
CONCURRENT ACADEMIC SESSIONS

Thursday, April 16, 2026 | 10 - 11:45 a.m. CDT

Session 1: Innovation, Investor Perception, and Risk in the Evolving Financial Landscape



Chair: Nur Al Faisal, Texas A&M International University

Microsoft Teams: <https://go.tamtu.edu/whtc-session1>

Mobile Internet Growth and Services Trade

Aerfate Haimiti, William R. Hauk, Jr., and Mohammad Jakaria, University of South Carolina

Theoretical Framework: Testing Competing Explanations for Crypto ATM Placement

Jocelyn Evans, University of Missouri; and Leiza Nochebuena-Evans, Beau Sauley, and Zachary Dowdy, Murray State University

Monetary Policy Shocks and Endogenous Risk Propagation in Banking Networks

Jun Huang, Angelo State University; and Haibo Wang, Texas A&M International University

Post-EGC Firms - Investor Perception and Performance Consequences

Rodrigo Hernández, Radford University; and Kaschia Wade, University of Kentucky

Session 2: Trade, Institutions, and Firm Behavior (Doctoral Student Presentations)



Chair: George Clarke, Texas A&M International University

Student Center, Room 230 | Live Broadcast: <https://go.tamtu.edu/whtc-session2>

Trade Potential and the Expansion of BRICS: Evidence from a Gravity Model Analysis

Muhammad Rofiqul Islam, Ayman Samak, Asha Moni Mistry, and Emily De Los Cobos, Texas A&M International University

Harvesting Disadvantage: Quantifying Trade Diversion in U.S. Agricultural Machinery under the EU-Mercosur Trade Agreement

Moses Abu, Texas A&M International University

The Effect of Litigation Exposure on Firm Boundaries

Ayman Samak, Muhammad Rofiqul Islam, Emily De Los Cobos, and Asha Moni Mistry, Texas A&M International University

The Intangible Costs of Corporate Litigation

Ayman Samak and Anthony Izuagie, Texas A&M International University



In-Person Presentation
Presentación presencial



Virtual Presentation
Presentación virtual

CONCURRENT ACADEMIC SESSIONS

Thursday, April 16, 2026 | 10 - 11:45 a.m. CDT (continued)

Session 3: Justice, Culture, and Leadership in Contemporary Work Contexts
Chair: Li (Lily) Z. Brooks, Texas A&M International University
Student Center, Room 231 | Live Broadcast: <https://go.tamui.edu/whtc-session3>



Justice Beyond the Workplace: How Platforms, Algorithms, and Remote Work Shape Workers' Justice Perception

Xiaochuan Song, Texas A&M University-Kingsville

National Culture and Entrepreneurial Innovativeness at the Pre-Venture Stage: Evidence from Mexico

Sergio Enrique Robles-Ávila, Baldwin Wallace University; and Martha Corrales-Estrada, Tecnológico de Monterrey

Does Inclusive Leadership Promote Hispanic Professionals' Intention to Stay and Thrive at a Place of Employment? Theory, Methods, and Results

Sergio Enrique Robles-Ávila, Baldwin Wallace University; and Marcia Moreno, AmMore Consulting LLC

Linking Organizational Identification and Need for Power: A Mediated Moderation Model

Xiaochuan Song, Texas A&M University-Kingsville

Sesión 4: Innovación, bienestar y gestión en la educación y comunidad

Chair: Adán López Mendoza, Universidad Autónoma de Tamaulipas
Student Center, Room 236 | Live Broadcast: <https://go.tamui.edu/whtc-session4>



Desgaste emocional de los profesores de educación media superior en el desarrollo de su trabajo docente

Miriam Ma. Dolores Castañón Vargas y Mario Pedro Durán Cruz, Centro de Bachillerato Tecnológico Industrial y de Servicios No. 137

Revisión sistemática sobre phishing en educación básica: hacia una cultura de ciberseguridad

Rolando Salazar Hernández y Adán López Mendoza, Universidad Autónoma de Tamaulipas

Gestión del cambio en procesos de estadías profesionales: estudio de caso en la UTTN

Juan Ángel Ramos-Sánchez, Francisco López Vázquez, y Ilse Carolina Razo Medellín, Universidad Tecnológica de Tamaulipas Norte

Rescuing Public Spaces as a Means of Social Development in Nuevo Laredo

Yuritzi Llamas Mangin y Cynthia Lizeth Ramos Monsivais, Universidad Autónoma de Tamaulipas



Session conducted in English
Sesión impartida en inglés




Session conducted in Spanish
Sesión impartida en español


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CONCURRENT ACADEMIC SESSIONS

Thursday, April 16, 2026 | 10 - 11:45 a.m. CDT (continued)

<p>Sesión 5: Estrategia, competitividad y comportamiento del consumidor Chair: Jose Luis Daniel, Texas A&M University-Kingsville Microsoft Teams: https://go.tamtu.edu/whtc-session5</p>	
<p>De porter a las capacidades dinámicas: evidencia reciente sobre planeación, alineación e innovación en la gestión estratégica para el desempeño y la sostenibilidad Armando Ortiz Guzmán, José Luis Abreu Quintero, Patricio Galindo Mora, y Pablo Guerra Rodríguez, Universidad Autónoma de Nuevo León</p>	
<p>Análisis de variables clave planeación estratégica, producción y calidad para la competitividad de las pymes: caso Nuevo Laredo, Tamaulipas, México José Fernando Díaz Zamora, Universidad Autónoma de Tamaulipas</p>	
<p>Análisis bibliométrico de la cultura financiera en las mypes y su competitividad Juan Carlos Crudet Balderas, Leslie Hernández Guerrero, Luz del Carmen Muñoz Palacios, German Jerónimo Serena, y Paula Rosalinda Antonio Vidaña, Universidad Tecnológica del Centro de Veracruz</p>	
<p>Análisis de los determinantes socioeconómicos del consumo de cerveza en México Víctor Manuel Gerónimo Antonio, Gisela Guadalupe Pérez Ramos, Jaret Mendoza Molina, y Ignacio Guadalupe Ponce Rodríguez, Universidad Autónoma Agraria Antonio Narro</p>	
<p>Factores asociados al gasto de frutas y verduras en las zonas rurales de Coahuila, México Víctor Manuel Gerónimo Antonio y Elena Fuentes, Universidad Autónoma Agraria Antonio Narro</p>	

Thursday, April 16, 2026 | 2 - 3:30 p.m. CDT

<p>Session 6: Digital Transformation, Data Integrity, and Human Factors in Modern Organizational Systems Chair: Daniel A. González, Texas A&M International University Microsoft Teams: https://go.tamtu.edu/whtc-session6</p>	
<p>Unveiling the Interplay of POS, LMX, and Mindfulness in Shaping Work Behaviors: A Comparative Study Between India and the USA Zahidul Karim, Augustana University; and Leonel Prieto, Texas A&M International University</p>	
<p>The Impact of Belief Configuration on Lean Implementation R. Sale, The University of Texas Rio Grande Valley; M. Stodnick, University of Dallas; and A. Bari, The University of Texas at Tyler</p>	
<p>Standardizing the Digital Management Process of Raw Materials in the SAP Master Data Governance System Estefany Rios Montes, Universidad Tecnológica de Tamaulipas Norte</p>	
<p>The Effects of Poisoned Datasets using Convolutional Neural Networks for Counterfeit Product Detection Micah Israel, University of South Alabama</p>	

CONCURRENT ACADEMIC SESSIONS

Thursday, April 16, 2026 | 2 - 3:30 p.m. CDT (continued)

<p>Session 7: Infrastructure, Logistics, and Resource Constraints in Economic Development Chair: Anwen Yin, Texas A&M International University Student Center, Room 230 Live Broadcast: https://go.tamui.edu/whtc-session7</p>	
<p>Agricultural Transportation and International Trade: An Overview of South Texas Maritime Ports Michael S. Yoder, University of Central Arkansas</p>	
<p>Aeropuerto Internacional El Dorado: Logistics Lifeline for a Landlocked City Andrew F. Johnson and Rusty V. Karst, Texas A&M University-Corpus Christi</p>	
<p>Moving Bogotá: Transit Infrastructure and Economic Development in Colombia's Capital Andrew F. Johnson and Rusty V. Karst, Texas A&M University-Corpus Christi</p>	
<p>Exploring Consumer Reactions to Water Scarcity in an Emerging Market: Applying the Values Beliefs Norms (VBN) Theory in Mexico Sergio Enrique Robles-Ávila, Baldwin Wallace University; Songpol Kulviwat, Hofstra University; and Lorena García Ramón, University of Northern Colorado</p>	

<p>Session 8: Information and Governance in Organizations: Evidence from Higher Education and Corporate Reporting Chair: Jorge Brusa, Texas A&M International University Student Center, Room 231 Live Broadcast: https://go.tamui.edu/whtc-session8</p>	
<p>Prioritizing the U.S.-Mexico Border: Sustainability as a Key Feature of Curriculum Planning and Student Learning to Address Regional Issues Ricardo Lozano and Lina Marie De La Garza, Texas A&M International University</p>	
<p>The Long-Term Research Productivity of Doctoral Programs in Finance Jorge Brusa, Texas A&M International University</p>	
<p>Revenue Recognition Policy Disclosure and Restatement Li (Lily) Z. Brooks, Texas A&M International University; and Yun Cheng, Linxiao Liu, and Michael D. Yu, University of West Georgia</p>	
<p>Shareholders' Perception of CEO Bonuses: Evidence from the SEC Requirement of Compensation Disclosure Shengmin Hung, Soochow University; Wulung Li, Texas A&M International University; and Shu-Ling Wu, National Taiwan University</p>	



In-Person Presentation
Presentación presencial



Virtual Presentation
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Session conducted in English
Sesión impartida en inglés



Session conducted in Spanish
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CONCURRENT ACADEMIC SESSIONS

Thursday, April 16, 2026 | 2 - 3:30 p.m. CDT (continued)

Sesión 9: Tecnología, inteligencia artificial e innovación educativa

Chair: Francisco López Vázquez, Universidad Tecnológica de Tamaulipas Norte
Student Center, Room 236 | Live Broadcast: <https://go.tamiau.edu/whtc-session9>



Uso de IA y sus implicaciones éticas y cognitivas en la formación universitaria: un riesgo emergente para los nuevos profesionales

Diego Alvarado Silva, Lizbeth Guadalupe Gómez Pascacio, y Marcelo Paredes García,
Instituto de Ciencias y Estudios Superiores de Tamaulipas, A. C., Campus Nuevo Laredo

Mejora de la gestión de recursos humanos, mediante la inteligencia artificial

Jesús Alejandro Martínez Avecillas, Adán López Mendoza, y Rolando Salazar Hernández,
Universidad Autónoma de Tamaulipas

Gamificación de laboratorios de ciberseguridad basados en Docker y su impacto en la motivación y desempeño académico de estudiantes universitarios

Carlos Gabriel Rodríguez Macias, Gustavo Alonso Gutiérrez, y Rolando Salazar Hernández,
Universidad Autónoma de Tamaulipas

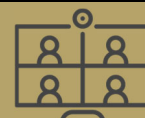
Trascendencia personal y profesional de la movilidad académica en estudiantes universitarios

Cecilia America Anda Kalamaco y Cynthia Lizeth Ramos Monsivais, Universidad Autónoma de Tamaulipas

Sesión 10: Transformación digital y dinámicas sociales en el mundo contemporáneo

Chair: Rolando Salazar Hernández, Universidad Autónoma de Tamaulipas

Microsoft Teams: <https://go.tamiau.edu/whtc-session10>



Retrospectiva teórica de los factores que impulsan el uso de la IA en estudiantes de las carreras de negocios en el desarrollo de habilidades

Jessica Nicthe Ha González Vizcaino, José Nicolas Barragán Codina, y Manuel Rosalio Barragán Codina,
Universidad Autónoma de Nuevo León

Desafíos de la era digital: evaluando la nomofobia y la adicción al smartphone en estudiantes universitarios mediante cuestionarios breves

Ramón Ventura Roque Hernández, Rolando Salazar Hernández, Lorena Alicia Medina López, y
Carlos Manuel Juárez Ibarra, Universidad Autónoma de Tamaulipas

Ciudades inteligentes y ciudadanía: un estudio comparativo del paradigma smart city en Chile


Martín Montalva, Astrid Oddershede, y Hernaldo Zamora, University of Santiago of Chile

Análisis comparativo de la participación de las remesas y los beneficios gubernamentales en el ingreso total de los hogares mexicanos del 2016 al 2024

Marina Esthela Flores Espinoza, Universidad La Salle Saltillo

CONCURRENT ACADEMIC SESSIONS

Thursday, April 16, 2026 | 3:45 - 5:15 p.m. CDT

Session 11: PLSAS Innovative PLS-SEM Applications Chair: Ned Kock, Texas A&M International University WHTC, Room 224 Live Broadcast: https://go.tamtu.edu/whtc-session11		
Employing WarpPLS in a Doctoral Course on Structural Equation Modeling: First Student Project Moses Abu, Arithra Kumar Debnath, and Ned Kock, Texas A&M International University		
Employing WarpPLS in a Doctoral Course on Structural Equation Modeling: Second Student Project Rogelio García, José Muñoz, Asha Moni Mistry, and Ned Kock, Texas A&M International University		
Conducting a Difference-in-Differences Analysis with PLS-SEM: Implementing the Classic 2x2 Approach using WarpPLS Rogelio García, José Muñoz, and Ned Kock, Texas A&M International University		

Session 12: From Trade Policy to Firm Strategy: Managing Economic Shocks in Global Markets (Undergraduate Student Presentations) Chair: Antonio Rodríguez, Texas A&M International University Student Center, Room 230 Live Broadcast: https://go.tamtu.edu/whtc-session12		
The Economic Impacts of Tariff Policies on U.S.–México Trade Emiliano Fiscal, Texas A&M International University		
Do Institutions Matter for International Investment? An Empirical Examination of Firm-Level Asset Allocation Zitabell Rodríguez Vaca, Texas A&M International University		
Concentrated vs. Diversified Economy: The Impact of External Shocks. Las Vegas Case Study David Martínez Parra, Texas A&M International University		
Process Standardization for Raw Material Shortage Management in International Sourcing Operations Valeria del Ángel Jiménez, Universidad Tecnológica de Tamaulipas Norte		



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Session conducted in English
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CONCURRENT ACADEMIC SESSIONS

Thursday, April 16, 2026 | 3:45 - 5:15 p.m. CDT (continued)

Session 13: Institutions, Governance, and Socioeconomic Outcomes in the Global Economy Chair: Constant L. Yayi, Texas A&M International University Student Center, Room 231 Live Broadcast: https://go.tamiu.edu/whtc-session13		
Concentric Institutions: A Region-based View of Global Business Rusty V. Karst and Andrew F. Johnson, Texas A&M University-Corpus Christi		
Bangladesh Integration in the Global Economy-A Preliminary Discussion Anisul M. Islam, University of Houston-Downtown		
Does Risk Aversion or Integrity Drive the Relationship between Gender and Corruption? Evidence from Sub-Saharan Africa George R.G. Clarke, Texas A&M International University		
The Final Countdown: Anticipation and Short-Lived Crime Around Soccer Matches in Brazil Rafael Alfena Zago, Texas A&M International University		

Sesión 14: Comercio exterior, competitividad y mejora organizacional en la frontera norte de México Chair: Cynthia Lizeth Ramos Monsivais, Universidad Autónoma de Tamaulipas Student Center, Room 236 Live Broadcast: https://go.tamiu.edu/whtc-session14		
Perspectivas del comercio exterior mexicano en 2026: desafíos arancelarios y reconfiguración estratégica en el marco del T-MEC Roberto Arreola Rivera y José Luis Medina Rentería, Universidad Autónoma de Tamaulipas		
Capital digital como microfundamento de la competitividad en economías fronterizas integradas: el caso del corredor Laredo-Nuevo Laredo José Martín González Amaro, Universidad Autónoma de Tamaulipas		
Propuesta administración en agencias aduanales basada en modelo Kaizen José Luis Díaz Roldán, Yuritzi Llamas Mangin, y Francisco Magdaleno Ramírez, Universidad Autónoma de Tamaulipas		



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CONCURRENT ACADEMIC SESSIONS

Thursday, April 16, 2026 | 3:45 - 5:15 p.m. CDT (continued)

Sesión 15: Finanzas digitales, redes sociales y comportamiento del consumidor en la economía digital Chair: Jose Luis Daniel, Texas A&M University-Kingsville Microsoft Teams: https://go.tamtu.edu/whtc-session15	
Impacto de la inclusión y educación financiera en la participación económica y desigualdad en países del G20 Natalí Duque Saldívar y Valeria Vázquez Hernández, Universidad La Salle Saltillo	
Cryptocurrencies and Stablecoins Under Scrutiny: A Bibliometric Study Complemented with Competitive Intelligence Jorge Isaac González, Ingrid N. Pinto López, y Cynthia M. Montaudon Tomas, Universidad Popular Autónoma del Estado de Puebla	
El poder de las redes sociales en las decisiones de compra José Luis Díaz Roldán, Ruby Monserrat Castillo Lara, Laura Fernanda García Escobedo, Daniela Moreno Moreno, y Angely Fernanda Pérez Chávez, Universidad Autónoma de Tamaulipas	
Humano vs IA: la pérdida de autenticidad en la publicidad y su influencia en la conexión con el consumidor José Luis Díaz Roldán, Adriana Villarreal Ramírez, y Alejandra Villarreal Ramírez, Universidad Autónoma de Tamaulipas	

Friday, April 17, 2026 | 9 - 10:30 a.m. CDT

Session 16: Foreign Investment and Economic Transformation in Emerging Economies Chair: Jyotsna Mukherji, Texas A&M International University Microsoft Teams: https://go.tamtu.edu/whtc-session16	
Investment Facilitation and Investment Screening in India: Assessing Compatibility Under the WTO IFD Framework Saptashwa Banerjee, Symbiosis Law School, Pune	
Capital Formation and Convergence under the Belt and Road Initiative: Evidence from Club Convergence Approach Md Mahbubul Alam and Bidisha Lahiri, Oklahoma State University	
Foreign Direct Investment (FDI) and Economic Growth in the Caribbean: A Comparative Analysis of Oil and Non-Oil Economies with a Focus on Guyana Miko Mc Intosh, Sean Pemberton, Sydney Armstrong, and Jason Allicock, University of Guyana	
Foreign Investment and the Shifting Business Landscape in Guyana D. DaSilva-Glasgow, K. Ceres, D. Pile, J. Allicock, and S. Armstrong, University of Guyana	

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CONCURRENT ACADEMIC SESSIONS

Friday, April 17, 2026 | 9 - 10:30 a.m. CDT (continued)

Session 17: Agricultural Sustainability, Trade, and Food Security in the Global Economy
Chair: Ruth Chatelain-Jardon, Texas A&M University-Kingsville
Microsoft Teams: <https://go.tamtu.edu/whtc-session17>



Global and Indian Agriculture Emissions and Carbon Credit Markets: Scenarios, Acts, Methods, Challenges, Global Initiatives in Monetization and Policies

M.B. Dastagiri, Ramesh Naik M., A. Ramanjaneyulu, K. Nagasree, P. S. Brahmanand, and Ravi Teja, ICAR-National Academy of Agricultural Research Management

Import Dependency, Spatial Trade Spillovers, and Food Insecurity

Blessing Nsofor, Texas A&M University-Kingsville

Assessing the Quality of Vietnam's Seafood Exports

Thi Minh Phuong Nguyen and Dong Xuan Nguyen, Diplomatic Academy of Vietnam

Determinants of Foreign Direct Investment in Northern Mexico: A Theoretical-Empirical Analysis from the Perspective of Business Chambers

Corina Gómez Gutiérrez, Mónica Blanco Jiménez, Diana Maricela Vasquez Treviño, y Luis Vicente Cabeza Llanos, Universidad Autonoma de Nuevo Leon

Session 18: Strategic Management and Process Improvement in Organizations (Undergraduate Student Presentations)

Chair: Francisco Magdaleno Ramírez, Universidad Autónoma de Tamaulipas

Student Center, Room 230 | Live Broadcast: <https://go.tamtu.edu/whtc-session18>



The Absence of Strategic Direction in SMEs in the Border Region of Tamaulipas

Luis Enrique De Los Reyes Maldonado, Universidad Tecnológica de Tamaulipas Norte

Develop and Execute an Online Workshop to Facilitate the Creation, Oversight and Recognition of Objectives

Aura Kikey Pérez Hernández, Universidad Tecnológica de Tamaulipas Norte

Digital Procurement Standardization in Manufacturing: Impact on Sigma Level

Karla María Sánchez Lara, Universidad Tecnológica de Tamaulipas Norte

Optimization of the Process of Releasing Machined Engine Covers in the Incoming Inspection Area

April Angeles González, Universidad Tecnológica de Tamaulipas Norte



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CONCURRENT ACADEMIC SESSIONS

Friday, April 17, 2026 | 9 - 10:30 a.m. CDT (continued)

Session 19: Information, Financial Structure, and Capital Allocation

Chair: Yan Zhao, Texas A&M International University

Student Center, Room 231 | Live Broadcast: <https://go.tamiu.edu/whtc-session19>



Disclosure Architecture Theory

Kyle Kelly, Texas A&M International University

Capital Structure and Tax: New View with Capital Adjustment Frictions

Hyeonjin Im, Texas A&M International University

Information Transmission Across Markets: Recent Evidence from U.S. Stocks and Bonds

Anwen Yin and Yan Zhao, Texas A&M International University

Banking on Politics: How County Partisan Identity Shapes Deposit Allocation

Nur Al Faisal and Alicia Marie García, Texas A&M International University

Sesión 20: Estrategias organizacionales para la competitividad y productividad empresarial

Chair: José Luis Díaz Roldán, Universidad Autónoma de Tamaulipas

Student Center, Room 236 | Live Broadcast: <https://go.tamiu.edu/whtc-session20>



Mentalidad de crecimiento para la innovación: una nueva forma de impulsar la adaptación del operador de manufactura, a la transición tecnológica de la industria maquiladora en México

Francisco López Vázquez, Universidad Tecnológica Tamaulipas Norte

Examinar el desempeño del departamento de planeación en una empresa maquiladora de giro automotriz en Reynosa, Tamaulipas

Sofía Elizabeth Martínez Rodela, Universidad Tecnológica de Tamaulipas Norte

Uso del punto de equilibrio para el control de costos: estrategia financiera para la productividad de una pyme

Ana Rosa Reyes Caballero, Universidad Tecnológica de Tamaulipas Norte



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CONCURRENT ACADEMIC SESSIONS

Friday, April 17, 2026 | 10:45 a.m. - 12:15 p.m. CDT

Session 21: Innovation, Marketing, and Consumer Behavior Across Cultures

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

Microsoft Teams: <https://go.tamtu.edu/whtc-session21>



Trade Openness, Technology Transfer Dynamics, and the Effects of National Cultures

Tochukwu J. Emegwa, Kent State University; and Leonel Prieto, Texas A&M International University

Emotional or Rational? The Role of Advertising Appeal and Decision-Making Styles in CSR-Focused Earned Social Media

C.G. Pavel, University of North Texas; Greg R. Bell, University of Dallas; and Richard Miller, University of North Texas

Why Some Leaders Deliver Winning Products, and Others Don't

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

The Impact of Consumer Attitudes and Skepticism on Cross-Cultural Cause-related Marketing

C. Pavel, University of North Texas; J. A. Fulmore, University of Dallas; Nolan Gaffney, University of North Texas; I. Shyle, Polytechnic University of Tirana; C. Tatu, Academy of Economic Studies; and A. Moses, Southwestern Adventist University

Session 22: Technology, Entrepreneurship, and Firm Performance in the Global Economy (Doctoral Student Presentations)

Chair: Lukai Yang, Texas A&M International University

Student Center, Room 230 | Live Broadcast: <https://go.tamtu.edu/whtc-session22>



Building Trust Under Uncertainty: An Analysis of AI Perceptions in Latin America

José Rodolfo Muñoz, José Rogelio García, and Asha Mistry, Texas A&M International University

Digital Engagement and Entrepreneurial Orientation: A Social Capital Perspective

Asha Moni Mistry, Emily De Los Cobos, Muhammad Rofiqul Islam, and Ayman Samak, Texas A&M International University

Public Attention, Emissions Pressure, and Trade Dynamics in the Global Electric Vehicle Market: Panel Data Analysis

Emily De Los Cobos, Asha Moni Mistry, Ayman Samak, and Muhammad Rofiqul Islam, Texas A&M International University

Unpacking the Multidimensional Constraints on Firm Performance in Sub-Saharan Africa

Moses Abu and Arithra Kumar Debnath, Texas A&M International University



In-Person Presentation
Presentación presencial



Virtual Presentation
Presentación virtual

CONCURRENT ACADEMIC SESSIONS

Friday, April 17, 2026 | 10:45 a.m. - 12:15 p.m. CDT (continued)

Session 23: Trade Transparency, Risk Management, and Analytics in Global Supply Chains
Chair: Moon Kyung Cho, Texas A&M International University
Student Center, Room 231 | Live Broadcast: <https://go.tamtu.edu/whtc-session23>



When Policy Becomes Noisy: Evidence on Trade Reporting

Constant L. Yayi, Texas A&M International University

An Analysis of Trade Mispricing and Tax Rate Differences: The Case of U.S. Imports from Ireland

Philip Keejae Hong, University of Central Michigan; Cabrini Pak, The Catholic University of America; and Simon J. Pak, Pennsylvania State University

Catastrophe Bonds for Supply Chain Resilience: A Risk-Transfer Mechanism for Logistics Nodes, Supply Chain Clusters, and Freight Transportation Corridors

Miguel Gastón Cedillo-Campos, Arithra Kumar Debnath, Antonio J. Rodríguez, and Leonel Prieto, Texas A&M International University

Experimenting with Exponential Smoothing Forecast in Retail Supply Chain

Balaji Janamanchi, Texas A&M International University

Sesión 24: Dinámicas organizacionales y desafíos empresariales en la economía global

Chair: Francisco López Vázquez, Universidad Tecnológica de Tamaulipas Norte
Student Center, Room 236 | Live Broadcast: <https://go.tamtu.edu/whtc-session24>



El auge de los vehículos eléctricos chinos en el comercio internacional: implicaciones para los mercados globales y la política comercial

José Luis Díaz Roldán, Yurizti Mangin Llamas, Alexander Gabriel Juárez García, y David Alejandro Sánchez Acosta, Universidad Autónoma de Tamaulipas

El temor de formalizar un negocio informal: revisión sistemática de la literatura sobre el impacto en los impuestos, la tradición y modernización de las empresas

Salvador de Guadalupe Mota Gámez, Ramón Ventura Roque Hernández, y Salvador Mota Martínez, Universidad Autónoma de Tamaulipas

Impacto de la comunicación interna en el área de producción

José Luis Díaz Roldán, Francisco Magdaleno Ramírez, y Eduardo Reyes Recio, Universidad Autónoma de Tamaulipas

Gestión de la salud mental en las organizaciones: impacto psicosocial y productividad

José Luis Díaz Roldán, Salvador Mota Martínez, y Jacob Emmanuel Mota Gámez, Universidad Autónoma de Tamaulipas



Session conducted in English
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Session conducted in Spanish
 Sesión impartida en español

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CONCURRENT ACADEMIC SESSIONS

Friday, April 17, 2026 | 10:45 a.m. - 12:15 p.m. CDT (continued)

Sesión 25: Dinámicas de inversión y transformación tecnológica en la industria mexicana Chair: Miriam Ma. Dolores Castañón Vargas, Centro de Bachillerato Tecnológico Industrial y de Servicios No. 137 Microsoft Teams: https://go.tamtu.edu/whtc-session25	
Evolución y expansión de la inversión extranjera directa en el sector automotriz de México 2006-2025 Jailin Sthefani González Chacin, Universidad La Salle Saltillo	
Análisis de la inversión en tecnologías de la información y la comunicación en la industria manufacturera mexicana: evidencia a partir de la ENTIC 2013 Armando López Ramos, Universidad La Salle Saltillo	
Impacto del uso de herramientas de inteligencia artificial en la toma de decisiones en empresas pymes José Luis Díaz Roldán, Francisco Magdaleno Ramírez, y Jamie Belén Cabrera Zuñiga, Universidad Autónoma de Tamaulipas	
Modelo onboarding para la integración efectiva de nuevo personal en Productos Médicos Regis S.A. de C.V. Paola Urbina Hernández, Universidad Tecnológica de Tamaulipas Norte	



Virtual Presentation
Presentación virtual



Session conducted in Spanish
Sesión impartida en español

End of concurrent academic sessions.