduría y Administración	<a href="http://dx.doi.org/10.22201/fca.24488410e.2018.1973">http://dx.doi.org/10.22201/fca.24488410e.2018.1973</a>	2020
Rafael Carmona Benítez	Sarima Damp Trend Grey Model Forecasting Method applied to the airline industry	Journal of Air Transport Management	<a href="https://doi.org/10.1016/j.jairtraman.2019.101736">https://doi.org/10.1016/j.jairtraman.2019.101736</a>	2020
Aaron Bernardo Salmeron Jimenez	Aplicación de la cadena de valor en la Lic. en Contaduría Pública en México	Sinapsis		2020
María Nieto Delfín	Sarima Damp Trend Grey Model Forecasting Method applied to the airline industry	Journal of Air Transport Management	<a href="https://doi.org/10.1016/j.jairtraman.2019.101736">https://doi.org/10.1016/j.jairtraman.2019.101736</a>	2020
Rogelio Puente Díaz	Creative metacognitive feelings as a source of information for creative self-efficacy, creativity potential, intrapersonal idea selection, and task enjoyment	Journal of Creative Behavior	<a href="https://doi.org/10.1002/jocb.384">https://doi.org/10.1002/jocb.384</a>	2020



**Business and Economics School**  
**Publications Report 2018 - 2022**

Name-First Name-Last		Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Bernardo	Batiz Lazo	Confianza y redistribución de agencia en ecosistema de pagos de CajaVecina en Chile	Revista de Ciencias Sociales (Ve)	<a href="https://doi.org/10.31876/racs.v26i2.32440">https://doi.org/10.31876/racs.v26i2.32440</a>	2020
Paulina	Segarra Silva	Colonization, Migration, and Right-Wing Extremism: The Constitution of Embodied Life of a Dispossessed Undocumented Immigrant Woman	Organization	<a href="https://doi.org/10.1177/1350508419828574">https://doi.org/10.1177/1350508419828574</a>	2020
Antonio Alejandro	Arriaga Martinez	Characteristics of social entrepreneurs in Mexico	International Journal of Social Entrepreneurship and Innovation	10.1504/IJSEI.2020.115510	2020
Jose	Balmori De la Miyar	Druglords Don't Stay at Home: COVID-19 Pandemic and Crime Patterns in Mexico City	Journal of Criminal Justice		2020
Delia	Sour Vargas	Financing sustainable tourism in Mexico through hotel room tax	Journal is not in list - being petitioned		2020
Veronica Itzel	Lopez Castro	Combining methodologies to launch a new business: when, how and why to teach entrepreneurship hybrid model at Mexican's Business Schools	USASBE Conference		2020
Rogelio	Puente Díaz	7-0? That is awful! Should I trust my national team again? The role of mindsets in team trust.	International Journal of Psychology	<a href="https://doi.org/10.1002/ijop.12567">https://doi.org/10.1002/ijop.12567</a>	2020
Ananya	Rajagopal	Behavioral Branding of Frugal Innovations Contextual to Consumption Dynamics: A Study of Market Competitiveness in Micro Enterprises	International Journal of Business Excellence		2020
Karla	Barajas Portas	Amor por la marca y compromiso activo en la era digital	55° Congreso Internacional CLADEA 2020		2020
José	Pérez Reyes	INSTRUMENTACIÓN GEOTÉCNICA. TENDENCIAS ACTUALES EN EL DISEÑO Y CONSTRUCCIÓN DE TÚNELES	UNIVERSIDAD NACIONAL AUTÓNOMA DE MÉXICO (UNAM), FACULTAD DE INGENIERÍA, SECRETARÍA DE APOYO A LA DOCENCIA, COORDINACIÓN DISCIPLINAR E INVESTIGACIÓN EDUCATIVA		2020
Laura	Zuñiga Feria	Los Black Swan en los Mercados de Capitales de Latinoamérica	V Congreso Internacional de Riesgo Financiero – CIRF2020		2020
Ricardo	Massa Roldan	Linear and nonlinear Granger causality between electricity production and economic performance in Mexico	Energy Policy	<a href="https://doi.org/10.1016/j.enpol.2020.111476">https://doi.org/10.1016/j.enpol.2020.111476</a>	2020
Gustavo Enrique	Sauri Alpuche	Competition Conditions and Market Power in the Mexican Commercial Banking Market. A Microeconomic Theoretical Approach	--- Petition removed ---		2020
Lizbeth	Puerta Sierra	ISO 9001 Standard: Developing and Validating a Survey Instrument	IEEE Access	10.1109/ACCESS.2020.3029744	2020



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Jose Balmori De la Miyar	Corrigendum to "The effect of conditional cash transfers on reporting violence against women to the police in Mexico"[Int. Rev. Law Econ. 56 (2018) 73–91]	International Review of Law and Economics	<a href="https://doi.org/10.1016/j.irl.2020.105952">https://doi.org/10.1016/j.irl.2020.105952</a>	2020
Fernando Galindo Cruz	Saving with Gusto	Journal of Applied Business and Economics		2020
Jacques Lartigue Mendoza	Competition Conditions and Market Power in the Mexican Commercial Banking Market. A Microeconomic Theoretical Approach	Revista Finanzas y Política Económica		2020
Luis Llanos Reynoso	Structured personal conflict as a main determinant of intragroup conflict: a study in Mexico	Problems and Perspectives in Management	DOI: 10.21511/ppm.18(4).2020.15	2020
Luz Reyna Garcia	Aplicación de la cadena de valor en la Lic. en Contaduría Pública en México	Sinapsis		2020
Gilberto Bermudez Ruiz	Actitudes hacia la pandemia ocasionada por el coronavirus SARS-COV-2 y la COVID-19	Cognition, Technology and Work	<a href="https://doi.org/10.46588/inurnus.v15i2.24">https://doi.org/10.46588/inurnus.v15i2.24</a>	2020
Gilberto Bermudez Ruiz	Specification of a Model of Intellectual Capital	AABRI Research in Higher Education Journal	DOI: 10.13140/RG.2.2.14732.46720	2020
Gustavo Enrique Sauri Alpuche	Real Exchange Rate and Aggregate Demand: Empirical Evidence, 1981-2010	Revista Análisis Económico		2020
Pedro Matías Ortega	Saturation levels of mobile telecommunications markets and optimal termination rates.	Estudios Económicos		2020
Fernando Galindo Cruz	The Secret of Andromeca: the Slavery of Housework in Hannah Arendt's The Human Condition	Revista Empresa y Humanismo	10.15581/015.XXIII.2.33-66	2020
Rafael Carmona Benitez	Dimensionality-reduction procedure for the Capacitated p-Median Transportation Inventory Problem	Mathematics	10.3390/math8040471	2020
Ricardo Massa Roldan	Determinantes de la inversión extranjera directa en América Latina: una visión desde la economía administrativa	Revista Economía Y Política	<a href="https://doi.org/10.25097/rep.n31.2020.03">https://doi.org/10.25097/rep.n31.2020.03</a>	2020
Ricardo Massa Roldan	Mexico's Energy Regulatory Reform in the Context of a New Trilateral Agreement (NAFTA-USMCA)	The International Trade Journal	<a href="https://doi.org/10.1080/08853908.2019.1693939">https://doi.org/10.1080/08853908.2019.1693939</a>	2020
Fernando Granados Ruiz	Structured personal conflict as a main determinant of intragroup conflict: a study in Mexico	Problems and Perspectives in Management	DOI: 10.21511/ppm.18(4).2020.15	2020
Pavel Reyes Mercado	Fintech entrepreneurship in Latin America: Implications for policy and business development	Academy of Management. 2020 Advancing Management Research in Latin America		2020
María del Rocío Ortega Ferriz	WHAT MARKET LEVEL IS YOUR COMPANY IN?	AABRI Journal of Management and Marketing Research		2020





## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Karla Barajas Portas	Analysis of the usage intensity of digital advertising platforms by SMEs using an integrated model	Journal of Business-to-Business Marketing	<a href="https://doi.org/10.1080/1051712X.2020.1831215">https://doi.org/10.1080/1051712X.2020.1831215</a>	2020
Leovardo Mata Mata	A conditional heteroscedastic VaR approach with alternative distributions	ECONOQUANTUM		2020
Rogelio Puente Díaz	Creativity, Innovation, Sustainability: A conceptual model for future research efforts	Sustainability	<a href="https://doi.org/10.3390/su12083139">https://doi.org/10.3390/su12083139</a>	2020
Luis Antonio Bejos Aguilar	Constant citations	--- Petition removed ---		2020
Isabel Rodríguez Peña	Discusión entre disponibilidad energética y sustentabilidad ambiental en Estados Unidos, 1980-2016	The Anáhuac Journal		2020
Carlos Colín Flores	Capital psicológico como mediador entre adicción al trabajo y burnout en trabajadores de la industria de maquila en Guanajuato	XXIV Congreso Internacional de Investigación en Ciencias Administrativas		2020
Rogelio Puente Díaz	Are you acting sustainably in your daily practice? Introduction of the Four-S model of sustainability. Journal of Cleaner Production	Journal of Cleaner Production	<a href="https://doi.org/10.1016/j.jclepro.2020.122074">https://doi.org/10.1016/j.jclepro.2020.122074</a>	2020
Jorge Pérez Pineda	Sector Privado y cooperación triangular para el logro de la Agenda 2030	V Congreso Internacional de Estudios del Desarrollo REEDES		2020
Francisco Martínez Hernández	Esteban Pérez Caldentey, Roy Harrod (Great Thinkers in Economics, Palgrave Macmillan, London, UK 2019) 455 pp.	Review of Keynesian Economics	<a href="https://doi.org/10.4337/roke.2020.04.10">https://doi.org/10.4337/roke.2020.04.10</a>	2020
Gustavo Rivera Peña	An analytical intelligence model for the management of resources for the treatment of high-cost diseases: the case of HIV in Mexico	Wireless Network	<a href="https://doi.org/10.1007/s11276-020-02311-5">https://doi.org/10.1007/s11276-020-02311-5</a>	2020
Pavel Reyes Mercado	What's in a brand name? Preferences of mobile wallets in India under a shifting regulation	International Journal of Business Forecasting and Marketing Intelligence	<a href="https://doi.org/10.1504/IJBFMI.2020.109880">https://doi.org/10.1504/IJBFMI.2020.109880</a>	2020
Carlos Colín Flores	Impacto del capital psicológico como mediador entre adicción al trabajo y burnout en académicos de universidades privadas en México	55 Asamblea CLADEA 2020		2020
Delia Sour Vargas	Integration of budget and governmental accounting in Mexican states	Public Money & Management	<a href="https://doi.org/10.1080/09540962.2020.1763066">https://doi.org/10.1080/09540962.2020.1763066</a>	2020
Carlos Colín Flores	Inmersión laboral como apoyo para el manejo del conflicto trabajo - familia en colaboradores con tendencias adictivas al trabajo	55 Asamblea CLADEA 2020		2020
Delia Sour Vargas	"Pronóstico del cambio de destino y la participación de mercado entre los principales destinos turísticos a nivel mundial mediante Cadenas de Markov"	Revista Turismo, Estudios & Prácticas Mossoró (RTEP)		2020



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Carlos Colín Flores	Capital psicológico como mediador entre adicción al trabajo y burnout en trabajadoras en la industria de maquila en Guanajuato	Revista Ciencias Administrativas Teoría y Praxis	<a href="https://doi.org/10.46443/acacia.V202016">https://doi.org/10.46443/acacia.V202016</a>	2020
Argentina Soto Maciel	Strategic orientations of mexican family-owned business and its influence on corporate social responsibility practices	Organizations and Market in Emerging Economies	10.15388/omee.2020.11.26	2020
María del Rocío Ortega Ferriz	you are an ifa company	AABRI Research in Business and Economics Journal		2020
Pavel Reyes Mercado	Analysis of the usage intensity of digital advertising platforms by SMEs using an integrated model	Journal of Business-to-Business Marketing	<a href="https://doi.org/10.1080/1051712X.2020.1831215">https://doi.org/10.1080/1051712X.2020.1831215</a>	2020
Adolfo Laborde Carranco	La política exterior de México en Asia: la perspectiva de la cuarta transformación	Research Policy	10.14232/actahisp.2020.0.151-163	2020
Ricardo Ignacio Prado Hurtado	Fenómenos publicitarios y sociales de cambio en la dieta tradicional de México: comparativa con España y Estados Unidos	Sintaxis. Revista del Centro de Investigación para la Comunicación Aplicada		2020
Francisco Martínez Hernández	Determinantes, tamaño y evolución del mercado interno en México y sus implicaciones macroeconómicas para el crecimiento económico, 1970-2017	El Trimestre Económico	<a href="https://doi.org/10.20430/ete.v87i345.940">https://doi.org/10.20430/ete.v87i345.940</a>	2020
Pavel Reyes Mercado	The perception of policy instruments for the development of innovation in R&D-intensive organisations	International Journal of Business Competition and Growth	10.1504/IJBCG.2020.10031394	2020
Aaron Bernardo Salmeron Jimenez	Precios de transferencia: retos en la comparabilidad en países emergentes (México)	Revista de Ciencia Política		2020
Luis Antonio Bejos Aguilar	Letras Libres	--- Petition removed ---		2020
Pedro Pablo Perez Neri	The model of production determination through multipliers of expenditure. A supraeconomic review.	Empirical Economics Letters, The		2020
Cesar Vela Beltran Del Rio	Asymmetric behavior of sticky costs and expenses (2001-2017)	The Anáhuac Journal		2020
Ananya Rajagopal	Transforming entrepreneurial business design: Converging leadership and customer-centric approach	Journal of Transnational Management		2020
Dora Galvez Cruz	The Impact of Product Category Lifecycle and Marketing Capabilities on New Product Performance: the Mediating Role of Marketing Program Planning and Launch Proficiency	Marketing and Management of Innovations	<a href="http://doi.org/10.21272/mmi.2020.1-05">http://doi.org/10.21272/mmi.2020.1-05</a>	2020
Luis Llanos Reynoso	El marco institucional como factor de competitividad en América Latina: 10 años de experiencia (2008-2018)	Latin American Journal of Trade Policy	10.5354/0719-9368.2020.57166	2020
Lorena Rosalba Martínez Verduzco	Duplicating the Number of Income Earners per Household in Mexico Does Not Reduce Inequality	Compensation and Benefits Review	<a href="https://doi.org/10.1177/0886368719900573">https://doi.org/10.1177/0886368719900573</a>	2020



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Selene Gaxiola Laso	Análisis de la inclusión financiera: oportunidades para el desarrollo del sector financiero	Panorama Económico	<a href="https://doi.org/10.29201/pe-ipn.v16i31">https://doi.org/10.29201/pe-ipn.v16i31</a>	2020
Bárbara Ruth Trejo Becerril	x	Abacus		2020
Argentina Soto Maciel	Derechos humanos, buenas prácticas y responsabilidad social. Aproximación cualitativa en empresas familiares.	Revista Facultad de Ciencias Económicas	10.18359/rfce.4526	2020
Leovardo Mata Mata	Análisis de la inclusión financiera: oportunidades para el desarrollo del sector financiero mexicano	Panorama Económico		2020
Pablo Raúl Valenzuela Reyes	Análisis de la inclusión financiera: oportunidades para el desarrollo del sector financiero	Panorama Económico		2020
Odra Saucedo Delgado	Derechos humanos, buenas prácticas y responsabilidad social. Aproximación cualitativa en empresas familiares	Revista Facultad de Ciencias Económicas	<a href="https://doi.org/10.18359/rfce.4526">https://doi.org/10.18359/rfce.4526</a>	2020
Leovardo Mata Mata	The Model of Production Determination through Multipliers of Expenditure. A Supraeconomic Review	Empirical Economics Letters, The		2020
Pavel Reyes Mercado	Demand-oriented innovation policy: Mapping the field and proposing a research agenda for developing countries	Journal of Evolutionary Studies in Business (JESB)	<a href="https://doi.org/10.1344/jesb2020.1.j071">https://doi.org/10.1344/jesb2020.1.j071</a>	2020
Abraham Nosnik Ostrowiak	Notas para el estudio de la utilidad social de la Comunicación y el costo social de la Incomunicación.	Transdigital		2020
Jose Balmori De la Miyar	Breaking sad: drug-related homicides and mental well-being in Mexico	International Review of Economics	<a href="https://doi.org/10.1007/s12232-020-00354-w">https://doi.org/10.1007/s12232-020-00354-w</a>	2020
Adriana Citlali Angeles Garnica	Social responsibility among informal entrepreneurs: Evidence from Mexico	Journal of Developmental Entrepreneurship	<a href="https://doi.org/10.1142/S1084946720500211">https://doi.org/10.1142/S1084946720500211</a>	2020
Adriana Citlali Angeles Garnica	Demand-oriented innovation policy: Mapping the field and proposing a research agenda for developing countries	Journal of Evolutionary Studies in Business (JESB)	<a href="https://doi.org/10.1344/jesb2020.1.j071">https://doi.org/10.1344/jesb2020.1.j071</a>	2020
Veronica Itzel Lopez Castro	The Application of Hybril Models for Enterprise Intrapreneurship	Academy of Management (Latin America)		2020
Luis Llanos Reynoso	Duplicating the Number of Income Earners per Household in Mexico Does Not Reduce Inequality	Compensation and Benefits Review	<a href="https://doi.org/10.1177/0886368719900573">https://doi.org/10.1177/0886368719900573</a>	2020
Francisco Martínez Hernández	CAPITALISM: COMPETITION, CONFLICT, CRISES, ANWAR SHAIKH.	Investigación Económica		2020
Guillermo Larios Hernández	Demand-oriented innovation policy: Mapping the field and proposing a research agenda for developing countries	Journal of Evolutionary Studies in Business (JESB)	<a href="https://doi.org/10.1344/jesb2020.1.j071">https://doi.org/10.1344/jesb2020.1.j071</a>	2020
Alfonso Brown del Rivero	The Institutional Framework as a competitiveness factor in Latin America 10 years of experience (2008-2018)	Latin American Journal of Trade Policy	10.5354/0719-9368.2020.57166	2020



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Luz Reyna Garcia	Precios de transferencia: retos en la comparabilidad en países emergentes (México)	Revista de Ciencia Política		2020
Rogelio Puente Díaz	Even when it feels difficult to think why I like you, I still do: The role of content, cognitive feelings, and thinking systems on the evaluation of close and prominent brands	South African Journal of Business Management	<a href="https://doi.org/10.4102/sajbm.v51i1.1327">https://doi.org/10.4102/sajbm.v51i1.1327</a>	2020
Guillermo Larios Hernández	The perception of policy instruments for the development of innovation in R&D-intensive organisations	International Journal of Business Competition and Growth	10.1504/IJBCG.2020.10031394	2020
Anais Aoyama Medina	El siguiente paso ¿la franquicia?	Academy of Entrepreneurship Journal		2020
Carlos Colín Flores	IMPACTO DE LA PANDEMIA COVID-19 SOBRE LA SALUD MENTAL DE ESTUDIANTES Y PROFESORES EN ESCUELAS DE NEGOCIOS EN MÉXICO	55 Asamblea CLADEA 2020		2020
Cristian Erasmo Villanueva Santillán	Social responsibility among informal entrepreneurs: Evidence from Mexico	Journal of Developmental Entrepreneurship	<a href="https://doi.org/10.1142/S1084946720500211">https://doi.org/10.1142/S1084946720500211</a>	2020
Luis Llanos Reynoso	Red de coautoría de investigadores ambientalistas.	Revista Espacios digital		2020
Luis Llanos Reynoso	El comportamiento asimétrico de los costos y gastos pegajosos (2001-2017).	The Anáhuac Journal	10.36105/theanahuacjour.2020v20n1	2020
Ananya Rajagopal	Analyzing brand awareness as a driver for determining brand value: A study in telecommunications service marketing	International Journal of Services and Operations Management		2020
Ananya Rajagopal	Marketing strategies for start-up enterprises: Conceptual framework to analyze business performance through cross-sectional metrics	International Journal of Business Innovation and Research	10.1504/IJBIR.2019.10016189	2020
Ananya Rajagopal	Impact of Consumer Education and Knowledge on Purchase Intentions within Services Industry: A Study of Symbiotic Analysis in Mexico	International Journal of Services and Operations Management		2020
Maria Gómez Ríos	Impacto de la energía eólica sobre la viabilidad económica de centrales nucleares.	XI Congreso Internacional de Investigación Financiera FIMEF		2021
Cesar Vela Beltran Del Rio	Sticky Costs and Expenses are not Alike: Mexican Reality	Journal of Accounting, Business and Management		2021
Rogelio Puente Díaz	The contribution Openness to Experience and its two aspects to the explanation of idea generation, evaluation and selection: A metacognitive perspective	Personality and Individual Differences		2021
Carlos Gutiérrez Marín	What you see is what you get: VR as a tool for travel experiences trials	International Journal of Technology Marketing	DOI: 10.1504/IJTMKT.2021.119071	2021
Adriana Citlali Angeles Garnica	University-industry collective actions framework: societal challenges, entrepreneurial interactions and outcomes	Technology Analysis & Strategic Management	<a href="https://doi.org/10.1080/09537325.2021.1875129">https://doi.org/10.1080/09537325.2021.1875129</a>	2021



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Rogelio	Puente Díaz	Customers' perception of business model innovation in social enterprises in Mexico	Journal of Technology Management & Innovation	2021
Rogelio	Puente Díaz	It is not about the problem you face but how you define it: The case of the gentleman's pact in the Mexican football league	International Journal of Sport Management and Marketing	2021
Rogelio	Puente Díaz	Experiential purchases, as memorable moments in consumers' lives, trigger nostalgia	Cogent Business & Management	2021
Rogelio	Puente Díaz	Idea generation, selection and evaluation: A metacognitive approach	Journal of Creative Behavior	2021
José	González Núñez	A Model To Measure Competitiveness in Touristic Companies In Mexico	Journal of Applied Business Research	2021
Rosalina	Báez Martínez	Green logistics, essential for sustainability in the supply chain and the urgent need for its implementation by organizations or companies (international context).	Journal of Business and Economics	2021
Ananya	Rajagopal	Customer-centric approach in selling frugal innovative products: A start-up enterprise perspective	2021 AMA Marketing + Public Policy Conference	2021
Karla	Barajas Portas	Organizational innovation capabilities. Empirical evidence from B2B contexts	Estudios Gerenciales - Journal of management and economics for Iberoamerica	<a href="https://doi.org/10.18046/j.estger.2021.161.4309">https://doi.org/10.18046/j.estger.2021.161.4309</a>
Carlos	Colín Flores	Metodología de aula invertida y su impacto en el nivel de satisfacción de los alumnos en un entorno de educación remota de emergencia	8° Congreso Internacional de Innovación Educativa del Tecnológico de Monterrey - CIIE 2021	2021
Maria	Gómez Ríos	"Energías limpias: Una alternativa económicamente viable para generar energía eléctrica y reducir el CO2"	XXIV Congreso Internacional de Investigación en Ciencias Administrativas, Oaxaca	2021
Luis	Llanos Reynoso	Sticky Costs and Expenses are not Alike: Mexican Reality	Journal of Accounting, Business and Management	2021
David	Juárez Luna	Class Altruism and Redistribution	Economic Journal, The	<a href="https://doi.org/10.1093/ej/ueab022">https://doi.org/10.1093/ej/ueab022</a>
Veronica Itzel	Lopez Castro	USO DE REDES SOCIALES A RAÍZ DE LA COVID-19 EN EMPRENDEDORES MEXICANOS	Congreso AFIDE 2021	2021
Carlos	Colín Flores	El conocimiento de la persuasión y su efecto en contextos publicitarios	XV Simposio: Paradigmas Emergentes de las Ciencias Administrativas. Academia de Ciencias Administrativas	2021
Luis	Ibarra Pardo	Evaluation System of Public Spending in Mexico in the Federal Budget Proposals 2018 and 2021: Advances and Reversals	The Anáhuac Journal	2021
Alfonso	Brown del Rivero	La relación entre la inseguridad, la apertura comercial, la desigualdad y la pobreza en México	ECONOMIA UNAM	2021



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year	
Jorge	Rojas Arce	The Advent of the Digital Twin: A Prospective in Healthcare in the Next Decade	APMS 2021: Advances in Production Management Systems. Artificial Intelligence for Sustainable and Resilient Production Systems	<a href="https://doi.org/10.1007/978-3-030-85910-7_26">https://doi.org/10.1007/978-3-030-85910-7_26</a>	2021
Jorge	Rojas Arce	Telerehabilitation Prototype for Postural Disorder Monitoring in Parkinson Disease	COMPSE 2021: Computer Science and Engineering in Health Services	<a href="https://doi.org/10.1007/978-3-030-87495-7_9">https://doi.org/10.1007/978-3-030-87495-7_9</a>	2021
José	González Núñez	Un análisis econométrico de los seguros privados en la población urbana y rural en México	Revista Galega de Economía	<a href="http://dx.doi.org/10.15304/rge.30.4.7682">http://dx.doi.org/10.15304/rge.30.4.7682</a>	2021
José	González Núñez	Un análisis econométrico de los seguros privados en la población urbana y rural en México	Revista Galega de Economía	<a href="http://dx.doi.org/10.15304/rge.30.4.7682">http://dx.doi.org/10.15304/rge.30.4.7682</a>	2021
José	Pérez Reyes	Instrumentación	Journal is not in list - being petitioned		2021
Ricardo	Massa Roldan	Neuro-wavelet Model for price prediction in high-frequency data in the Mexican Stock market	Revista Mexicana de Economía y Finanzas REMEF	10.21919/remef.v17i1.570	2021
José	Pérez Reyes	CRITICAL APPRAISAL OF CIRCULAR ECONOMY AGAINST CAPITALISTIC PHILOSOPHY	7TH INTERNATIONAL CONFERENCE ON GLOBAL BUSINESS ENVIRONMENT. INTERNATIONAL MANAGEMENT INSTITUTE BHUBANESWAR & EGADE BUSINESS SCHOOL DEL TECNOLÓGICO DE MONTERREY		2021
Rogelio	Puente Díaz	The influence of recalling special moments on feelings of gratitude and optimism during the COVID-19 pandemic	International Journal of Psychology		2021
Guillermo	Larios Hernández	Introducing the concept of wishful thinking in entrepreneurial marketing: a semantic analysis and research propositions	International Journal of Management Concepts and Philosophy	10.1504/IJMCP.2021.10042456	2021
Luis	Llanos Reynoso	La relación entre la inseguridad, la apertura comercial, la desigualdad y la pobreza en México	ECONOMIA UNAM		2021
Ananya	Rajagopal	Customer-Centric Approach in Selling Frugal Innovative Products: A Start-Up Enterprise Perspective	GSSI American Marketing Association		2021
Isabel	Rodriguez Peña	Factores relevantes de la inestabilidad del mercado petrolero	Revista de Economía Institucional	DOI: <a href="https://doi.org/10.18601/01245996.v23n45.11">https://doi.org/10.18601/01245996.v23n45.11</a>	2021
María	Nieto Delfín	An Approach to Measure the Performance and the Efficiency of Future Airport Infrastructure	Mathematics	<a href="https://doi.org/10.3390/math9161873">https://doi.org/10.3390/math9161873</a>	2021
Ananya	Rajagopal	Convergence of Quality and Productivity in Start-up Enterprises: Analysis of Divergent Value Perspectives.	International Journal of Productivity and Quality Management		2021
José	Pérez Reyes	La mirada después del túnel	Journal is not in list - being petitioned		2021



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Julieta Mercado González	What you see is what you get: VR as a tool for travel experiences trials	International Journal of Technology Marketing	DOI: 10.1504/IJTMKT.2021.119071	2021
Argentina Soto Maciel	Analyzing the balance between contributions made and benefits received through the Family-in-Business Canvas	International Family Enterprise Research Academy (IFERA)	ISBN: 979-12-200-8948-7	2021
Argentina Soto Maciel	Women successor selection	Contaduría y Administración	10.22201/fca.24488410e.2021.2482	2021
Bárbara Ruth Trejo Becerril	Estimación del Riesgo de Mercado utilizando el VaR y la Beta del CAPM	Revista Mexicana de Economía y Finanzas REMEF	<a href="https://doi.org/10.21919/remef.v16i2.589">https://doi.org/10.21919/remef.v16i2.589</a>	2021
Argentina Soto Maciel	El desempeño financiero y la riqueza socioemocional en pequeñas y medianas empresas familiares y no familiares.	TEC Empresarial	10.18845/te.v15i1.5584	2021
Luis Manuel Tovar Rocha	The relationship between share prices and Dupont model components: evidence from Mexican stock market	Revista Mexicana de Economía y Finanzas REMEF	<a href="https://doi.org/10.21919/remef.v17i1.550">https://doi.org/10.21919/remef.v17i1.550</a>	2021
Santos Flores Eslava	CYBER RISK IN THE MEXICAN BANKING SYSTEM: ESTIMATION OF LOSSES	Economic Challenger	<a href="http://doi.org/10.54777/ec/2021/v24/i4/2021-24-4.1">http://doi.org/10.54777/ec/2021/v24/i4/2021-24-4.1</a>	2021
Jorge Rojas Arce	Hub Location Problem for Medical Care During Epidemic Outbreaks	COMPSE 2020, Computer Science and Health Engineering in Health Services	<a href="https://doi.org/10.1007/978-3-030-69839-3_8">https://doi.org/10.1007/978-3-030-69839-3_8</a>	2021
Luz Cecilia Revilla Soriano	Uso de Redes Sociales a Raíz de la COVID-19 en emprendedores Mexicanos	IX Congreso Internacional de Emprendimiento e Innovación AFIDE 2021		2021
Ananya Rajagopal	Reverse accountability and leadership in social enterprises: Analysis of social control and openness for pragmatic organizational design	International Journal of Business Excellence		2021
Jose Balmori De la Miyar	Conflict resolution under the COVID-19 pandemic	International Journal of Conflict Management	<a href="https://doi.org/10.1108/IJCMA-05-2021-0075">https://doi.org/10.1108/IJCMA-05-2021-0075</a>	2021
Pavel Reyes Mercado	What you see is what you get: VR as a tool for travel experiences trials	International Journal of Technology Marketing	DOI: 10.1504/IJTMKT.2021.119071	2021
Diana Dávila Ruiz	EXAMINING EFFECTS OF PHOTOGRAPHY IN SOCIAL MEDIA AND THE MEDIATION ROLE OF PERCEIVED AUTHENTICITY	Communication Today		2021
Diana Dávila Ruiz	Exploring the Determinants of Behavioral Outcome: A Study of Online Learning Among College Students in Mexico	Journal of Higher Education Theory and Practice	<a href="https://doi.org/10.33423/jhhep.v21i13.4799">https://doi.org/10.33423/jhhep.v21i13.4799</a>	2021
Rogelio Puente Díaz	Fighting social isolation with nostalgia: Nostalgia as a resource for feeling connected and appreciated and instilling optimism and vitality during the COVID-19 pandemic	Frontiers in Psychology		2021
Leovardo Mata Mata	An approach to the understanding of sustainable tourism through a linear regression	Business and Service Technologies		2021



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Pavel Reyes Mercado	Introducing the concept of wishful thinking in entrepreneurial marketing: a semantic analysis and research propositions	International Journal of Management Concepts and Philosophy	10.1504/IJMCP.2021.10042456	2021
Ricardo Massa Roldan	On the relationship between police force presence and crime in Mexico: A spatial analysis	Police Practice and Research:	<a href="https://doi.org/10.1080/15614263.2021.1915144">https://doi.org/10.1080/15614263.2021.1915144</a>	2021
Leovardo Mata Mata	The Markovian Pattern of Social Deprivation for Mexicans with Diabetes	Mathematics		2021
Carlos Canfield Rivera	BUSINESS PERFORMANCE IN THE POST-STARTUP PHASE: THE CASE OF LATAM FOR-PROFIT VENTURES PARTICIPATING IN ACCELERATOR PROGRAMS	Multidisciplinary Business Review	<a href="https://doi.org/10.35692/07183992.14.1.4">https://doi.org/10.35692/07183992.14.1.4</a>	2021
Diana Dávila Ruiz	LAS MARCAS GLOBALES COMO EMBAJADORAS DE LA MARCA PAÍS Explorando el impacto de la imagen del país de origen	Congreso internacional Iberoamericana de Marketing CAIM 2021		2021
María Salamanca Cots	Participación del Gobierno, Acuerdos de Cooperación y Ventaja Competitiva en el Cine Mexicano	Oikos Polis Revista Latinoamericana de Ciencias Económicas y Sociales		2021
Alberto Gallegos David	Estimación del Riesgo de Mercado utilizando el VaR y la Beta del CAPM	Revista Mexicana de Economía y Finanzas REMEF	<a href="https://doi.org/10.21919/remef.v16i2.589">https://doi.org/10.21919/remef.v16i2.589</a>	2021
Ricardo Massa Roldan	Female homicide victimisation in Mexico: a group-based trajectory and spatial study	Global Crime	<a href="https://doi.org/10.1080/17440572.2020.1869539">https://doi.org/10.1080/17440572.2020.1869539</a>	2021
Guillermo Zamacona Aboumrad	Motivos de compra de artesanías: desarrollo de una escala de medición	Congreso de la Asociación Iberoamericana de Marketing 2021, Cali, Colombia		2021
Karla Barajas Portas	Motivos de compra de artesanías: desarrollo de una escala de medición	Congreso de la Asociación Iberoamericana de Marketing 2021, Cali, Colombia		2021
Luis Llanos Reynoso	Efecto de la inversión en capacitación en las ventas y sueldos de las PyMES	Investigación administrativa	<a href="https://doi.org/10.35426/iav50n127.07">https://doi.org/10.35426/iav50n127.07</a>	2021
Leovardo Mata Mata	Multivariate Distribution in the Stock Markets of Brazil, Russia, India, and China	SAGE Open		2021
Maria Gómez Ríos	Simulation of levelized costs of electricity considering externalities	Revista Mexicana de Economía y Finanzas REMEF	<a href="https://doi.org/10.21919/remef.v16i4.621">https://doi.org/10.21919/remef.v16i4.621</a>	2021
Jose Balmori De la Miyar	COVID-19 and women's health: Examining changes in mental health and fertility	Economics Letters		2021
Jose Balmori De la Miyar	The long downturn: The impact of the great lockdown on formal employment	Journal of Economics and Business		2021
Jose Balmori De la Miyar	The great crime recovery: Crimes against women during, and after, the COVID-19 lockdown in Mexico	Economics and Human Biology		2021





## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Jesús Esteban Macías	COVID19 and stocks returns in Mexico and US	Economic Challenger		2021
Lizbeth Puerta Sierra	Idea Generation, Selection, and Evaluation: A Metacognitive Approach	Journal of Creative Behavior	DOI: 10.1002/jocb.505	2021
Rogelio Puente Díaz	Creative personal identity and creative mindsets and their implications for creative potential and metacognition: A latent variable and a latent class approach	Creativity. Theories – Research – Applications		2021
Adan Díaz Hernández	Counterdiagonal/nonpositive tail dependence in vine copula constructions: application to portfolio management	Statistical Methods and Applications	<a href="https://doi.org/10.1007/s10260-020-00527-5">https://doi.org/10.1007/s10260-020-00527-5</a>	2021
Adan Díaz Hernández	Regular variation, conditions of domain of attraction and the existence of the tail dependence function in the general dependence case: a copula approach	Journal of Statistical Theory and Practice	<a href="https://doi.org/10.1007/s42519-020-00128-1">https://doi.org/10.1007/s42519-020-00128-1</a>	2021
Rogelio Puente Díaz	An examination of the effects of rescue workers meaning transfer, attitudes and subjective norms toward being voluntarily involved in civic activities on civic engagement	International Journal of Nonprofit and Voluntary Sector Marketing	<a href="https://doi.org/10.1002/nvsm.1679">https://doi.org/10.1002/nvsm.1679</a>	2021
Francisco Martínez Hernández	Pemex, su reestructuración corporativa, financiera y productiva y sus efectos sobre la balanza comercial petrolera	Trimestre Económico	<a href="https://doi.org/10.20430/ete.v88i349.1005">https://doi.org/10.20430/ete.v88i349.1005</a>	2021
David Juárez Luna	Power generation portfolios: A parametric formulation of the efficient frontier	Revista Mexicana de Economía y Finanzas REMEF	<a href="https://doi.org/10.21919/remef.v16i1.447">https://doi.org/10.21919/remef.v16i1.447</a>	2021
Carlos Rosales Córdova	Efecto de la inversión en capacitación en las ventas y sueldos de las PyMES	Investigación administrativa	<a href="https://doi.org/10.35426/iav50n127.07">https://doi.org/10.35426/iav50n127.07</a>	2021
Luis Landa Fournais	Una alternativa para determinar la tasa de interés arm's length en ausencia de operaciones comparables	The Anáhuac Journal		2021
Rogelio Puente Díaz	Metacognitive feelings as a source of information in the evaluation and selection of creative ideas	Thinking Skills and Creativity		2021
Mauricio Ortigosa Hernández	INCIDENCES OF THE PUBLIC AGENDA ON CITIZENS' POLITICAL ATTITUDES THROUGH THE THEORY OF FORGOTTEN EFFECTS	Visión de Futuro		2021
Rogelio Puente Díaz	Experiential gifts as meaningful moments and memories: Their influence on nostalgia and relive intention	Psychology & Marketing		2021
Rogelio Puente Díaz	The contribution of Openness and Intellect to the examination of the idea generation and selection	Creativity Research Journal		2021
Ananya Rajagopal	Effects of collective intelligence and self-reference consumption on entrepreneurial productivity and quality in niche markets	Journal of Transportation Management	<a href="https://doi.org/10.1080/15475778.2021.1880878">https://doi.org/10.1080/15475778.2021.1880878</a>	2021
Julio Tellez Pérez	Riesgo de mercado en portafolios mexicanos en vísperas del COVID-19: Portafolio de renfa fija vs Portafolio de capital	Revista Mexicana de Economía y Finanzas REMEF	<a href="https://doi.org/10.21919/remef.v16i4.520">https://doi.org/10.21919/remef.v16i4.520</a>	2021



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year	
David	Juárez Luna	Beneficios económicos y ambientales de la energía nuclear	Panorama Económico	2021	
Jacques	Lartigue Mendoza	Modelling Local Patterns of Child Mortality Risk. A Bayesian Spatio-Temporal Analysis	BMC Public Health	<a href="https://doi.org/10.1186/s12889-020-10016-9">https://doi.org/10.1186/s12889-020-10016-9</a>	2021
Elvira	Anzola González	COVID19 and stocks returns in Mexico and US	Economic Challenger	2021	
Argentina	Soto Maciel	Dark side of the family business: an exploratory perspective	Journal of Family Business Management	<a href="https://doi.org/10.1108/JFBM-07-2020-0065">doi.org/10.1108/JFBM-07-2020-0065</a>	2021
Jose	Balmori De la Miyar	Are OECD Countries in a Rule of Law Recession?	Law and Development Review	<a href="https://doi.org/10.1515/ldr-2021-0041">https://doi.org/10.1515/ldr-2021-0041</a>	2021
María	Nieto Delfín	Comparing Models to Forecast Cargo Volume at Port Terminals	Journal of Applied Research and Technology	10.22201/icat.24486736e.2021.19.3.1695	2021
Dora	Galvez Cruz	Simulation of levelized costs of electricity considering externalities	Revista Mexicana de Economía y Finanzas REMEF	<a href="https://doi.org/10.21919/remef.v16i4.621">https://doi.org/10.21919/remef.v16i4.621</a>	2021
Lilianne	Pavón Cuellar	FINANCIAL INCLUSION AS A PILLAR OF SUSTAINABLE GROWTH: INTERNATIONAL EXPERIENCE	Economic Horizons	<a href="https://doi.org/10.5937/ekonhor2102107P">doi:10.5937/ekonhor2102107P</a>	2021
María Eugenia	Elizundia Cisneros	Participación del Gobierno, Acuerdos de Cooperación y Ventaja Competitiva en el Cine Mexicano Government contribution, Cooperation Agreements and Competitive Advantage in the Mexican Film Industry.	Oikos Polis Revista Latinoamericana de Ciencias Económicas y Sociales	2021	
Karla	Barajas Portas	A Cross-Destination Analysis of Country Image: A Key Factor of Tourism Marketing	Sustainability	<a href="https://doi.org/10.3390/su13179529">https://doi.org/10.3390/su13179529</a>	2021
Luz	Reyna Garcia	Innovation of the Educational Ecosystem and the challenges in higher education in Mexico	Economic Challenger	2021	
Rafael	Carmona Benítez	Comparing Models to Forecast Cargo Volume at Port Terminals	Journal of Applied Research and Technology	10.22201/icat.24486736e.2021.19.3.1695	2021
Francisco	Martínez Hernández	Real Exchange Rate and Aggregate Demand: Empirical Evidence, 1981-2010	Análisis económico	2021	
Rosalina	Báez Martínez	ANÁLISIS DE OPINIÓN DEL AUTOTRANSPORTE DE PASAJEROS EN MÉXICO, USO DE ENERGÍAS ALTERNATIVAS Y DISMINUCIÓN DE CO2	Revista Internacional de Contaminación Ambiental	DOI: <a href="http://dx.doi.org/10.20937/RICA.53450">http://dx.doi.org/10.20937/RICA.53450</a>	2021
José Ruffino	Salazar Ibarregui	Efecto de virus SARS-COV-2 sobre el comercio electrónico al menudeo en México	Multidisciplinary Business Review	2021	
Carlos	Colín Flores	Impacto de la pandemia Covid-19 sobre profesores y estudiantes en escuelas de negocio en México	Revista del Centro de Investigación. Universidad La Salle	<a href="https://doi.org/10.26457/recein.v14i55.2773">https://doi.org/10.26457/recein.v14i55.2773</a>	2021



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Carlos Colín Flores	Percepción de satisfacción y desempeño de los estudiantes de negocios ante el empleo de la técnica de aula invertida durante la pandemia de Covid-19	25 Congreso Internacional de Ciencias Administrativas UNAM, ANFECA y ALAFEC		2021
Carlos Colín Flores	Advertencia del intento persuasivo en contextos publicitarios y de ambigüedad en México	56 Congreso Internacional CLADEA 2021		2021
Rosalina Báez Martínez	Opinión de empresas de autotransporte de pasajeros en México, eficiencia energética, reducción de CO <sub>2</sub> y su efecto económico / Opinion of passenger transport companies in Mexico, Energy Efficiency, CO <sub>2</sub> reduction and its economic effect	ECONOMIA UNAM	<a href="https://doi.org/10.22201/fe.24488143e.2021.54.664">https://doi.org/10.22201/fe.24488143e.2021.54.664</a>	2021
Lizbeth Puerta Sierra	University-industry collective actions framework: societal challenges, entrepreneurial interactions and outcomes	Technology Analysis & Strategic Management	<a href="https://doi.org/10.1080/09537325.2021.1875129">https://doi.org/10.1080/09537325.2021.1875129</a>	2021
Aaron Bernardo Salmeron Jimenez	Innovation of the Educational Ecosystem and the challenges in higher education in Mexico	Economic Challenger		2021
Ricardo Massa Roldan	No life, no land: Homicide and dispossession in Mexico	Land Use Policy	<a href="https://doi.org/10.1016/j.landusepol.2021.105593">https://doi.org/10.1016/j.landusepol.2021.105593</a>	2021
Adan Díaz Hernández	The general tail dependence function in the Marshall-Olkin, hierarchical archimedean, extreme value and other parametric copula models with application to financial time series	Sankhya B	<a href="https://doi.org/10.1007/s13571-020-00241-y">https://doi.org/10.1007/s13571-020-00241-y</a>	2021
Ricardo Massa Roldan	Criminal displacement in Mexico city's metropolitan area: The case of kidnapping	International Journal of Law, Crime and Justice	<a href="https://doi.org/10.1016/j.ijlcrj.2021.100479">https://doi.org/10.1016/j.ijlcrj.2021.100479</a>	2021
Leovardo Mata Mata	The dynamics of social deprivation in Mexico	Latin American Economic Review		2021
Rafael Carmona Benitez	An Approach to Measure the Performance and the Efficiency of Future Airport Infrastructure	Mathematics	10.3390/math9161873	2021
Gilberto Bermudez Ruiz	Modelling perception entrepreneurship in the Covid-19 era	Academy of Strategic Management Journal		2021
Carlos Rosales Córdova	Autolesiones por sexo en estudiantes mexicanos de preparatoria	Journal of Behavior, Health & Social Issues		2021
Jose Balmori De la Miyar	COVID-19 blues: Lockdowns and mental health-related google searches in Latin America	Social Science & Medicine	<a href="https://doi.org/10.1016/j.socscimed.2021.114040">https://doi.org/10.1016/j.socscimed.2021.114040</a>	2021
José Viteri Santos	Determinantes de la migración México-Estados Unidos de acuerdo a estados expulsivos y receptores, 2002-2012	Latin American Journal of Development	<a href="https://doi.org/10.46814/lajdv3n1-040">https://doi.org/10.46814/lajdv3n1-040</a>	2021
José González Núñez	The determinants of tourism expenditure in Mexican households: applying a model of logistic regression	International Journal of Tourism Policy		2021
Liliana Ruiz Fuentes	The determinants of tourism expenditure in Mexican households: applying a model of logistic regression	International Journal of Tourism Policy		2021



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Liliana Ruiz Fuentes	CSR notion in HR executives; a shared value creation opportunity. Qualitative analysis at El Salvador	Revista de Investigación CIF de FIMPES 2017		2021
Carlos Rosales Córdova	Tipos de autoreportes de autolesión y resultados publicados en estudiantes mexicanos de educación media superior	Acta psiquiatrica y psicologica de america latina		2021
Rafael Carmona Benitez	A centralised model predictive control framework for logistics management of coordinated supply chains of perishable goods	International Journal of Systems Science: Operations & Logistics	<a href="https://doi.org/10.1080/23302674.2020.1781953">https://doi.org/10.1080/23302674.2020.1781953</a>	2022
Marcela De la Sota Riva Echanove	RHs evaluaciones trimestrales	Management - Journal of Contemporary Management Issues		2022
Ananya Rajagopal	Cognitive evaluation of capital structure: Effect of cognitive factors on the debt ratio in Mexican construction industry	Contaduría y Administración	<a href="http://dx.doi.org/10.22201/fca.24488410e.2022.3090">http://dx.doi.org/10.22201/fca.24488410e.2022.3090</a>	2022
Elvira Anzola González	US Farm Bill: Impact to México	Economic Challenger		2022
Bárbara Ruth Trejo Becerril	Empirical Evidence of the Monetary Approach to the Exchange Rate Determinants under a fully flexible regime: the Case of Mexico	International Journal of Monetary Economics and Finance	10.1504/IJMEF.2022.121560	2022
María Elena Raquel Nieto Saucedo	Prácticas de comunicación organizacional en la fuerza de ventas: un estudio exploratorio	II Congreso Internacional Asociación Iberoamericana de Marketing 2022		2022
Alberto Gallegos David	Empirical Evidence of the Monetary Approach to the Exchange Rate Determinants under a fully flexible regime: the Case of Mexico	International Journal of Monetary Economics and Finance	10.1504/IJMEF.2022.121560	2022
Lizbeth Puerta Sierra	The contribution Openness to Experience and its two aspects to the explanation of idea generation, evaluation and selection: A metacognitive perspective	Personality and Individual Differences	<a href="https://doi.org/10.1016/j.paid.2021.111240">https://doi.org/10.1016/j.paid.2021.111240</a>	2022
Julio Tellez Pérez	The relationship between share prices and Dupont model components: evidence from Mexican stock market	Revista Mexicana de Economía y Finanzas REMEF	<a href="https://doi.org/10.21919/remef.v17i1.550">https://doi.org/10.21919/remef.v17i1.550</a>	2022
Karla Barajas Portas	Life-gambling: Metaphor Elicitation in Consumers during the COVID-19 Pandemic	The Anáhuac Journal	10.36105/theanahuacjour.2022v22n1.01	2022
Karla Barajas Portas	Comportamiento del consumidor de actividades culturales y consumo de artesanías en México antes, durante y su disposición posterior al COVID-19	REVISTA INNOVAR		2022
Julieta Mercado González	Life-gambling: Metaphor Elicitation in Consumers during the COVID-19 Pandemic	The Anáhuac Journal	10.36105/theanahuacjour.2022v22n1.01	2022
Guillermo Zamacona Aboumrad	Comportamiento del consumidor de actividades culturales y consumo de artesanías en México antes, durante y su disposición posterior al COVID-19	REVISTA INNOVAR		2022



## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Veronica Itzel Lopez Castro	Factores que influyen en la hibridación de metodologías de emprendimiento. Una exploración de las motivaciones de académicos y profesionales	Cuadernos de Administración / Administration Nootebooks		2022
María Elena Raquel Nieto Saucedo	Prácticas de comunicación organizacional en la fuerza de ventas: un estudio exploratorio	II Congreso Internacional Asociación Iberoamericana de Marketing 2022		2022
Mauricio Ortigosa Hernández	Impacto de los atributos emotivos de un destino en la satisfacción de los turistas	Journal is not in list - being petitioned		2022
Jacques Lartigue Mendoza	Los incluidos y los marginados de las telecomunicaciones en México. Un enfoque por hogar	ECONOQUANTUM		2022
Pavel Reyes Mercado	Entrepreneurial failure and resilience: A continuous interplay between rigidity and flexibility	Journal of Management and Entrepreneurship/Jurnal Magajemen dan Kewirausahaan	10.9744/jmk.24.1.1-14	2022
Luis Llanos Reynoso	La autoeficacia y el engagement del trabajo en casa: aprendizajes durante la pandemia de Covid 19	Contaduría y Administración		2022
José Pérez Reyes	Cognitive Evaluation of Capital Structure: Effect of cognitive factors on the debt ratio in Mexican construction industry.	Contaduría y Administración		2022
Ricardo Massa Roldan	Savings and collective behavioral patterns in Mexico's pension system	Análisis económico	10.24275/uam/azc/dcsh/ae/2022v37n94/Triberti	2022
Montserrat Reyna Miranda	Neuro-wavelet Model for price prediction in high-frequency data in the Mexican Stock market	Revista Mexicana de Economía y Finanzas REMEF	10.21919/remef	2022
Ignacio Alejandro Mendoza Martínez	Liderazgo Transformacional y Agotamiento Profesional en Personal Hospitalario	Investigación administrativa		2022
Cristian Erasmo Villanueva Santillán	Characterizing Organizational Lifecycle through Strategic and Structural Flexibility: Insights from MSMEs in Mexico	Global Journal of Flexible Systems Management	<a href="https://doi.org/10.1007/s40171-022-00301-4">https://doi.org/10.1007/s40171-022-00301-4</a>	2022
Mónica Félix González	Strategic Management and Social Entrepreneurship in emerging economies: Through the lens of the paradox theory	Economic Challenger		2022
Veronica Itzel Lopez Castro	FACTORS INFLUENCING HYBRIDIZATION OF ENTREPRENEURSHIP METHODOLOGIES: AN EXPLORATION OF ACADEMICS AND PRACTITIONERS' MOTIVATIONS	Cuadernos de Administración / Administration Nootebooks	<a href="https://doi.org/10.11144/Javeriana.cao35.fihem">https://doi.org/10.11144/Javeriana.cao35.fihem</a>	2022
Alberto Borbolla Albores	Entrepreneurial failure and resilience: A continuous interplay between rigidity and flexibility	Journal of Management and Entrepreneurship/Jurnal Magajemen dan Kewirausahaan	10.9744/jmk.24.1.1-14	2022
Alberto Borbolla Albores	Factores que influyen en la hibridación de metodologías de emprendimiento. Una exploración de las motivaciones de académicos y profesionales	Cuadernos de Administración / Administration Nootebooks		2022



Facultad de  
Economía y Negocios

## Business and Economics School

### Publications Report 2018 - 2022

Name-First Name-Last	Title	Journal / Conference Name	Document Object Identifier (DOI)	Year
Ignacio Alejandro Mendoza Martínez	Influence of COVID-19 Pandemic Uncertainty in Negative Emotional States and Resilience as Mediators against Suicide Ideation, Drug Addiction and Alcoholism	International Journal of Environmental Research and Public Health	doi.org/10.3390/ijerph182412891	2022
Luis Llanos Reynoso	Acuerdos y desacuerdos entre los jefes y los subordinados sobre la admiración del liderazgo	Revista Universidad y Empresa		2022
Ignacio Alejandro Mendoza Martínez	Influence of Resilience on Burnout Syndrome of Faculty Professors	International Journal of Environmental Research and Public Health	doi.org/10.3390/ijerph19020910	2022
Diana Dávila Ruiz	The Role of Cultural Dimensions in Flow Search Experience: Comparing Taiwanese and Mexican Online Consumers	ACME 2022 New Orleans		2022