About the Contributors

**Mauricio Garita** is a researcher at the Universidad del Valle de Guatemala. He has a PhD from the Universidad Pontificia de Salamanca in sociology and politics and an MS from Manchester Business School in International Business and Management. His research centers on economic policy and its impact on the business environment. As a consequence he has developed research concerning economic growth and equality, business and politics and the impact of economic and political issues on the financial aspects of companies. He has worked with the private sector of Guatemala, the Secretariat for Economic Integration, the World Bank and the Central American Institute of Fiscal Studies.

**Jose Godinez** is an Assistant Professor of Management at Merrimack College. He has a PhD from the University of Edinburgh Business School, a BS in Business Administration from the Johns Hopkins University, and an MS from the University of Manchester. His research centers on the intersection of the international business, strategy, and entrepreneurship disciplines. Specifically, he focuses on strategies designed to minimize the detrimental effects of corruption on businesses; strategies to successfully operate in institutional voids; and value creation for all stakeholders of firms targeting the bottom of the pyramid. He has presented his research at the Academy of Management and the Academy of International Business annual meetings. Jose Godinez also advises policymakers in his native Guatemala and serves on the board of directors of a Massachusetts-based nonprofit focusing on financial literacy for traditionally non-banked populations.

**Carolina Alves** holds a degree in Management and a Master in Management - Marketing and International Business - at the University of Aveiro, Portugal. She has developed her final project at Portugal Telecom Inovação e Sistemas, where she specialized in the field of Smart Cities. She is currently managing partner at Talents & Treasures, where she brings expertise in project management, social innovation and open source software.
About the Contributors

**Luis Rodrigo Asturias** graduated from the University Rafael Landivar, Master in Public Administration from the University of Barcelona, work experience in Public Policy job as economic adviser to the Secretary of Planning and Programming of the Presidency in Guatemala, is currently an economic adviser in the Ministry Social Development particularly in the Vice Ministry of Policy, Planning and Evaluation, writer since 2012 in the Diario de Centro America in addition in Perspective Magazine on economic issues.

**Reny Mariane Bake** is Guatemalan born of a Dutch father and a Guatemalan mother, raised in the rural area of Guatemala. Reny has been traveling to USA and Europe, learning about many cultures and lifestyles. She has worked in several analysis related to the Guatemalan and Central America economies. Reny is an International Visitor Leadership Program Alumni of the US Department of State, 2005. During the last years she has studied at William J. Perry Center for Hemispheric Defense studies, National Defense University the following courses: Strategy & Defense Policy (2009), Civil-Political-Military Relations and Democratic Leadership (2011), and Perspectives on Homeland Security and defense (2014). In addition to security matters, Reny is a national known expert on Free Trade Agreements, with extensive experience working on the DR-CAFTA negotiations and other FTAs for Guatemala. She is currently an analyst in economic issues on the Guatemalan television circuit. For more than eleven years, she was a weekly Economic columnist in the most prestigious Guatemalan newspaper, Prensa Libre. Her research focuses on international business, development and geopolitical issues.

**Marco Bottone** was born in Piedimonte Matese on September 27, 1988. He graduated in Economy at the Second University of Naples before completing a Masters’ Degree in Economics organized by Tor Vergata University of Rome. He is currently a second-year graduate student of Sapienza PhD program of Economic Statistics. Bottone collaborated with the directorate for studies and economical-fiscal research of Ministry of Finance and has received numerous awards, such as the national award for the best dissertation in the area of fiscal equity. His current research focuses on Statistical and Bayesian Inference, Econometrics, Finance, Mixture Model, Quantile Regression, and Risk Measures.

**Harish C. Chandan** is Professor of Business at Argosy University, Atlanta. He was interim chair of the business program in 2011. He received President’s award for excellence in teaching in 2007, 2008 and 2009. His teaching philosophy is grounded in the learner needs and life-long learning. His research interests include research methods, leadership, marketing, and organizational behavior. He has published 20 peer-reviewed articles in business journals and five chapters in business reference.
About the Contributors

books. Dr. Chandan has presented conference papers at Academy of Management, International Academy of Business and Management, Southeast Association of Information Systems, and Academy of International Business. Prior to joining Argosy, Dr. Chandan managed optical fiber and cable product qualification laboratories for Lucent Technologies, Bell Laboratories. During his career with Lucent, he had 40 technical publications, a chapter in a book and five patents.

Liyis Gómez has a PhD in Entrepreneurship and Management from the Autonomous University of Barcelona. She has taught战略 and entrepreneurship courses since 1995. She has been director of Doing Business in Colombia. Her research interests include entrepreneurial contexts, entrepreneurial competencies and business development of high impact.

Eduardo Gómez-Araujo has a PhD in Entrepreneurship and Management from Universidad Autónoma de Barcelona. He has taught Entrepreneurship and Business History courses since 2006 at Universidad del Norte (Barranquilla-Colombia). He has worked as senior researcher in the Global Entrepreneurship Monitor (GEM)-Catalunya and currently he is working in the GEM-Colombia Project. His research interests include Entrepreneurship and Territorial Development (Rural and Regional areas), Young Entrepreneurs and Regional Development and Business History.

Nery Fernando Guzmán is an Economist from Guatemala. With experience in private sector in the import/export business in Guatemala. As the CFO of General Express, S.A. in Guatemala coordinated the strategy and logistics for an international freight company dedicated to international commerce. As for the consulting experience for the last years in the area of business intelligence, data mining, data base and information managing in order to execute strategy for the decision making.

Mahmoud Khalik is a Teaching Fellow at the University of St Andrews School of Management where he teaches courses in International Business, Strategy, and Marketing. He has taught International Business and Strategy to undergraduate and postgraduate students at the University of Edinburgh Business School for four years. His research interests revolve around firm internationalization from developed economies and emerging markets, firm strategies targeting the base of the pyramid and undeserved communities, and qualitative research methods adopting case study designs.
Michele Lobina is an Italian economist specializing in International and Development Economics. His studies include a Master of Arts in Political Economy and he is currently a PhD candidate in Economy and Finance at Sapienza University of Rome. He has collaborated with the Chamber of Commerce and the Italian Embassy in Guatemala, and has held a role of an Associate Professor of Macroeconomics at Rafael Landivar University of Guatemala City. His current research regards the impact of free trade agreements on competitive capacities of small and medium-sized enterprises in developing countries.

Helen Michelle Monzón studied Economics in Rafael Landívar University, Guatemala. Actually working in the Central American Institute for Fiscal Studies (ICEFI, Guatemala).

António C. Moreira obtained a Bachelor’s degree in Electrical Engineering and a Master’s degree in Management, both from the University of Porto, Portugal. He received his PhD in Management from UMIST-University of Manchester Institute of Science and Technology, England. He has a solid international background in industry leveraged working for a multinational company in Germany as well as in Portugal. He has also been involved in consultancy projects and in research activities. He is an Assistant Professor at the Department of Economics Management and Industrial Engineering, University of Aveiro, Portugal, where he headed the Bachelor and Master Degrees in Management for five years.

Milo Paviera is a Doctoral Researcher and Teaching Assistant at the University of Edinburgh Business School within the Strategy and International Business Group. He is investigating Entrepreneurship in the Informal Economy, collective forms of action and informal firms acting as social movements. He looks at emerging forms of Capitalism and Employees Ownership and how they become a source of competitive advantage. His broad interests are in Strategy and Public Policy in Emerging Economies.

Juan Carlos Portillo is a Guatemalan industrial engineer. Graduated from the Universidad de San Carlos in Guatemala and possesses a master in quantitative finance by the Universidad Rafael Landivar.

Sandra Rodríguez is a Professor of economics at Universidad del Norte, Colombia. Sandra obtained her doctoral degree in applied economics at Autonomous University of Barcelona (UAB-Barcelona) in 2012. Her current research and teaching interests are related to health economics, public regulation, institutions and game theory, focusing in particular on the issue of health and health care systems.
About the Contributors

**Luis Sanchez-Barrios** has a PhD in Management from the University of Edinburgh, UK. He has taught finance courses since 2003. His research interests include microfinance, entrepreneurial scorecards, financial education and regression methods for scoring purposes.

**Theodore Terpstra** is pursuing a degree in International Relations at the University of Connecticut.

**Nicholas Virzi** is a Professor of Economics at Universidad Rafael Landívar, in the Master’s Program of the Faculty of Engineering, and at the Escuela de Gobierno (School of Government) in Guatemala. He is Vice President of the American Chamber of Commerce in Guatemala, where he is President of the Investment Promotion Committee. Mr. Virzi is also a member of the Private Council of Competitiveness in Guatemala, representing the Academic Sector. He is a graduate of U.C., Berkeley in Political Science and has a Master’s Degree from San Francisco State University in Economics. He has published various works and is active on the regional conference circuit on matters of political economy, investment and innovation.

**Heather C. Webb** is a lecturer in business at Higher Colleges of Technology in Dubai, UAE where she teaches strategy and international business. She has a PhD from the University of Edinburgh Business School, a MSc in International Business and Emerging Markets from the University of Edinburgh, and a BA in History from the University of Washington. Her research focuses on aspects of strategy, international business and entrepreneurship. Her research interest concentrates on strategies, business models, developing countries and innovation. Specifically, she researches mobile payment systems in developing countries as well as bottom of the pyramid consumers. She has presented her work at the Academy of Management and at the Academy of International Business.