
**Texas A&M International University
A. R. Sanchez, Jr. School of Business
Center for the Study of Western Hemispheric Trade**

In Partnership with

**Universidad Autónoma de Tamaulipas
Facultad de Comercio, Administración y Ciencias Sociales**

and

Universidad Tecnológica de Tamaulipas Norte



**29th Annual
Western Hemispheric Trade Conference
April 9 - 11, 2025**

Conference Program

WELCOME

Dear Conference Participant,

Welcome to the 29th Annual Western Hemispheric Trade Conference, hosted by Texas A&M International University's (TAMIU) A. R. Sanchez, Jr. School of Business (ARSSB), April 9–11, 2025. This year's Conference is co-sponsored by the Center for the Study of Western Hemispheric Trade (CSWHT), in collaboration with México's Universidad Autónoma de Tamaulipas (UAT) Facultad de Comercio, Administración y Ciencias Sociales and the Universidad Tecnológica de Tamaulipas Norte (UTTN).

We are grateful for the generous support of our corporate sponsors, **IBC Bank** and **Commerce Bank**, and the donors of **TAMIU's Banking Academy**, **Texas Community Bank**, **Rio-South Texas Education and Community Development Foundation**, **PNC Bank**, the **Matias De Llano Charitable Trust**, and **Falcon Bank**.

The 2025 Conference program features a combination of on-site and virtual sessions:

- Sessions with an assigned room number (e.g., STC 230) will be held in person at TAMIU and live-streamed via Microsoft Teams.
- Sessions labeled "MS Teams" will be conducted fully online.

We are honored to feature four distinguished guests:

Keynote Speakers

- **Hilary J. Allen** (April 9), *Crypto and Financial Crises*
Author and Law Professor, American University's Washington College of Law
- **Dr. William L. Megginson** (April 11), *The Financial Economics of Spaceflight*
Professor and Price Chair in Finance, University of Oklahoma's Michael F. Price College of Business.

Fireside Chat Panel (April 10), *Numbers, Engines, and Enterprise: Perspectives on Leadership from the Flight Deck to the Global Stage*

- **Roberto A. Tohme**
Co-owner, Pilot, and Chief Financial Officer, ATI Jet, Inc.
- **Dr. Len J. Treviño**
President, Iberoamerican Academy of Management, and SBA Communications Professor of International Business, Florida Atlantic University.

Nearly 100 papers will be presented across 25 academic sessions, including contributions to the Partial Least Squares (PLS) Applications Symposium, chaired by **Dr. Ned Kock**, Regents Professor and Chair of the ARSSB's Division of International Business and Technology Studies.

We hope you enjoy a stimulating and productive Conference experience—one that inspires meaningful scholarly exchange, builds lasting professional relationships, and encourages future collaboration.

Warm regards,



Luis Pérez-Batres, Ph.D.

Dean and Radcliffe Killam Distinguished Professor
A. R. Sanchez, Jr. School of Business
Texas A&M International University



George R. G. Clarke, Ph.D.

CSWHT Director and PNC Bank Chair
A. R. Sanchez, Jr. School of Business
Texas A&M International University

INSTITUTIONAL PARTNERS



TEXAS A&M **INTERNATIONAL** UNIVERSITY
A.R. SANCHEZ, JR. SCHOOL OF BUSINESS



UNIVERSIDAD TECNOLÓGICA
DE TAMAULIPAS NORTE

CONFERENCE AGENDA

Wednesday, April 9, 2025

- 5:30 p.m. **Welcoming Reception** Student Center (STC) Ballroom
Sponsored by IBC Bank & Commerce Bank
- 6 p.m. **IBC Bank & Commerce Bank Keynote Speaker Series** STC Ballroom
MS Teams Location: <https://go.tamiau.edu/allen>
- Introduction: George R. G. Clarke, Ph.D., Director, CSWHT, ARSSB, TAMIU
- Crypto and Financial Crises***
Hilary J. Allen, Author and Law Professor, Washington College of Law,
American University

Thursday, April 10, 2025

- 9 a.m. **On-Site Check-In Begins** STC Rotunda, 2nd Floor
- Continental Breakfast** STC Ballroom
- 10 a.m. **Concurrent Academic Sessions**
- Session 1: International Business Issues I (Doctoral Student Presentations) STC 120
Session 2: Issues in Finance, Firm Behavior, Innovation, and
Entrepreneurship STC 230
Sesión 3: Inteligencia artificial, recursos humanos y educación STC 231
Sesión 4: Productividad, competitividad y salud STC 236
Session 5: Social Responsibility, the Blue Economy, and Production MS Teams
- 11:45 a.m. **Break**
- 12 p.m. **Lunch Begins** STC Ballroom
- 12:30 p.m. **Luncheon Fireside Chat Panel** STC Ballroom
MS Teams Location: <https://go.tamiau.edu/whtc-panel>
- Welcoming Remarks: Juan J. Castillo, Interim President, TAMIU
Introduction: Luis Pérez-Batres, Ph.D., Dean, ARSSB, TAMIU
- Numbers, Engines, and Enterprise: Perspectives on Leadership from the Flight Deck to the Global Stage***
Roberto A. Tohme, Co-Owner, Pilot, and Chief Financial Officer, ATI Jet, Inc.
Len J. Treviño, Ph.D., President, Iberoamerican Academy of Management, and
SBA Communications Professor of International Business, Florida Atlantic University
Moderator: Luis Pérez-Batres, Ph.D., Dean, ARSSB, TAMIU

**All times listed are Central Daylight Time (CDT).
On-site presentations broadcast live via MS Teams for virtual participants.**

(continued on next page)

CONFERENCE AGENDA

Thursday, April 10, 2025 (cont.)

1:45 p.m. **Break**

2 p.m. **Concurrent Academic Sessions**

Session 6: Issues in Finance and Investments	STC 120
Session 7: Leadership, Communication, and Knowledge Sharing	STC 230
Session 8: Treaties, Trade Openness, and Transportation.....	STC 231
Sesión 9: Educación, desarrollo y cultura	STC 236
Session 10: Global Business Issues.....	MS Teams

3:30 p.m. **Break & Refreshments**

3:45 p.m. **Concurrent Academic Sessions**

Session 11: PLSAS Innovative PLS-SEM Applications	STC 120
Session 12: Issues in Finance, Trade, and Technology (Undergraduate Student Presentations).....	STC 230
Session 13: Issues in Investments, Education, and Technology.....	STC 231
Sesión 14: Temas de producción, innovación y eficiencia.....	STC 236
Sesión 15: Temas de educación, empleo y consume	MS Teams

5:15 p.m. **Break**

5:30 p.m. **Reception & Dinner** Sue and Radcliffe Killam Library (KLM), Front Lawn

Welcoming Remarks: Luis Pérez-Batres, Ph.D., Dean, ARSSB, TAMIU

Friday, April 11, 2025

8:30 a.m. **On-Site Check-In Continues**.....STC Rotunda, 2nd Floor

Continental BreakfastSTC Ballroom

9 a.m. **Concurrent Academic Sessions**

Session 16: Evaluating Public Service Performance: Expectation and Experience in Public Organizations	MS Teams
Session 17: Issues in Policy, Production, and Trade	MS Teams
Session 18: Employment, Knowledge Management, and Security Interventions	MS Teams
Sesión 19: Temas de economía, comercio y sostenibilidad	MS Teams
Sesión 20: Temas de producción, eficiencia y desarrollo sostenible	MS Teams

Details for concurrent academic sessions available on pages 10 to 22.

CONFERENCE AGENDA

Friday, April 11, 2025 (cont.)

10:30 a.m. Break

10:45 a.m. Concurrent Academic Sessions

Session 21: Corruption and Sustainable Development Goals MS Teams

Session 22: International Business Issues II (Doctoral Student
Presentations)STC 230

Session 23: Issues in Business and Science (Undergraduate Student
Presentations)STC 231

Sesión 24: Métodos para mejorar la gestión del inventarioSTC 236

Sesión 25: Temas de cultura organizacional, educación y consume MS Teams

12:15 p.m. Break

12:30 p.m. Lunch Begins..... STC Ballroom

1 p.m. Luncheon Keynote Address STC Ballroom

Sponsored by TAMIU's Banking Academy

MS Teams Location: <https://go.tamtu.edu/megginson>

Welcoming Remarks: Claudia E. San Miguel, Ph.D., Provost and Vice President
for Academic Affairs, TAMIU

Introduction: Luis Pérez-Batres, Ph.D., Dean, ARSSB, TAMIU

The Financial Economics of Spaceflight

William L. Megginson, Ph.D., Professor and Price Chair in Finance, Michael F. Price
College of Business, The University of Oklahoma

Announcement of Student Awards and Closing Remarks STC Ballroom

MS Teams Location: <https://go.tamtu.edu/megginson>

George R. G. Clarke, Ph.D., Director, CSWHT, ARSSB, TAMIU

End of Program

ABOUT OUR SPEAKERS



Hilary J. Allen

Hilary J. Allen is a Professor of Law at the American University Washington College of Law. She teaches courses in Banking Law, Securities Regulation, Financial Regulation, and Business Associations.

Exclusively represented by BrightSight Speakers bureau, Professor Allen is a nationally recognized expert on financial stability regulation, having authored more than 15 law review articles on the subject (recent articles have appeared in the *Boston College Law Review*, the *George Washington Law Review*, and the *Harvard Business Law Review*). In her work, Professor Allen stresses the importance of financial stability by underlining the human consequences of financial crises, and considers a variety of existing and evolving threats to financial stability. Her recent work has focused on threats arising from climate change and the increasing prevalence of fintech, as well as adapting the structure and scientific/technological capacity of financial regulatory agencies. She has testified before the House Financial Services Committee and the Senate Banking Committee, and is the author of the book *Driverless Finance: Fintech's Impact on Financial Stability* (2022, Oxford University Press). Professor Allen is also actively involved in presenting scholarly publications at roundtables and conferences, and regularly contributes blog posts and podcasts on the subject of financial regulation.

Professor Allen received her Bachelor of Laws from the University of Sydney, Australia, and her Master of Laws in Securities and Financial Regulation Law from Georgetown University Law Center (for which she received the Thomas Bradbury Chetwood, S. J. Plaque for graduating first in her class). Prior to entering the academy, Professor Allen spent seven years working in the financial services groups of prominent law firms in London, Sydney, and New York (most recently at Shearman & Sterling LLP in New York). In 2010, she worked with the Financial Crisis Inquiry Commission, which was appointed by Congress to study the causes of the financial crisis of 2007-2008.

Crypto and Financial Crises

Keynote Address | Wednesday, April 9, 2025 | 6 p.m. CDT

Student Center Ballroom | Live Broadcast available at <https://go.tamtu.edu/allen>

Sponsored by IBC Bank & Commerce Bank

Professor Allen will discuss the crypto ecosystem (with a particular emphasis on DeFi) and explain how its fragilities mirror the fragilities of financial innovations developed in the run up to the global financial crisis of 2008. She cautions that crypto innovation will not democratize finance, make finance more efficient, or promote financial inclusion, and argues that – given crypto’s risks – it is therefore bad public policy to support this kind of innovation. In particular, she will emphasize that the integration of crypto into our traditional financial system is likely to make our system highly fragile, and so she argues for a firewall between crypto and traditional finance.



ABOUT OUR SPEAKERS



Roberto A. Tohme

Roberto Tohme is the co-owner and chief financial officer of ATI Jet, Inc. Mr. Tohme graduated as a certified public accountant from México's Instituto Tecnológico y de Estudios Superiores de Monterrey, Campus Laguna, in May 1990; then as a master sewing machine technician at the Union Special Technical Training Center in Huntley, Illinois, in November 1990. With ample experience in apparel manufacturing from 1990 to 2015 in Gomez Palacio, Durango, México, and concurrently running his US sales and private label contracting business, Sunshine Traders of El Paso, LLC, in El Paso, Texas, he developed his concepts of processes streamlining, cost evaluations and measures to reduce them, procuring

financing for the company in more favorable terms and conditions, management of cash flows, oversight on accounting, tax related matters on both sides of the border, financial planning, and international trade related matters.

Mr. Tohme's aviation career began in May 2006 when, as a freshly minted FAA private pilot, he acquired his stake at ATI Jet, Inc. in El Paso, a private charter, air ambulance, and critical cargo operator. This pushed him not only to learn an entirely new business line, adopting and adapting his concepts mentioned above, but to advance his license to commercial pilot in 2008 and then to airline transport pilot in 2012, as he met the minimum hours required for each category. Today, Mr. Tohme holds over 3,800 hours of experience, of which more than 3,200 hours are on turbine powered aircraft and have type ratings on Learjet LR-JET series, Learjet LR-60 series, and Citation CE500 series, including company Learjet instructor privileges.



Len J. Treviño, Ph.D.

Dr. Len J. Treviño is President of the Iberoamerican Academy of Management and Director of International Business Programs and SBA Communications Distinguished Professor of International Business at Florida Atlantic University. His research focuses on the antecedents and consequences of foreign direct investment, the internationalization strategies of multinational enterprises, gender and diversity, and cross-cultural management. Dr. Treviño has published in leading international business and management journals, including *Journal of International Business Studies*, *Journal of Management*, *Journal of World Business*, *Academy of Management Learning & Education*, *Asia Pacific Journal of*

Management, *Journal of International Business Policy*, *International Business Review*, *Journal of International Management*, and *Management International Review*. He has taught international management classes at all levels throughout Iberoamerica.

Dr. Treviño received his Ph.D. in international business and strategic management from Indiana University, Bloomington.

Numbers, Engines, and Enterprise: Perspectives on Leadership from the Flight Deck to the Global Stage

Panel Discussion | Thursday, April 10, 2025 | 12:30 p.m. CDT

Student Center Ballroom | Live Broadcast available at <https://go.tamui.edu/whtc-panel>

ABOUT OUR SPEAKERS



William L. Megginson, Ph.D.

Dr. Bill Megginson is Professor and Price Chair in Finance at the University of Oklahoma's Michael F. Price College of Business. He is also Finance Area Editor for the *Journal of International Business Studies* and Visting Professor at University of International Business and Economics (Beijing). He was Editor of the *Journal of Corporate Finance* from 2018-2020, and from 2014-2019 was the Saudi Aramco Chair Professor in Finance at King Fahd University of Petroleum and Minerals in Dhahran, Saudi Arabia. From 2002 to 2007, he was a voting member of the Italian Ministry of Economics and Finance's Global Advisory Committee on Privatization. During spring 2008, he was the Fulbright Tocqueville Distinguished Chair

in American Studies and Visiting Professor at the Université-Paris Dauphine and received the University of Oklahoma's top research award, a George Lynn Cross Research Professorship, in April 2010.

In recent years, Professor Megginson's research interest has focused on the privatization of state-owned enterprises, sovereign wealth fund investments, venture capital and private equity fund-raising and investments, and investment banking principles and practices. He has published refereed articles in several top academic journals, including the *Journal of Economic Literature*, the *Journal of Finance*, the *Journal of Financial Economics*, the *Review of Financial Studies*, the *Journal of Financial and Quantitative Analysis*, the *Journal of International Business Studies*, and the *Journal of Law and Economics*. His co-authored study documenting significant performance improvements in recently privatized companies received one of two Smith Breeden Distinguished Paper Awards for outstanding research published in the *Journal of Finance* during 1994. He is author or co-author of nine textbooks.

Professor Megginson's research has been frequently cited in academic and professional publications. His articles have been downloaded over 80,000 times from the Social Sciences Research Network, and his books and articles have been cited almost 29,000 times (according to Google Scholar). His co-authored privatization survey article, published in the *Journal of Economic Literature* in 2001, is the eighth most widely cited finance article published since 2000, and the most widely cited article published in 2001. He has served as a privatization consultant for the New York Stock Exchange, the OECD, the IMF, the World Federation of Exchanges, the European Bank for Reconstruction and Development, and the World Bank. He has visited 85 countries during his lifetime, and has lived in Spain, Pakistan, France, and Saudi Arabia, in addition to the United States.

Dr. Megginson has a B.S. degree in chemistry from Mississippi College, an MBA from Louisiana State University, and a Ph.D. in finance from Florida State University. Prior to entering academia in 1986, he worked for five years as a petroleum chemist at the world's largest styrene monomer plant and at the largest independent petroleum refinery in the United States. He has been a visiting professor at Duke University, Vanderbilt University, the University of Zurich, the University of Amsterdam, Bocconi University, and Université-Paris Dauphine.

ABOUT OUR SPEAKERS

The Financial Economics of Spaceflight

Keynote Address | Friday, April 11, 2025 | 1 p.m. CDT

Student Center Ballroom | Live Broadcast available at <https://go.tamtu.edu/megginson>

Sponsored by TAMIU's Banking Academy

Dr. Megginson will present a financial economics analysis of the global space economy, with annual revenues of around \$600 billion (0.6% of global GDP). Commercial products and services represent three-fourths of space economy revenues, while government orders account for one-fourth. He categorizes the space economy along an entrepreneurial spectrum, ranging from: (1) a Pure Science and Exploration sector, wherein projects are sponsored exclusively by national space agencies and financed solely with government contracts; through (2) a Military sector, also exclusively sponsored and funded (often secretly) by national military and intelligence organizations; to (3) a Human Space Exploration sector, with mixed government and commercial oversight and funding, currently focused on Earth-orbiting space stations but anticipating lunar and Martian visits; and (4) a Commercial sector, funded and operated by private companies that launch and operate satellites, provide communications and Earth-monitoring services, and collect and sell data thus produced. Since the Space Shuttle ended in 2011, national space agencies, especially NASA, have increasingly relied on private companies to provide space services under fixed price contracts. There has also been a massive decline in launch costs, from \$18,500/kg to \$1,400/kg, driven mostly by SpaceX's relentless pursuit of efficiency, scale, and rocket reusability. Far more than in most other capital-intensive industries, the space economy is dominated by private (unlisted) companies; relies far more than most industries on government contracts and venture capital for funding, rather than external debt and retained earnings; and faces very high bankruptcy costs due to extreme asset-specificity and rapid obsolescence.

TAMIU'S BANKING ACADEMY

The Banking Academy at TAMIU's A. R. Sanchez, Jr. School of Business has been made possible through the generous support of:

Texas Community Bank

Rio-South Texas Education and Community Development Foundation

PNC Bank

Matias De Llano Charitable Trust

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CONCURRENT ACADEMIC SESSIONS

Thursday, April 10, 2025 | 10 - 11:45 a.m. CDT

Session 1: International Business Issues I (Doctoral Student Presentations)

Chair: George R. G. Clarke, Texas A&M International University

Student Center, Room 120 | Live Broadcast: <https://go.tamui.edu/whtc-session1>



Political Risk and Corporate Culture: Evidence from Firm-Level Dynamics

Ayman Samak, Texas A&M International University

The Mediating Effects of Human Resources Training on Leadership-Employee Workplace Commitment and Work Outcome

Tochukwu J. Emegwa, Texas A&M International University

Market Competition as a Disciplinary Mechanism: Does It Curb Managerial Myopia in Innovation Investments?

Nana Twum Owusu-Peprah, Texas A&M International University

CEO Extraversion and Firms' Entrepreneurial Orientation (EO): The Role of CEO'S Bridging Social Capital and Top Management Team (TMT) Support

Zahidul Karim, Texas A&M International University

Session 2: Issues in Finance, Firm Behavior, Innovation, and Entrepreneurship

Chair: Antonio Rodríguez, Texas A&M International University

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



Geographic Diversification and Debt Costs in High-Interest Rate Environments

Kyle Kelly and Nur Al Faisal, Texas A&M International University

Ownership and Control in Family Business Groups: An Agency Costs Perspective

Hyeonjin Im, Texas A&M International University; and Dongguen Kim, Center for Industrial Policy Research (KIET)

Spillover Effect of Marketing Alliance on Innovation

Nur Al Faisal, Texas A&M International University; Udit Sharma, University of South Florida; Xiaoxu Wu, Colorado State University; and Jintao Zhang, University of Iowa

Does Central Bank Transparency Promote Entrepreneurship?

Amit Ghosh and Constant Yayi, Texas A&M International University



In-Person Presentation



Virtual Presentation




Session conducted in English.




Session conducted in Spanish.

CONCURRENT ACADEMIC SESSIONS

Thursday, April 10, 2025 | 10 - 11:45 a.m. CDT (continued)

Sesión 3: Inteligencia artificial, recursos humanos y educación Chair: Adán López Mendoza, Universidad Autónoma de Tamaulipas Student Center, Room 231 Live Broadcast: https://go.tamiau.edu/whtc-session3	
La inteligencia artificial y su impacto en la contabilidad: ¿Evolución o revolución? Montserrat Gallegos Frausto, Angela Itzel Martínez Arredondo, y María de la Luz Treviño Álvarez, Universidad Autónoma de Tamaulipas	
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	
Factores sociolaborales para la captación de talento: estudio empírico Francisco Magdaleno Ramírez, Keyla Itzel Aguirre Heredia, Celci Sofia Amaya Flores, y Frida Solís Rosales, Universidad Autónoma de Tamaulipas	
El impacto transformativo de la inteligencia artificial generativa en la educación superior: Oportunidades y desafíos Eduardo Javier Mendiola Medrano, Ramón Ventura Roque Hernández, y Adán López Mendoza, Universidad Autónoma de Tamaulipas	

Sesión 4: Productividad, competitividad y salud Chair: Rolando Salazar Hernández, Universidad Autónoma de Tamaulipas Student Center, Room 236 Live Broadcast: https://go.tamiau.edu/whtc-session4	
La importancia de los tiempos muertos en la productividad y el bienestar José Luis Díaz Roldán, Francisco Magdaleno Ramírez, y Joel Cepeda Leiva, Universidad Autónoma de Tamaulipas	
Variables clave para la competitividad de las PyMES: Caso Nuevo Laredo, Tamaulipas, México José Fernando Díaz Zamora, Universidad Autónoma de Tamaulipas	
Análisis bibliométrico sobre el impacto del sueño en el entorno y satisfacción laboral Salvador de Guadalupe Mota Gámez, Ramón Ventura Roque Hernández, y Salvador Mota Martínez, Universidad Autónoma de Tamaulipas	
Impacto en la salud y productividad de estudiantes y trabajadores: Ergonomía en entornos de computo Francisco G. Guzmán Castañeda, Rolando Salazar Hernández, y Adán López Mendoza, Universidad Autónoma de Tamaulipas	

CONCURRENT ACADEMIC SESSIONS

Thursday, April 10, 2025 | 10 - 11:45 a.m. CDT (continued)

Session 5: Social Responsibility, the Blue Economy, and Production

Chair: Xiaochuan Song, Texas A&M University-Kingsville

Microsoft Teams: <https://go.tamtu.edu/whtc-session5>



Determinants of Strategic Business Performance: Roles of Leadership Traits, Corporate Social Responsibility Dimensions, and the Usage of A.I.

Arman Canatay and Matthew Duncan, Ramapo College of New Jersey

Why the 'Blue Economy' Continues to Stagnate: Lessons Learned from the Launch of Shell's Marine Renewable Energy Group

Kenneth D. Cory, University of North Texas

Trend and Prospects for the Garment Industry in Bangladesh: Some Preliminary Discussion

Anisul M. Islam, University of Houston-Downtown

Indian Food Grain Demand Towards 2050: Growth Rates, Elasticities, Projections, and Policies

M.B. Dastagiri, Abin George, Rama Subramanian V., M. Ramesh Naik, H. Umesh D., and Damodar Reddy, ICAR-National Academy of Agricultural Research Management

Thursday, April 10, 2025 | 2 - 3:30 p.m. CDT

Session 6: Issues in Finance and Investments

Chair: Antonio Rodríguez, Texas A&M International University

Student Center, Room 120 | Live Broadcast: <https://go.tamtu.edu/whtc-session6>



Informational Flow Between Credit Derivative and Equity Markets: Emerging Markets Evidence

William Procasky, Texas A&M University - Kingsville; and Anwen Yin, Texas A&M International University

Taxable Income Comparability and Corporate Tax Behavior

Inho Suk, University at Buffalo; and Yan Zhao, Texas A&M International University

Reverse Monday Effect on the Cryptocurrency Market

Takeshi Tsuyuguchi, Otterbein University; and Jorge Brusa, Texas A&M International University

Public Pension Funds' Asset Allocation, Performances, and Institutional Conditions

Hyeonjin Im, Texas A&M International University



In-Person Presentation



Virtual Presentation

CONCURRENT ACADEMIC SESSIONS

Thursday, April 10, 2025 | 2 - 3:30 p.m. CDT (continued)

Session 7: Leadership, Communication, and Knowledge Sharing

Chair: Muhammad Rofiqul Islam, Texas A&M International University

Student Center, Room 230 | Live Broadcast: <https://go.tamiu.edu/whtc-session7>



Unveiling the Interplay of Organizational Identity, Felt Obligation, Work Values, and Leadership

Intention: A Longitudinal Study Integrating Social Identity Theory and Leadership Research

Xiaochuan Song, Texas A&M University-Kingsville

Heifetz and Hofstede: Implementing the Adaptive Leadership Framework in Cross-Cultural Environments

Ricardo Lozano, Texas A&M International University

Gaps in Professionalism, Leadership and Communication: Can Targeted Process Improvements Enhance Internal Audit Engagement?

Moon Kyung Cho, Texas A&M International University

Knowledge-Sharing: The Role of Cultural Orientations and Group Conflict

Xiang Yi, Wei Ning, and Albi Alikaj, Jacksonville State University; and Doreen Hanke, McNeese State University

Session 8: Treaties, Trade Openness, and Transportation

Chair: Ajith Venugopal, Texas A&M International University

Student Center, Room 231 | Live Broadcast: <https://go.tamiu.edu/whtc-session8>



Treaties, Trade, and Prosperity: Advancing Democracy & National Security

Marshall B. Lloyd, Texas A&M University-San Antonio

Agricultural Transportation of Texas: An Overview of the Progreso-Nuevo Progreso International Bridge

Michael S. Yoder, University of Texas at Austin and University of Central Arkansas

Employment Effects of Trade Policy Shifts in North American Supply Chains: A Multi-State Analysis of Transportation and Manufacturing Integration

Daniel Covarrubias and Heleodoro Lozano, Texas A&M International University

Exploring the Role of Trade Openness on International Tourism Development: Evidence from the CPTPP Countries

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



Session conducted in English.



Session conducted in Spanish.

(continued on next page)

CONCURRENT ACADEMIC SESSIONS

Thursday, April 10, 2025 | 2 - 3:30 p.m. CDT (continued)

Sesión 9: Educación, desarrollo y cultura Chair: Jacqueline Kelly, Texas A&M International University Student Center, Room 236 Live Broadcast: https://go.tamiau.edu/whtc-session9	
Evaluación y acreditación de las instituciones públicas en México José Luis Díaz Roldán, Yuritzi Llamas Mangin, y Francisco Magdaleno Ramírez, Universidad Autónoma de Tamaulipas	
Propuestas para la práctica de investigación científica y tecnológica en la educación medio superior Miriam Castañón Vargas y Mario Pedro Durán Cruz, Centro de Bachillerato Tecnológico Industrial y de Servicios No. 137	
El rescate de espacios públicos como medio de desarrollo social en Nuevo Laredo Yuritzi Llamas Mangin y Cynthia Lizeth Ramos Monsiváis, Universidad Autónoma de Tamaulipas	
Macoa: Confianza recíproca y oportunismo económico y social en la cultura Mexicana Francisco López Vázquez, Universidad Tecnológica Tamaulipas Norte; y Arturo Z. Vázquez Parraga, The University of Texas Rio Grande Valley	

Session 10: Global Business Issues Chair: David Hudgins, Texas A&M University-Corpus Christi Microsoft Teams: https://go.tamiau.edu/whtc-session10	
The Synergic Effects of Strategic Orientations on Firms' International Financial Performance Zahidul Karim and Leonel Prieto, Texas A&M International University	
The Effect of "Hi-Tech" US FDI Outflows on Affecting the Labor Market Structure in Destination Countries Akseli J.J. DeBlieck, Oklahoma State University	
Exotic Structured Products: The Case of Papillon Certificates Rodrigo Hernández, Texas A&M International University	
Reflections on New Era of National Rise by Vietnam General Secretary Tô Lâm Chu V. Nguyen, University of Houston-Downtown and Tropical Star Enterprise, Inc.	
On the Application of Closure of the Gestalt to Reinforcement Learning Wade Baggette	

CONCURRENT ACADEMIC SESSIONS

Thursday, April 10, 2025 | 3:45 - 5:15 p.m. CDT

Session 11: PLSAS Innovative PLS-SEM Applications Chair: Ned Kock, Texas A&M International University Student Center, Room 120 Live Broadcast: https://go.tamui.edu/whtc-session11		
Employing WarpPLS in a Doctoral Course on International Business and Information Systems Research: First Student Project Kyle Kelly, Nargis Sultana, Alicia García, and Ned Kock, Texas A&M International University		
Employing WarpPLS in a Doctoral Course on International Business and Information Systems Research: Second Student Project Moses Abu, Safoura Yousefi, Joe de la Cruz, and Ned Kock, Texas A&M International University		
Governance and Political Impact in Developing Economies Performance: A Path Analysis Using WarpPLS José Rogelio García, Joe de la Cruz, Moses Abu, and Safoura Yousefi, Texas A&M International University		

Session 12: Issues in Finance, Trade, and Technology (Undergraduate Student Presentations) Chair: Ángel Arturo Pacheco Paredes, Texas A&M International University Student Center, Room 230 Live Broadcast: https://go.tamui.edu/whtc-session12		
Understanding Factors in Internal Control Weaknesses Natalie A. Esparza, Texas A&M International University		
The Role of Green Loans in Promoting Corporate Sustainability: A Comparative Analysis between the Countries of the United States of America and the Republic of Azerbaijan Bulbul Zeynalova, Texas A&M International University		
The Economic Landscape of U.S.-México Border Cities Before, During and After the COVID-19 Pandemic Emiliano Fiscal, Texas A&M International University		
The Future of Transportation: Emerging Self-Driving Taxis Iraida Suárez, Texas A&M International University		



In-Person Presentation



Session conducted in English.



Virtual Presentation



Session conducted in Spanish.

(continued on next page)

CONCURRENT ACADEMIC SESSIONS

Thursday, April 10, 2025 | 3:45 - 5:15 p.m. CDT (continued)

Session 13: Issues in Investments, Education, and Technology
Chair: Moon Kyung Cho, Texas A&M International University
Student Center, Room 231 | Live Broadcast: <https://go.tamui.edu/whtc-session13>



Origination of RMBS: Escape from Crisis or Maintain Reputation?
Steven Shu-Hsiu Chen, Texas A&M International University

MS Excel Models T for Inventory Management Concepts
Balaji Janamanchi, Texas A&M International University

Tech vs. Theft: Can Smart Traffic Signals Reduce Opportunistic Street Crimes?
Rafael Alfena Zago, Texas A&M International University

Does it Matter How Natural are Computer Mediated Communications? Developing a Measurement Scale for Media Naturalness and Testing its Moderating Effect on Motivating Language
James Cox, Our Lady of the Lake University

Sesión 14: Temas de producción, innovación y eficiencia
Chair: Francisco Magdaleno Ramírez, Universidad Autónoma de Tamaulipas
Student Center, Room 236 | Live Broadcast: <https://go.tamui.edu/whtc-session14>



Análisis de clima organizacional y propuestas de mejora continua dentro de una empresa maquiladora de giro alimenticio
Paula Elena Banda Zarate, Universidad Tecnológica de Tamaulipas Norte

Gestión de registro de información a sistema de cálculo para determinar el valor en aduanas de mercancías de importación
Javier Alejandro Ruiz Gamero, Universidad Tecnológica de Tamaulipas Norte

Optimización en la gestión del proceso de cuentas por pagar
Yeyra Yecenia Díaz Hernández, Universidad Tecnológica de Tamaulipas Norte

Propuesta para el desarrollo de un software en MSS Metrology Solutions Specialist S.A. de C.V.
Enrique Ceron García, Universidad Tecnológica de Tamaulipas Norte




In-Person Presentation



Virtual Presentation

CONCURRENT ACADEMIC SESSIONS

Thursday, April 10, 2025 | 3:45 - 5:15 p.m. CDT (continued)

Sesión 15: Temas de educación, empleo y consumo Chair: José Luis Daniel, Texas A&M University-Kingsville Microsoft Teams: https://go.tamtu.edu/whtc-session15	
Falta de oportunidades laborales para los estudiantes José Luis Díaz Roldán, Luis Ángel Cortes Rivera, Carlos Enrique Quiñones Amaro, y Juan Carlos Reyes Brizuela, Universidad Autónoma de Tamaulipas	
Un análisis de la adicción a los teléfonos inteligentes entre estudiantes universitarios de tecnologías Eduardo Antonio Benítez Martínez, Ramón Ventura Roque Hernández, Gerardo Haces Atondo, y Carlos Manuel Juárez Ibarra, Universidad Autónoma de Tamaulipas	
Análisis del consumo de tabaco en los hogares de México durante y después del Covid-19 Víctor Manuel Gerónimo Antonio y Evely Jacqueline Ascencio Alonso, Universidad Autónoma Agraria Antonio Narro	

Friday, April 11, 2025 | 9 - 10:30 a.m. CDT

Session 16: Evaluating Public Service Performance: Expectation and Experience in Public Organizations Chair: Peter Haruna, Texas A&M International University Microsoft Teams: https://go.tamtu.edu/whtc-session16	
Department of Homeland Security's Strategy Against the South Texas Migrant Crisis Aaron González, Texas A&M International University	
The Youth Aware of Mental Health Program Kiara Sánchez, Texas A&M International University	
Educators' Experiences with Teaching During COVID-19 Kristin Pedersen, Texas A&M International University	
County Government on the Border: A Framework of Exploratory Research Victoria E. Alfaro, Texas A&M International University	



Session conducted in English.



Session conducted in Spanish.

CONCURRENT ACADEMIC SESSIONS

Friday, April 11, 2025 | 9 - 10:30 a.m. CDT (continued)

Session 17: Issues in Policy, Production, and Trade

Chair: Constant Yayi, Texas A&M International University

Microsoft Teams: <https://go.tamtu.edu/whtc-session17>



Climate Policy Uncertainty Shocks and Energy Exploration: An Analysis of U.S. Oil and Natural Gas Producing Regions

James E. Payne, Oklahoma State University; John Elder, Colorado State University; Bradley T. Ewing, Texas Tech University, and Asad Dossani, Colorado State University

U.S.-China Trade War: Modeling Tariff efficiency on Trade Revenue

Keyimu Kalibinuer, University of Maryland, Baltimore County

Economic and Regulatory Factors Impacting the Creation of Medical Device Exporting Enterprises in México

Gerardo Adrián De La Rosa Hernández, José Nicolás Barragán Codina, and Pablo Guerra Rodríguez, Universidad Autónoma de Nuevo León

A Subnational Region Model of International Trade: The Influence of Multi-level Institutions

Rusty V. Karst, Texas A&M University - Corpus Christi

Session 18: Employment, Knowledge Management, and Security Interventions

Chair: Leonel Prieto, Texas A&M International University

Microsoft Teams: <https://go.tamtu.edu/whtc-session18>



The Effects of POS, LMX and Mindfulness on Work Behaviors: A Comparative Study between India & USA

Zahidul Karim and Leonel Prieto, Texas A&M International University

Identifying Gender-Based Microaggressions and Micro-machismos in the Workplace

Cynthia M. Montaudon Tomas and Ingrid N. Pinto-López, Universidad Popular Autónoma del Estado de Puebla; and Anna Amsler, Independent Consultant

Knowledge Management and Innovation in North Macedonian Financial Institutions: A Knowledge Graph Analysis

Marija Pendevska, Komercijalna Banka AD Skopje

A Public Intervention Framework for Sustainable Citizen Security for Cities in Emerging Countries: Conceptual Model

Martin Montalva, Astrid Oddershede, Luis Quezada, Víctor Olivares, Hernaldo Zamora, and Ilse Valcarce, University of Santiago of Chile



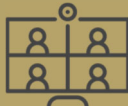
In-Person Presentation

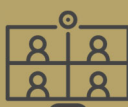


Virtual Presentation

CONCURRENT ACADEMIC SESSIONS

Friday, April 11, 2025 | 9 - 10:30 a.m. CDT (continued)

<p>Sesión 19: Temas de economía, comercio y sostenibilidad Chair: Ruth Chatelain-Jardon, Texas A&M University-Kingsville Microsoft Teams: https://go.tamtu.edu/whtc-session19</p>	
<p>EcoRed Miquihuana: Redes Comunitarias para la Conservación Biocultural y el Ecoturismo Sostenible Frida Carmina Caballero Rico, Universidad Autónoma de Tamaulipas</p>	
<p>Estimación econométrica de la disposición a pagar por los servicios recreativos del Cañón de San Lorenzo, Saltillo, Coahuila Víctor Manuel Gerónimo Antonio, Habacuc Mariscal Santiago, Carlos Alfonso Cuervo Miranda, Beatriz Adriana Jiménez Abdón, y Brenda Karina Gonzales Ramírez, Universidad Autónoma Agraria Antonio Narro</p>	
<p>U.S. Protectionism and Its Origin in Labor and Non-Financial Factors Juan Agustín Tapia Alba, Universidad La Salle México; and Cesaire Chiatoucha, Instituto Politécnico Nacional</p>	
<p>Territorios Vivos: Innovación Social y Desarrollo Sostenible Frida Carmina Porras Caballero, Universidad Autónoma de Tamaulipas</p>	

<p>Sesión 20: Temas de producción, eficiencia y desarrollo sostenible Chair: Yuritz Llamas Mangin, Universidad Autónoma de Tamaulipas Microsoft Teams: https://go.tamtu.edu/whtc-session20</p>	
<p>Implementación del programa 6S en las líneas de producción de empresa manufacturera en Reynosa Olimpia De Los Ángeles Mateos Del Ángel, Universidad Tecnológica de Tamaulipas Norte</p>	
<p>Implementación de la metodología 5S's en el laboratorio de pruebas del departamento de medición de una empresa enfocada a la generación de energía eléctrica Sergio Aquino Rubio, Jair Gamaliel Chávez Castillo, Samanta Lizeth González Delgado, Miguel Ángel Enríquez Hernández, Ana Regina Garrido Fierros, Denisse Mendoza Pérez, Luis Roberto Alcázar Willis, Miguel Ángel Escalante Trejo, Marco Antonio Guzmán Moctezuma, y Joaquín Guillén Rodríguez, Universidad del Noreste A.C.</p>	
<p>¿Cómo las empresas pueden mejorar su gestión empresarial con ISO 14000 en México? José Luis Díaz Roldán, Yuritz Llamas Mangin, Jennifer Lizette Hernández Vásquez, y Krysthel Maelse Pérez Chávez, Universidad Autónoma de Tamaulipas</p>	
<p>Fortalecimiento de competencias locales para la conservación y el desarrollo sostenible Laura Guadalupe Ponce Vega, Universidad Autónoma de Tamaulipas</p>	



Session conducted in English.



Session conducted in Spanish.

CONCURRENT ACADEMIC SESSIONS

Friday, April 11, 2025 | 10:45 a.m. - 12:15 p.m. CDT

Session 21: Corruption and Sustainable Development Goals Chair: Ruth Chatelain-Jardon, Texas A&M University-Kingsville Microsoft Teams: https://go.tamtu.edu/whtc-session21		
Corruption and SDG 13: Climate Action Doris Aja-Eke, University College Dublin; Robert Gillanders, Dublin City University; and Chandan Jha, Le Moyne College		
Corruption and Gender Equality: Impediments and Pathways towards Achieving Sustainable Development Goal 5 Ina Kubbe, Tel Aviv University; and Giovanna Rodríguez-García, Autonomous University of Bucaramanga		
Corruption and Decent Work and Economic Growth (Social Development Goal 8) George R. G. Clarke, Texas A&M International University		

Session 22: International Business Issues II (Doctoral Student Presentations) Chair: Mohammad Fuad, Texas A&M International University Student Center, Room 230 Live Broadcast: https://go.tamtu.edu/whtc-session22		
Trade Openness, Technology Transfer, ICT Dynamics and the Paradoxical Effects of National Cultures Tochukwu J. Emegwa, Texas A&M International University		
Impacts of Leverage and Return on Investment (ROI) on Dividends: A Comparative Study between North American and Global Non-Financial Business Firms Zahidul Karim, Texas A&M International University		
Climate Policy Uncertainty and Corporate Working Capital: Empirical Evidence from U.S.-Listed Firms Ayman Samak, Texas A&M International University		
Electricity Distribution and Revenue Collection Efficiency in Emerging Markets: A Regional Optimization Model of Electricity Distribution and Revenue Collection by Nigerian Electricity Distribution Companies Tochukwu J. Emegwa, Texas A&M International University		



In-Person Presentation



Virtual Presentation

CONCURRENT ACADEMIC SESSIONS

Friday, April 11, 2025 | 10:45 a.m. - 12:15 p.m. CDT (continued)

Session 23: Issues in Business and Science (Undergraduate Student Presentations)

Chair: Susan Wei, Texas A&M International University

Student Center, Room 231 | Live Broadcast: <https://go.tamtu.edu/whtc-session23>



Exploring Antecedent and Outcomes of Firm's AI Usage: A Case Study of Amazon's Twitter Posts

Ximena Del Campo López, Texas A&M International University

Mapping the Intellectual Landscape of The International Trade Journal: A Bibliometric and Topic Modeling Analysis

Martha A. Rayo, Texas A&M International University

MXene Composite Hydrogel for Anti-Cancer Applications*

Pablo Guzman and Amador Flores, Texas A&M International University

Microfluidic Fabrication of Dexamethasone-Loaded Hydrogel Microparticles*

Heber Vazquez and Gino López, Texas A&M International University

* Faculty-led research projects. See the conference proceedings for a list of all contributing authors.

Sesión 24: Métodos para mejorar la gestión del inventario

Chair: Francisco López Vázquez, Universidad Tecnológica Tamaulipas Norte

Student Center, Room 236 | Live Broadcast: <https://go.tamtu.edu/whtc-session24>



Implementation of External Warehouses (3PL) within Companies

Jesús Humberto Hernández Salazar, Universidad Tecnológica de Tamaulipas Norte

Metodología agile para la reducción de errores en inventarios

Raquel Sarahi González García, Universidad Tecnológica de Tamaulipas Norte

Optimización de la metodología PEPS en empresas comercializadoras de productos perecederos para reducir el nivel de merma

María del Refugio Hernández Arellano, Universidad Tecnológica de Tamaulipas Norte

Modificación, mejora y digitalización de los procedimientos para el acomodo correcto de nóminas

Maria Guadalupe Morales Posada, Universidad Tecnológica de Tamaulipas Norte



Session conducted in English.



Session conducted in Spanish.

CONCURRENT ACADEMIC SESSIONS

Friday, April 11, 2025 | 10:45 a.m. - 12:15 p.m. CDT (continued)

Sesión 25: Temas de cultura organizacional, educación y consume Chair: José Luis Díaz Roldán, Universidad Autónoma de Tamaulipas Microsoft Teams: https://go.tamiau.edu/whtc-session25	
Responsabilidad Social y Capital Humano: Ética y Cultura en la Gestión Empresarial Armando Ortiz Guzmán, Paula Villalpando Cadena, Manuel Rosalio Barragán Codina, y Jessica Nicthe Ha Vizcaíno González, Universidad Autónoma de Nuevo León	
Ceilings are Everywhere, and They are No Longer Just Made of Glass: Metaphors around the Most Prevalent Gender Barrier in the Workplace Cynthia M. Montaudon Tomas and Ingrid N. Pinto-López, Universidad Popular Autónoma del Estado de Puebla; and Anna Amsler, Independent Consultant	
La percepción de la responsabilidad social de alumnos de Instituciones de Educación Superior (IES) de Nuevo Laredo Tamaulipas en relación a promover acciones para prevenir el cambio climático Juan Enrique González Rocha, Martha Yadira Cruz Rivera, y Sealtiel Abraham Sánchez Rodríguez, Universidad Tecnológica de Nuevo Laredo; y Paula Villalpando Cadena, Universidad Autónoma de Nuevo León	
Análisis del consumo de sustancias nocivas en estudiantes de una universidad en el noreste de México Víctor Manuel Gerónimo Antonio y Cristina Lizeth Antonio Martínez, Universidad Autónoma Agraria Antonio Narro	

End of concurrent academic sessions.



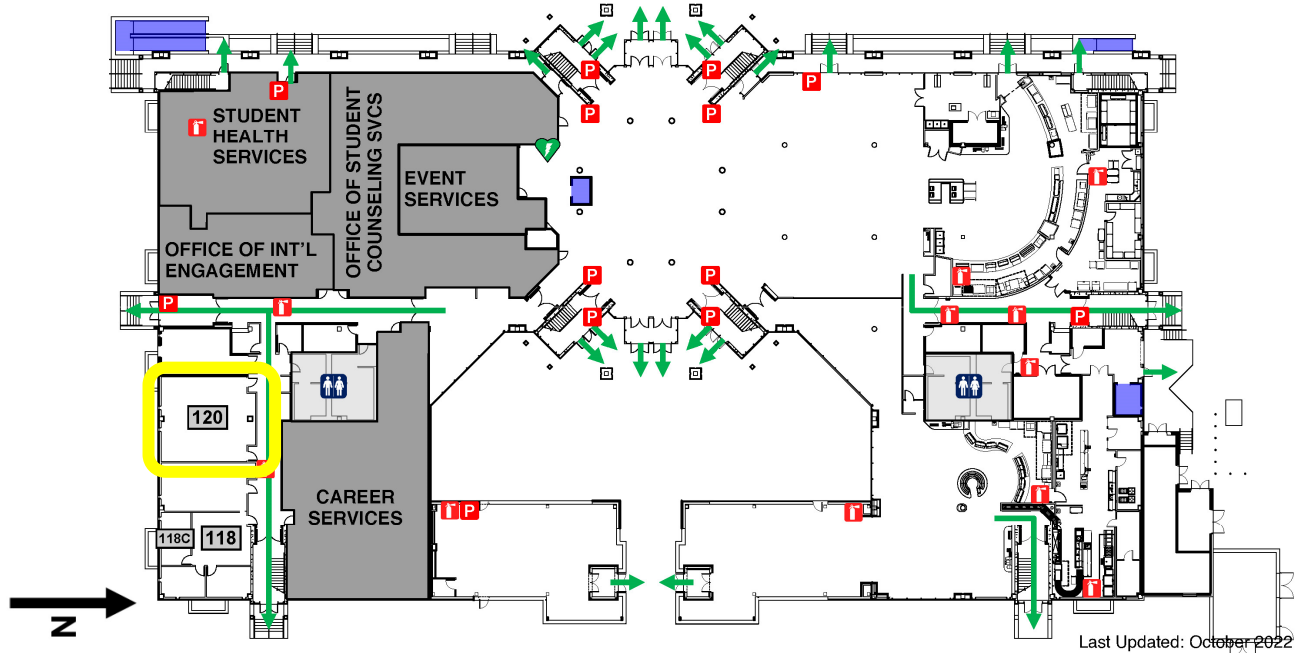
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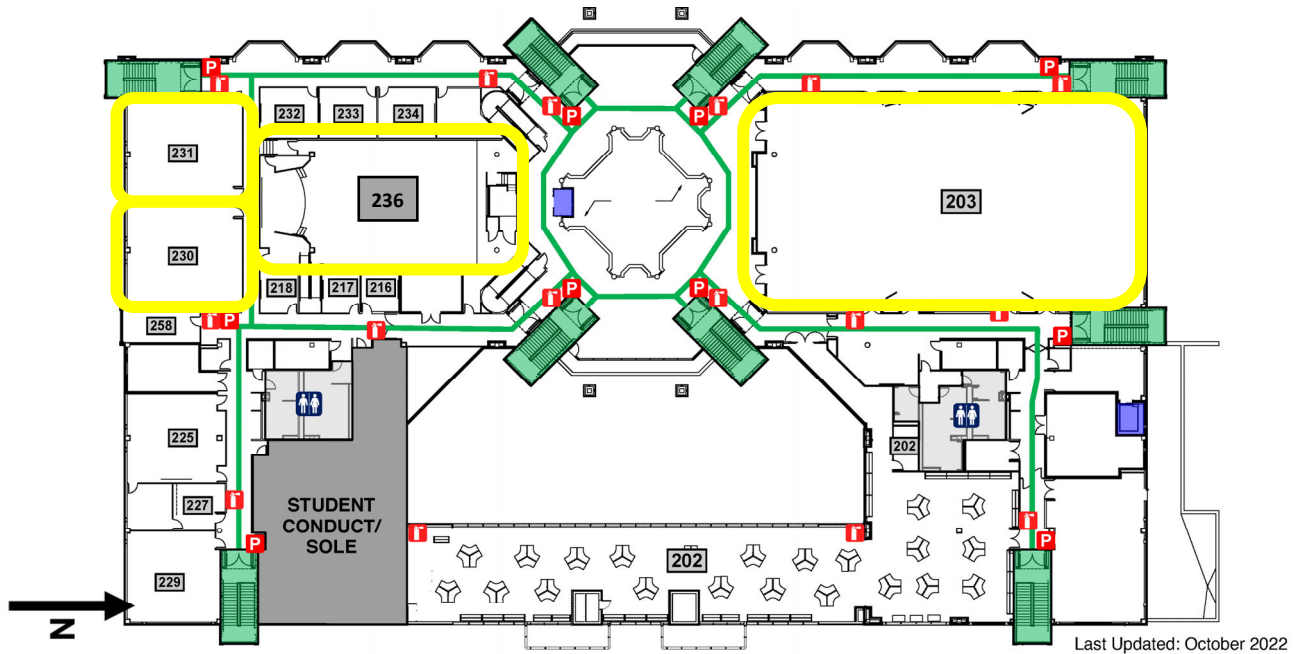
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STUDENT CENTER FLOORPLANS

Student Center, First Floor

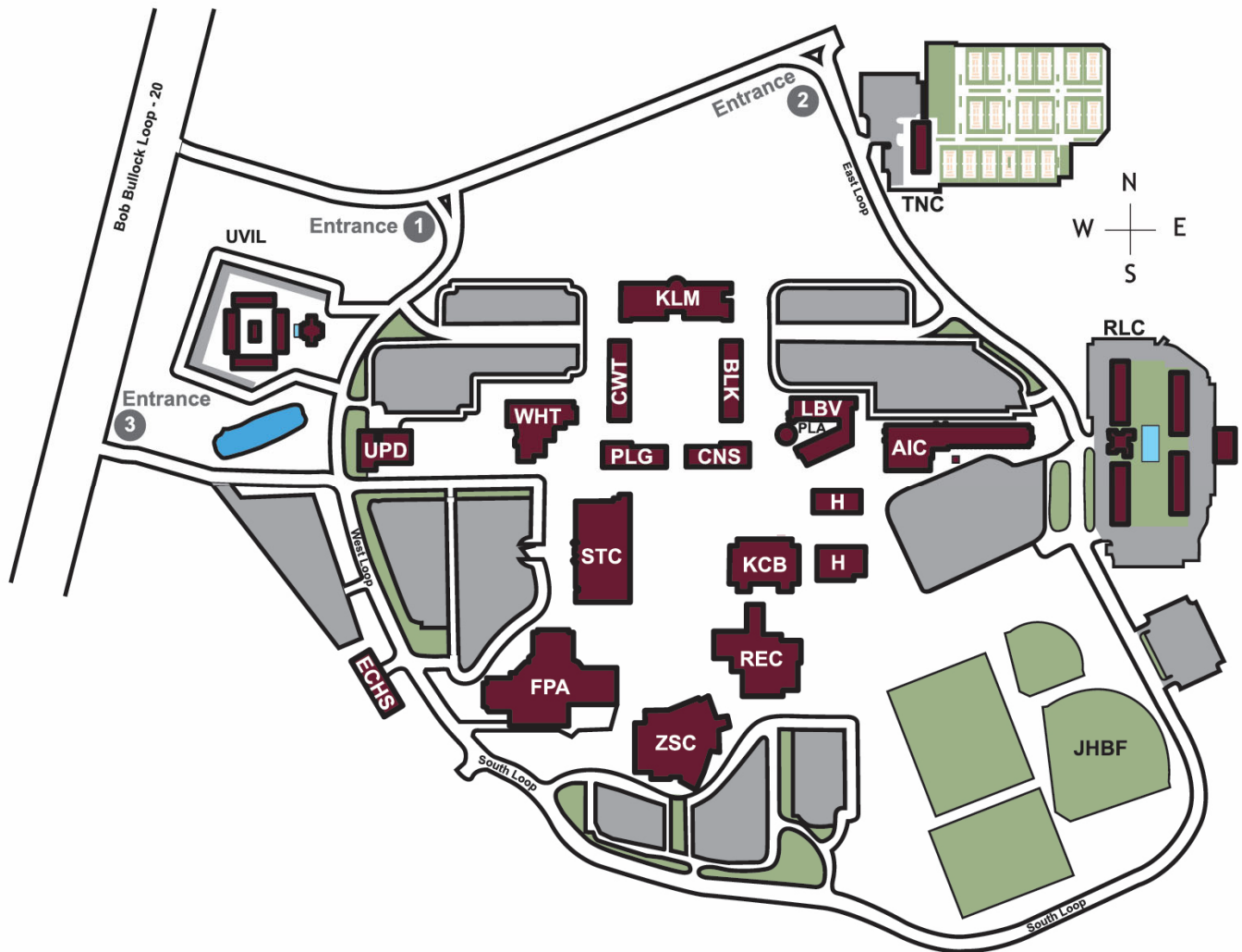


Student Center, Second Floor



	Automatic External Defibrillator (AED)		Fire-Rated Stairwell		Evacuation Route (exit to exterior)
	Fire alarm pull station		Fire extinguisher		Academic / Administrative Rooms
	Elevator/ADA lift or interior ramp		Restrooms		

TAMIU CAMPUS MAP



AIC	Academic Innovation Center	KCB	Kinesiology-Convocation Building
KLM	Sue and Radcliffe Killam Library	H	Physical Plant
CWT	Dr. Billy F. Cowart Hall	FPA	Center for the Fine and Performing Arts
BLK	Bob Bullock Hall	ECHS	Hector J. Garcia Early College High School
WHT	Western Hemispheric Trade Center	ZSC	Senator Judith Zaffirini Student Success Center
PLG	Anthony J. and Georgia A. Pellegrino Hall	REC	Kinesiology, Wellness and Recreation Center
CNS	Dr. F.M. Canseco Hall	RLC	Residential Learning Community
LBV	Lamar Bruni Vergara Science Center	UVIL	University Village
PLA	Lamar Bruni Vergara Planetarium	JHBF	Jorge Haynes Baseball Field
STC	Student Center	TNC	City of Laredo Tennis Complex at TAMU

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