

Dr. Raquel Puente Castro

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<https://scholar.google.es/citations?hl=es&pli=1&user=JgxAlwIAAAAJ>



Ph.D. in Marketing at Tulane University, Master in Business Administration, Specialization in Marketing and Civil Engineer, UCV. Certified as an ontological and Team Coach. She is currently an associate professor at the Universidad Javeriana-Cali. She was Dean of the Faculty of Economic and Administrative Sciences of UAO University, a tenured professor at Icesi (Colombia) and IESA (Caracas).

He has developed experience as a teacher for 27 years in different programs and countries related to marketing, innovation, business at the base of the pyramid, leadership, entrepreneurship, systemic thinking, and coaching. As a researcher, her main line of interest is related to entrepreneurship, pyramid base, innovation, and family businesses. She has published more than 50 articles in scientific journals such as Entrepreneurial & Regional Development, Journal of Small Business Economics, and Organizational Behavior and Human Decision Processes. As a consultant, she has supported several companies of mass consumption and B2B.

Why me?

My best competence is to do my job with great passion, search for excellence, a sense of customer orientation as the center of the organization, and commit to the organization and society. Finally, I always want to continue exploring and adding value to the organization, the community, and the country in which I am located.

Thanks to my experience of more than 30 years and continue to seek to learn to add value, I can perform in business areas that range from strategic planning to marketing, innovation, and leadership. Nothing is possible without a team. As a coach leader, I work first on myself to then enhance the performance of my collaborators. I embrace the differences, as they are crucial to innovation and are essential to achieve the success of organizations.

No matter the work I do, I always do it with the certainty that I can add value if it is done with enthusiasm, discipline, and aiming to impact the field in which I work positively.

Education

Ph D, Tulane University, 2004.
Major: Marketing

MBA, Tulane University, 2001.
Major: Management

MA, Instituto de Estudios Superiores de Administración (IESA), 1998.

Major: Marketing

MBA, Instituto de Estudios Superiores de Administración (IESA), 1995.

BS, Universidad Central de Venezuela (UCV), 1991.

Major: Civil Engineering

Professional Positions

Academic - Post-Secondary

Associate Professor, Universidad Javeriana Cali. (Sep 2017 - present).

Dean, Universidad Autónoma de Occidente, Faculty of Economic and Administrative Sciences
(May 2016 – August 2017)

Senior Professor, Universidad Icesi. (2012 - 2016).

Senior Professor, Instituto de Estudios Superiores de Administración - IESA. (2006 - 2012).

Associate Professor, Instituto de Estudios Superiores de Administración - IESA. (2003 - 2006).
Assistant Professor, Instituto de Estudios Superiores de Administración - IESA. (2000 - 2003).
Researcher, Instituto de Estudios Superiores de Administración - IESA. (1998 - 2000).
Master in Marketing Director, Instituto de Estudios Superiores de Administración - IESA. (January 2009 - 2010).
Marketing Department Chairperson, Instituto de Estudios Superiores de Administración - IESA. (2005 - 2010).
Graduate Program Director, Instituto de Estudios Superiores de Administración - IESA. (2002 - 2004).
Lecturer, TEC Monterrey Mexico. (2021-present)
Lecturer, UFM Business School Guatemala. (2018-present)
Lecturer, IESA Panamá. (2016-present)
Lecturer, Universidad de Chile. (2013-present).
Lecturer, ESPAE, Graduate School Management, Espol, Ecuador (2015-present).
Lecturer, Escuela de Administración de Negocios para Graduados - ESAN. (2010 -2014).
Lecturer - Sabbatical Year, Universidad Icesi. (2010 - 2011).
Lecturer, Universidad Diego Portales. (2008 y 2009).
Lecturer, Universidad de los Andes. (2007 y 2002).

Professional

Assistant Vice President RRHH, MANPA (Manufacturas de Papel) C.A. (1996 - 1998).
Consultant, Banco Interamericano de Desarrollo (BID). (1995).
Project and Inspection Engineer, PRINCIVI, C.A. (1991 - 1993).

Licensures and Certifications

Certificado Coaching de Equipos, Escuela Europea de Coaching (2013).
Certificación Coach Ontológico, Newfield Consulting. (2010-2011).

Development Activities Attended

Workshop, "Transforma tu curso al contexto digital", TEC Monterrey, (2021)
Workshop, "Primeros Pasos en Canvas", TEC Monterrey, (2021)
Workshop, "Liderazgo Ignaciano", Javeriana Cali, Cali (2019)
Workshop, "Pensamiento Crítico y Analítico", UAO, Cali (2017)
Workshop, "Mediation and Moderation, SEM", Statistical Horizons, Philadelphia (2015)
Workshop, "Incorporación de la escritura académica en la enseñanza y el aprendizaje", ICESI CREA. (2014).
Workshop, "Introduction to Structural Equation Modeling", ICESI Claude Obadia. (2014).
Workshop, "AMOS SPSS Statistics", Informese SPSS Andino Training & Education Services. (2013).
Workshop, "Colloquium on Participant - Centered Learning (CPCL)," Harvard University, Boston, Massachusetts. (2005).
Workshop, "Marketing Metrics," Wharton University, Philadelphia, Pennsylvania. (2007).TEACHING

Scheduled Teaching

Graduate

Business BoP market
Innovation and Strategy
Manager Simulator Workshop
Management Skills: Coaching Leadership
Qualitative Market Research
Market Research
Strategic Marketing
Product Management
Consumer Behavior
Services Marketing
Competitive Marketing Games
Customer Service Management
Communication Management

Undergraduate

Business Bop Market Management
Skills: Coaching Leadership
Introduction to Marketing
Market Research
Product Development
Entrepreneurship and Business Venturing

Executive Education

Management Skills: Coaching Leadership
Innovation and Strategy
Business BoP market
Management and Marketing Simulator Workshop
Systemic thinking
Organizational Decision Making
Marketing Management
Market Research
Integrated Marketing Communications
Marketing Metrics
Services Marketing

Awards and Honors

Senior Professor (titular), Icesi (2014)

Integral professor award, Instituto de Estudios Superiores de Administración - IESA. (2009).

Integral professor award, Instituto de Estudios Superiores de Administración - IESA. (2008).

Best full time faculty member, Instituto de Estudios Superiores de Administración - IESA. (2007).

Best full time faculty member, Instituto de Estudios Superiores de Administración - IESA. (2007).

Integral professor award, Instituto de Estudios Superiores de Administración - IESA. (2007).

Best full-time faculty member, Instituto de Estudios Superiores de Administración - IESA. (2006).

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

Puente Castro, R., Mora Mora, J. U., & Pereira Laverde, F. (2020). High-Growth Aspirations of Entrepreneurs in Latin America: Do Alliances Matter? *Sustainability*, 12(7), 2867.

Puente, R., González Espitia, C. G., & Cervilla, M. A. (2019). Necessity entrepreneurship in Latin America: it's not that simple. *Entrepreneurship & Regional Development*, 31(9-10), 953-983.

Puente, R.; Cervilla, M.; Gonzalez, G.; & Auletta, N. (2017). Determinants of the growth aspiration: a quantitative study of Venezuelan entrepreneurs. *Small Business Economics*. DOI 10.1007/s11187-016-9791-0. 1-28

Torelli, C., Leslie, L. M. M., Stoner, J. L., Puente, R. (2014). Cultural Determinants of Status: Implications for Workplace Evaluations and Behaviors. *Organizational Behavior and Human Decision Processes*. 123, 34-48.

Puente, R., Cervilla, M. A. (2013). Modelos de negocio de emprendimientos por y para la base de la pirámide. *Revista de Ciencias Sociales (RCS)*, 19(2), 289-308.

Puente, R., Torres, C. C. (2012). El trabajo doméstico: conflictos de la gerencia en la casa. *Debates IESA*, 17(4), 60-66.

Puente, R., Cruz, M. L. (2012). ¿Hay verdadera innovación en los lanzamientos de nuevos productos? *Journal of Management and Economics for Iberoamerica (Estudios Gerenciales)*, 28 (Edición Especial), 263-280.

Puente, R., Dakduk, S. (2011). ¿Cómo son las mujeres del mercado de las mayorías? *Debates IESA*, 16(1), 33 - 36.

Puente, R. (2011). Colombia: lecciones de empresas que atienden a las mayorías. *Debates IESA*, 16(2), 57-60.

Puente, R. (2011). What are the consumers of the majority market in Venezuela like? An approach to building a psychographic. *Journal of Management and Economics for Iberoamerica (Estudios Gerenciales)*, 27(119), 123-149.

Puente, R., Cervilla, M. A. (2010). Cómo reconstruir las fronteras del mercado para crear "Océanos azules". *Debates IESA*, 15(2), 12-17.

Puente, R., Auletta, N., Jiménez, C. (2010). Oportunidades en Venezuela entre la rivalidad y la innovación. *Debates IESA*, 15(2), 38-41.

Puente, R., Auletta, N. (2010). ¿Qué hace a un emprendedor innovador? *Debates IESA*, 15(2), 28-33.

Puente, R., López, S. (2009). Ajeven apunta al mercado de refrescos. *Debates IESA*, 14(4), 80-84.

Puente, R., Auletta, N. (2009). El dilema de la escala. *Debates IESA*. Volumen 14 (1), 18-24.

Puente, R., Cervilla, M. A. (2009). Emprendedores de las mayorías que atienden a las mayorías. *Debates IESA*, 15(1), 60 - 64.

Puente, R., Auletta, N. (2009). Innovación y mercadeo: un mapa de utilidad para las mayorías. *Debates IESA*. 25 - 30.

Puente, R., Dakduk, S. (2009). La caída del Muro: Internet y el mercado de las mayorías. *Debates IESA*, 14(2), 26-30.

- Puente, R., Cervilla, M. A. (2009). ST. Moritz: La tentación del chocolate. *Debates IESA*, 14(3), 79-85.
- Puente, R., Jiménez, C. (2009). Un mercado poco conocido: el consumidor del mercado de las mayorías. *Debates IESA*. 13(1) 50 - 54
- Puente, R., (2008). Un tablero de mando para mercadeo. *Debates IESA*. 13(4)74 – 80.
- Puente, R., López, S. (2008). ¿Qué hacen los jóvenes cuando reciben un mal servicio? *Debates IESA*. 13(2). 31 – 36.
- Puente, R., Cervilla, M. A. (2007). Customer Relationship Management (CRM) practices in Venezuelan firms: A study of cases. *Academia Revista Latinoamericana de Administración* (39), 1 - 28.
- Puente, R., López, S. (2007). Loterías: la esperanza no distingue entre ricos y pobres. *Debates IESA*. 12(4). 72-78.
- Puente, R., López, S. (2007). El cliente que reclama es el que más te quiere. *Debates IESA*, 12(3), 52-59.
- Puente, R., (2007). Qué funciona y qué no cuando se atiende al mercado de las mayorías. *Debates IESA*, 12(3), 29-34.
- Puente, R., Jiménez, C. (2007). La investigación de mercados on-line: ¿realmente funciona? *Debates IESA*, 12(2), 20-24.
- Puente, R. (2006). Las mayorías pobres: ¿un mercado potencial para el sector bancario? *Debates IESA*, 11(1), 94-100.
- Puente, R. (2005). Del mercadeo de servicios a la gerencia de servicios. *Debates IESA*, 10(3), 13-16.
- Puente, R., Jiménez, C. (2005). La calidad de los servicios: ¿de qué depende, ¿qué dice el público, ¿qué hacen las organizaciones para mejorarla? *Debates IESA*, 10(3), 43-49.
- Puente, R. (2005). Mercadeo Interno: Tratar a los empleados como a los clientes más importantes. *Debates IESA*, 10(2), 58-62.
- Puente, R. (2004). ¡Crisis! ¿Qué hacer cuando disminuyen las ventas? *Debates IESA*, 9(4), 18-22.
- Puente, R. (2004). El consumidor internauta: ¿cómo valora los servicios?, el nuevo consumidor. *Debates IESA*, 9(3).
- Puente, R. (2003). Servicios para todos: Los consumidores de escasos recursos como clientes. *Debates IESA*, 8(3).
- Puente, R. (2002). Mercadeo de servicio: La clave de la supervivencia de los negocios .com. *Debates IESA*, 8(2).
- Puente, R. (2001). ¿Cómo les vendemos a las mascotas? *Debates IESA*, 6(5).
- Puente, R. (2001). Mercadeo de servicios: clave del éxito de las franquicias. *Debates IESA*, 6(4), 18-22.
- Puente, R. (2000). Servicios: Las nuevas armas del mercadeo. *Journal of Management and Economics for Iberoamerica (Estudios Gerenciales)*(75), 43-48.

Conference Proceedings

- Puente, R. (2019). "Alianza del Pacífico y Aspiraciones al Crecimiento de los Emprendedores ¿Éxito o Fracaso?", 2019 Congress of the Latin American Studies Association (LASA). Boston, EEUU, May.

- Puente, R.; and Auletta, N. (2018). "Family Business's Performance: is preserving socioemotional wealth (SEW) good for the business?" In STEP Conference, (The Successful Transgenerational Entrepreneurship Practices). Cartagena, Colombia
- Puente, R.; Gonzalez, G.; and Cervilla, M. A (2018). "Do Necessity-driven Entrepreneurs have No-Growth Aspirations?" San Diego, EUUU. The Business Association of Latin American Studies
- Puente, R.; and Cervilla, M. A (2016). In the Business Association of Latin American Studies - BALAS (Ed.). Business Model of Colombian entrepreneurs operating in the Base of Pyramid (BoP). Guayaquil, Ecuador. (March)
- Puente, R (Author & Presenter); Concha, J. and Gómez, O. (2016). Competitividad en la industria de textiles y confecciones en Colombia: Una aproximación analítica. Medellín. Consejo Latinoamericano de Escuelas de Negocio – CLADEA, 2016.
- Puente, R. (Author & Presenter); Lozano M & Gonzalez, A. (2015). In STEP Global Academic Conference. Cruz Family-Omega ingenieros. Orlando. October 27.
- Puente, R. (Author & Presenter), Garay, U. (2015). "Determinants of the Perceived Impact of Microcredits by Borrowers: A Quantitative Study in Venezuela," The Business Association of Latin American Studies, Puerto Rico.
- Puente, R. (Author & Presenter), Gonzalez, C. G., Cervilla, M. A., Auletta, N. , BALAS 2015, "Determinants of the aspiration to growth of entrepreneurial initiatives: a quantitative study in Venezuelan ventures from the GEM data," The Business Association of Latin American Studies, Puerto Rico. (2015).
- Puente, R. (Author & Presenter); Gonzalez, A. C., and Rodriguez, J. (2014). In the Business Association of Latin American Studies - BALAS (Ed.). *Corporate Social Responsibility in Private Family Firms: Evidence of Stakeholder Perspective on Financial Performance*. Trinidad y Tobago: The Business Association of Latin American Studies - BALAS.
- Puente, R. (2012). *Caso Polar ICE B*. Lima: Memorias Asamblea Anual CLADEA, ESAN, Lima, Perú.
- Puente, R. (Author & Presenter), BALAS 2008 Annual Conference, "Theoretical proposal for an evaluation model in claims management and its application in some Venezuelan companies," The Business Association of Latin American Studies, Bogotá - Colombia. (2008).
- Puente, R. (Author & Presenter), Dakduk, S. (Author & Presenter), Society for Marketing Advances 2008 Annual Conference, "Who are the Venezuelan poor people like? Venezuelan CEOs point of view," Society for Marketing Advances, St Petersburg - United States. (November 8, 2008).
- Puente, R. (Author & Presenter), López, S. (Author), The Latin American Research Consortium LARC 2007, "Low income consumer market (LICs): how to get started," A.B Freeman School of Business - Tulane University, New Orleans - United States. (2007).
- Puente, R. (2007). *Income Consumer Market (LICs) in Venezuela*. Caracas - Miranda: Seminarios IESA.
- Puente, R. (2007). In Instituto de Estudios Superiores de Administración - IESA (Ed.), *¿Cómo son los pobres?: La respuesta de directores y ejecutivos de empresas venezolanas*. Caracas - Miranda: Seminarios IESA.
- Puente, R. (2006). Financial services for low income consumer in Latin America. In Sumaq Alliance (Ed.), *Heading South: Marketing & Logistics in Latin America* (pp. 316-327). Atlanta - Georgia: Sumaq Alliance Proceedings.
- Puente, R. (2006). In Instituto de Estudios Superiores de Administración - IESA (Ed.), *Proposición teórica para un modelo de evaluación de la gerencia de reclamos y su aplicación en algunas empresas*. Caracas: Seminarios IESA.
- Puente, R., Auletta, N. (2000). *Marketing management in Venezuela: a conceptual model*. New Orleans - Louisiana: BALAS.

Book Chapters

Puente, R. (2007). Mercadeo para las mayorías. In Instituto de Estudios Superiores en Administración (Ed.), *Compromiso social: Gerencia para el siglo XXI*. Caracas - Miranda: IESA.

Other (Case studies with teaching notes published in international peer review Case Center)

Puente, R. (2015). Harvard Business Publishing, *CERVECERIA POLAR: THE BEAR AWAKENS*

Puente, R. (2012). In the Case Center (Ed.), *Laboratorios Vita (A)*. <http://www.thecasecentre.org/>

Puente, R. (2012). In the Case Center (Ed.), *Laboratorios Vita (B)*. <http://www.thecasecentre.org/>

Puente, R. (2011). In the Case Center (Ed.), *Chocolate ST. Moritz (A)*.
<http://www.thecasecentre.org/>

Puente, R. (2011). In the Case Center (Ed.), *Chocolate ST. Moritz (B)*.
<http://www.thecasecentre.org/>

Contracts, Grants and Sponsored Research

Sponsored Research

Puente, R., & Berbel, J.M. (to perform) Incentivos en capacidad exportadora de las empresas andaluzas hacia países emergente en Latinoamérica. International stay in Universidad Pablo de Olavide. Sponsored by AUIP (Asociación Universitaria iberoamericana de Postgrado)

Puente, R & Lorenzo, O. (2019). Madurez Digital en las Pymes: España vs LATAM. International stay in Universidad de Deusto. Sponsored by Universidad Javeriana

Puente, R. (Principal) & Auletta, N. (2018), Socioemotional Wealth and Performance in Family Business, Sponsored by Universidad Javeriana Cali

Puente, R. (Principal) & Cervilla, M. A. (2015), "Business Model of Colombian entrepreneurs operating in the Base of Pyramid (BoP). Sponsored by Universidad Icesi.

Puente, R. (Principal) & Urby, G. (2014)" Microfinanzas y su impacto en el prestatario", Sponsored by Universidad Icesi

Puente, R. (Principal) (2014)" Modelos de negocio en la base de la pirámide: Venezuela y Colombia", Sponsored by Universidad Icesi.

Puente, R. & Auletta, N. (2005) Libro: Planificación estratégica de Mercadeo. Sponsored by IESA

Puente, R. Cervilla, M. A. & Esqueda, S. (2006) Casos de enseñanza con teaching notes: Laboratorios Vita y St Moritz. Sponsored by IESA.

Padilla, J. R.; Puente, R. & Torres, C.C. (2012) Organización y participación de las trabajadoras domésticas en Venezuela: Una aproximación desde la percepción de las domésticas. Sponsored by IESA.

Awards and Honors

Cargill award to intellectual contribution, Instituto de Estudios Superiores de Administración - IESA. (2013).

Cargill award to intellectual contribution, Instituto de Estudios Superiores de Administración - IESA. (2009).

Cargill award to intellectual contribution, Instituto de Estudios Superiores de Administración - IESA. (2008).

Cargill Award to intellectual Contribution, Instituto de Estudios Superiores de Administración - IESA. (2007).

Finalist in the IV Case Competition IV for faculty members, Instituto de Estudios Superiores de Administración - IESA. (2007).

Cargill award to intellectual contribution, Instituto de Estudios Superiores de Administración - IESA. (2006).

Finalist in the II Case Competition IV for faculty members, Instituto de Estudios Superiores de Administración - IESA. (2005).

Research in Progress

Journal Articles

1. Puente, R.; Cervilla, M. A. & Sandoval, H." Base of the pyramid entrepreneurial business model: Scale development and validation". (Journal of Business Research, second round review)
2. Puente, R., Cruz, M. L. & Agredo, M. L. "Entrepreneurial orientation and SMEs' performance: Multiple mediation analysis" (Management Decisions, first round review).
3. Puente, R.; Mora, J. & Joaquin, F. "Mercosur and growth aspirations of Entrepreneurs: crisis impact?"
4. Acevedo, R.; Aponte, E.; Harmath, P.; Mora, J. . & Puente, R. Shock determination in a Two-Stage Decision Making Model: Teh case of Covid-19 in Colombia.
5. Cruz, M.L.; Puente, R. & Agredo, M. L. "SMEs marketing capabilities and performance: The determinant role of innovation" (Journal of Business Economics and Management)
6. Cruz, M.L.; Puente, R. & Agredo, M. L. Marketing capabilities and innovation: Achieving a better SME performance (Asia Pacific Journal of Marketing)
7. Bustamante, J. C. & Puente, R. "Examining the entrepreneurial Intention – Prosperity Relationship: A Cross-Cultural analysis of the effect of Pace of Life" (Journal of Business Venturing)
8. Puente, R & Auletta, N. "FBs Performance: is preserving SEW good for the business?" (Journal of Family Business)
9. Puente, R. & Lorenzo, O. Madurez Digital en las Pymes: España vs LATAM.

SERVICE

Professional Service

Reviewer, Ad Hoc Reviewer, Small Business Economics. (2017 - Present).

Reviewer, Ad Hoc Reviewer, Journal of Business Research. (2017 - Present).

Committee Member, Faculty Ranking Committee, ICESI, Cali, Colombia (2015 - 2016).

Special Institutional Assignment, Marketing Zone. ICESI, Cali, Colombia (2014 - 2016).

Committee Member, Red de Innovación Valle del Cauca, Cámara de Comercio, ANDI, Stage International. (2014 - 2016).

Committee Member, Ethic Committee - ICESI, Cali, Colombia. (2013).
Program Coordinator, Managerial Development Programs. ICESI, Cali, Colombia (2014-2016)
Reviewer, Ad Hoc Reviewer, Academia, Revista Latinoamericana de Administración, CLADEA.
(2007 - Present).

Committee Member, Community Committee - IESA, Caracas, Miranda. (2009 - 2012).
Committee Member, Admissions Committee - IESA, Caracas, Miranda. (2005 - 2012).
Committee Member, Research and Publications Committee - IESA, Caracas, Miranda. (2009 -
2011).

Committee Member, School Council - IESA, Caracas, Miranda. (2008 - 2011).
Reviewer, Conference Paper, BALAS, Bogotá, Cundinamarca. (2008).
Committee Member, Library Committee - IESA, Caracas, Miranda. (2005 - 2007).

Consulting

For Profit Organization, Pelgy Bisuteria, Cali-Colombia
For Profit Organization, Educación continua y Consultoría, Javeriana Cali, Cali-Colombia
For non-Profit Organization Centro de Estudios Afrodiaspóricos - CEAF, Icesi, Cali-Colombia.
For non-Profit Organization Rupiv Quesabor y Surgir, Cali-Colombia.
For Profit Organization, Password Consulting, Cali-Colombia.
For Profit Organization, Superpolo, Cali – Colombia.
For Profit Organization, Bancaribe, Caracas - Venezuela.
For Profit Organization, Cadipro, Caracas - Venezuela.
For Profit Organization, Cargill de Venezuela, Caracas - Venezuela.
For Profit Organization, Del Sur Entidad de Ahorro y Préstamo, Caracas - Venezuela.
For Profit Organization, Deltaven, Caracas - Venezuela.
For Profit Organization, Glaxo (GSK), Caracas - Venezuela.
For Profit Organization, Laboratorios Vita, Caracas - Venezuela.
For Profit Organization, Mi Banco, Caracas - Venezuela.
For Profit Organization, Movilnet, Caracas - Venezuela.
For Profit Organization, PASTCA (Pasteurizadora Táchira), Caracas - Venezuela.
For Profit Organization, Santa Teresa, Caracas - Venezuela.
For Profit Organization, Sodexho Pass, Caracas - Venezuela.

Contact information recommendation letters

Dr. José Pla Barber
Facultad de Economía
Full Professor of International
Business 46022-Valencia, Spain
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Executive Director of Executive Education
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