# TEAM GRANTS FOR RESEARCH IN SOCIAL SCIENCES AND HUMANITIES 2011

## FINAL REPORT

### I. PROJECT PRESENTATION

<table>
<thead>
<tr>
<th>PROJECT TITLE</th>
<th>CODE</th>
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<tr>
<td>Research Center for International Competitiveness</td>
<td>SOC1105</td>
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<table>
<thead>
<tr>
<th>PROJECT DIRECTOR</th>
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<tr>
<td>Christian Felzensztein Jimenez</td>
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<tr>
<th>MAIN INSTITUTION</th>
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<tr>
<td>Universidad Adolfo Ibáñez</td>
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<tr>
<th>ASSOCIATED INSTITUTIONS</th>
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<td>Universidad del Desarrollo</td>
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<td>Universidad de Chile</td>
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<th>PERIOD INFORMED</th>
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<td>Dec-2012 – Dec-2015</td>
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a) Main researchers’ information

<table>
<thead>
<tr>
<th>MAIN RESEARCHER (Complete Name)</th>
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<tr>
<td>Sandra Milberg</td>
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<td><strong>WORKING ADDRESS</strong></td>
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<td>Av. Diagonal Las Torres 2700 C500, Peñalolén</td>
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<tr>
<th>MAIN RESEARCHER (Complete Name)</th>
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<td>Constanza Bianchi</td>
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<tr>
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II. RESUMEN EJECUTIVO
Durante el tercer año (2014-2015) el Centro de Competitividad Internacional desarrolló y diseminó nuevo conocimiento a redes académicas, comunidad de negocios y hacedores de política pública, tanto en Chile como en el extranjero. Sus miembros produjeron actividades altamente visibles a nivel internacional. Particularmente, sus miembros expandieron y consolidaron sus redes internacionales con colegas de Estados Unidos, Australia, Nueva Zelanda, Canadá, Reino Unido, Francia, Suecia, España, Austria, y en diversos países de Latinoamérica y el Caribe.


Los diversos miembros del centro y sus estudiantes de PhD han participado en diversas conferencias incluyendo: *Academy of International Business (AIB)* India, *CIMAR* Viena, *EURAM* Polonia, *EIBA* Brasil, *Strategic Management Latin America (SMLA)* Costa Rica and *Academy of Management (AM)* Canadá. También se realizaron estadías en ESSEC France, Kingston University London, QUT Australia & Georgetown University USA. En forma paralela se mantuvieron los contactos activos con CORFO y PROCHILE para el traspaso de conocimiento a los hacedores de políticas públicas.

Nuestros trabajos incluyendo a los alumnos de PhD, han sido publicados, o se encuentran aceptados, en prestigiosos journals de la especialidad. Con todo lo anterior, podemos decir que el centro se posicionó como un referente Latinoamericano en nuestros temas de investigación, como así mismo, contribuyó con un tercio de las publicaciones de la Escuela de Negocios UAI durante los tres años de funcionamiento.
III. EXECUTIVE SUMMARY

During the third year (period 2014-2015) the Research Center for International Competitiveness developed and disseminated new knowledge to academics, the business community and policymakers at both the local and international levels. Members of the Center engaged in many productive and highly visible activities to accomplish this. In particular, members of the Center consolidated and expanded their international networks through research collaborations with colleagues in numerous countries such as the United States, Australia, New Zealand, Canada, the United Kingdom, France, Sweden, Spain and Austria as well as a number of countries in Latin America and the Caribbean, including Colombia, Peru, Trinidad and Tobago and Cuba.

Further, after the organization and hosting of the 17th McGill International Entrepreneurship Conference (2014), the director of this project has been serving as Guest Editor of the *Journal of International Entrepreneurship*, working on the theme of International Entrepreneurship from and in Emerging Economies. This has benefited our Center through attaining international exposure and recognition as specialists on this topic. The same goes for an additional special issue (Geography, and Innovation in Business Networks) in *Industrial Marketing Management* edited by the director of our Center and our international network of scholars from the UK and Israel. The conference and our editorial work has also helped to recruit new PhD students.

We presented our work at important international conferences, such as The Academy of International Business (AIB) in India, CIMAR in Vienna, EURAM in Poland, EIBA in Brazil, Strategic Management Latin America (SMLA) in Costa Rica and The Academy of Management (AM) in Canada. Additionally, members of our team participated in Business Forums and spent time as visiting academics at several international business schools, including ESSEC in France, Kingston University in the UK, QUT in Australia and Georgetown University in the USA.

We maintain our close contacts with business people, policymakers and government organizations such as the Export Promotion Bureau (ProChile) and the Developmental & Entrepreneurship agency (CORFO) with whom we closely collaborate. We also trained and graduated Master’s and Doctoral students who have presented their research at Latin American and international conferences and who have spent time at world-class universities in Australia and New Zealand working with research faculty. During this third year our PhD students are getting their first publications accepted in respected journals.

We have also updated our Research Center’s website [http://competitiveness.uai.cl/](http://competitiveness.uai.cl/) to expand our target audience and research output mobilization. Importantly, we have published and had accepted articles in high quality journals and have several additional articles currently under review and in progress. Overall, through all of our activities and outputs we have positioned our Center for International Competitiveness as a key Latin American research center for studies on SMEs internationalization strategies, industry clusters, and country competitiveness.
IV. ACTIVITIES
This section should have five pages as maximum. Indicate the activities performed considering those commitments stated by the team researchers in the Original Proposal and giving emphasis to the last Annual Activities Plan. Each activity should have a headline and 2-3 explanatory lines informing if they have been performed and if not, indicating why. Please consider the specific objectives of this grant.

Expanding International Research Networks

During the third year Professors Sandra Milberg (Principal Researcher) and Andres Cuneo (Associate Researcher) are currently working with Professor Catherine Langlois, Georgetown University, Washington DC on a project entitled, “Should Market Leaders in Emerging Markets Produce Retailer Brands: Role of Supplier Uncertainty”. This manuscript is expected to be submitted for review to Industrial Marketing Management by December 2015. Additionally, Professors Sandra Milberg and Andres Cuneo are in the process of completing a manuscript with Professor, Maria del Carman, Universitat Autonoma de Barcelona, Spain entitled: “Linking Private Label Brand Choice with Consumer Lifestyles: A Latent Class Segmentation”, targeted to the European Journal of Marketing to be submitted by December 2015. Papers are related to objective 3.

Professor Milberg is currently spending 5 months as a visiting scholar at Georgetown University, Washington DC, USA collaborating with professors Catherine Langlois and Ronald C. Goodstein among others. Additionally, a paper entitled: “A New Approach to Measuring Retail Promotion Effectiveness: The Case of Store Traffic in Chile,” was presented in January 2015 at the Strategic Management Latin American (SMLA) conference in Costa Rica. The co-authors on this paper are from the Universidad Los Andes (Leonardo D. Epstein, Arturo Flores) and Georgetown University (Ronald C. Goodstein).

Professor Andres Cuneo also attended two international conferences in 2015:

- Academy of International Business AIB, Bangalore, India, July 2015.

Additionally, he will spend 10 days (October 6-16, 2015) at Georgetown University, USA, collaborating on projects with Professors Catherine Langlois and Ronald C. Goodstein.

During this third year Professor Constanza Bianchi (Principal Researcher) participated in several research projects domestically and internationally. She also spent 3 months at Queensland University of Technology (QUT), Queensland, Australia, working with collaborators. First, professor Bianchi is working with Professor Cuneo, Dr. Lynda Andrews from Australia and Queensland and Dr. from South Africa, on a research project on consumer social media engagement and its effect on purchase intention. This study is a multi-national investigation comparing social media usage in 4 countries, Chile, Australia, Spain and South Africa. This manuscript is expected to be submitted for review to European Journal of Marketing by October 2015. Additionally, Professors Bianchi, Milberg and Cuneo submitted a manuscript entitled: “Understanding travelers’ intentions to visit a short versus long-haul emerging vacation destination: The case of
Chile”, to the journal Tourism Management. This research project considers factors that affect potential visitor from 4 countries (Peru, Brazil, Germany and Spain) and their intentions to choose Chile as a vacation destination. Furthermore, Professor Bianchi worked with Associate professor Rumintha Wickramasekera (Australia) and Professor Jorge Carneiro (Brazil) on a cross-national paper on drivers of Export Intensity of small and medium sized enterprises (SMEs). Papers are related to objectives 2 and 3. Finally, Professor Bianchi and Associate Professor Aqueveque worked on a research project regarding tourism competitiveness of Chile. This study is based on several interviews conducted with mayor stakeholders of the tourism industry in Chile to identify main opportunities and challenges of this sector. This paper is under review. The interviews provided strong linkages to the Tourism industry in Chile which resulted in sharing of information and presentations booked for October and November 2015.

Professor Bianchi also attended 2 international conferences during 2015: 2015 Strategic Management in Latin America (SMLA) Conference in Costa Rica (January) and AIB 2015 International Business Conference in India (June). Professor Bianchi took the position of Co-director of the Ph.D. program at UAI and is starting to work/supervise a Ph.D. student at UAI.

Professor Christian Felzensztein (Principal Researcher) has supervised a total of 3 UAI doctoral students for this project (Cristian Geldes, Cesar Pino and José Brache). Cristian Geldes graduated at the beginning of this project and now works at Universidad de la Serena and he is also an affiliated researcher to our Center. Cesar Pino successfully defended his PhD on March 2015 and he is now a Vice Principal at Universidad Austral de Chile where he is an affiliated researcher to our Center. José Brache is expected to complete his PhD in the beginning of 2016. Jose Brache has received a job offer at Universidad Austral de Chile and continues working in the topic on SMEs internationalization.

Other doctoral students co-supervised by Professor Felzensztein and who have received support from our Center are: Carlos Rodriguez, PhD student at Tech de Monterrey, Mexico and Carlos Valencia a doctoral student at U de los Andes, Bogotá, Colombia. Doctoral researchers also have presented papers in international conferences such as the Strategic Management Society (SMS), Business Association of Latin American Studies (BALAS), CLADEA and the Strategic Management in Latin America (SMLA), among others.

Thanks to the support of our Center, Dr Cesar Pino continued his work with Professor Sylvie Chetty (University of Otago, New Zealand) and they are submitting papers to the Journal of World Business. Dr Pino is also working with Prof Felzensztein and international colleagues on other projects one of which has been accepted in the Journal of Business Research.
José Brache, has completed data collection with Prof Felzensztein related to internationalization of SMEs and international marketing practices. A paper related to this topic is in preparation for submission to *International Marketing Review*. Jose Brache also presented and attended the Entrepreneurship ACERE Conference in Adelaide, Australia 2015, where he also worked with a visiting PhD student at the University of Adelaide Business School. Working with Dr. Dirk Boehe. Prof Felzensztein also invited José Brache to be part of a new international project (E21) coordinated by the Editor of *International Marketing Review*, Professor John Cadogan, and a UK based University. All these activities have provided doctoral researcher José Brache, real opportunities to develop his own network for the future.

Apart from supervising a group of international doctoral students and coordinating the day-to-day activities of the Center, Professor Felzensztein and his colleagues also attended different international conferences, among them:

1. Academic Panel on the Pacific Alliance – implications for fast growing Latin American economies, *Academy of International Business (Southeast USA Chapter)*, Florida International University, USA

2. CIMAR Conference, WU Vienna, Austria


PhD student Brache attended several conferences with the support of the center, including AIB-LAT conference 2015, new dimensions in action learning: applying theory to entrepreneurial practice, Massachusetts institute of technology; ACERE conference, Australian centre for entrepreneurship research exchange, February 2014, Adelaide, Australia.

5. Felzensztein, Bianchi and Brache are also attending together the EIBA 2015 conference in Rio de Janeiro (1-6 Dec 2015). Prof Felzensztein is also presenting in the panel “Challenges for Research in Latin America”, organized by Emerald Publishing.


Jose Brache is currently working on two papers for his PhD, which is expected to be complete in March 2016. These two papers are: “Geographical Co-location and Trade
Association Effects on Firm’s Export Performance & Innovation” and “Small Firm Resource & Capability Acquisition through Trade Association Engagement”.

Professor Felzensztein was named Visiting Professor at ESSEC Business School in France, where he spent three months conducting research and establishing new international connections not only for our Center, but also for the Universidad Adolfo Ibañez Business School, which has benefited directed with this new international link with ESSEC. During this time he also gave academic seminars related to our work and outreach activities at EMLyon and KEDGE Business School, both in France. Similarly, academic seminars were given during a research visit at the Center for Emerging Economies at the Linnaeus University in Sweden, where after his presentation on SMEs internationalization and the work of our Center, he was named Visiting Research Professor for the year 2015-2016. He has also made presentations at the Small Business Research Center at the Kingston University London, where he has developed new international connections for our Center on the topic of International Entrepreneurship and SMEs internationalization. All of these new connections also provide benefits for our PhD program aiding in the exchange of doctoral students, which is a common practice in Europe, but quite new in our country.

Associate researchers Ernesto Amoros and Soledad Etchebarne were also active in Expanding International Research Networks. Activities included active participation in the following conferences:


“Panel of International Competitiveness: International entrepreneurship, networking and competitiveness,” SMS Special Conference Latam, March 2015, Santiago, Chile.


**Consolidating and Expanding Industry Networks**

Professor Felzensztein continues his close relationships with the ASIMET Industry Business Forum and his PhD students work in close collaboration with the Export Promotion Bureau (ProChile), the Developmental & Entrepreneurship agency (CORFO) and the World Bank. Some of these latest activities are featured in the UAI and CONICYT websites:

http://www.uai.cl/noticias/centro-de-competitividad-internacional-cierra-exitoso-primer- semestre-de-actividades-2015

http://www.uai.cl/noticias/centro-de-competitividad-internacional-consolidad- actividades-a-nivel-nacional-e-internacional
The international and industry links with PhD students helps us to collect new data not only in Chile, but also in Peru and Colombia, as well as in the new emerging economy of Cuba. Cuba was included in our studies related to family business entrepreneurship in new emerging economies. This novel study is under review in the *Journal of Family Business Strategy*. We collected new information on entrepreneurship in Cuba and conducted part of the Global Entrepreneurship Monitor study in this new emerging economy. This gave us new perspectives and ideas for future studies in nascent entrepreneurship. This new data on Cuba is analyze by Felzensztein and Amoros.
V. OUTPUTS

We have several outputs during the third year of our project including:

**Journal Articles Published or Accepted**


**Book Chapters:**


**Papers under review:**


Brache, J., Felzensztein, C., “Geographical co-location and trade association effects on firm’s export performance and innovation”, *Journal of International Marketing*. (under review)

VI. HIGHLIGHTS

1. Formation of PhD students supported by the Center

2. Publications in high quality journals

3. The Research Center is now internationally recognized, not only in Latin America but also in many countries (e.g., Sweden, UK, France), in international conferences (e.g., CIMAR, McGill International Entrepreneurship Conference), and members are part of Editorial teams (or Associate Editors) of journals such as, *Industrial Marketing Management* and *Journal of International Entrepreneurship*.

VII. LESSONS LEARNED

We learned by doing how to start, manage and lead a Research Center. This was a truly international experience and exposure to the researchers and our doctoral students. Without the support of this grant from CONICYT our research, publications and international exposure would not be possible, as Universities in Chile have little internal funds for developing this kind of activities. Thank you!

VIII. COMMENTS TO PREVIOUS EVALUATIONS

We are grateful for the very positive and helpful comments and suggestions from the evaluators during the previous years. Thank you for giving us the opportunity to developed our project and Research Center.