

Research at International School of Economic and Administrative Sciences



Universidad de
La Sabana

ESCUELA INTERNACIONAL DE CIENCIAS
ECONÓMICAS Y ADMINISTRATIVAS



The International School of Economic and Administrative Sciences of the Universidad de La Sabana has four research groups which contribute to the University's vision as a sustainable and enterprising third generation university: Operations and Supply Chain Management; Innovation and Strategy; Business, Economics and Finance; and Food Studies, Process Management & Service. The first three groups are ranked A1 (top ranking) and the other group is ranked B in the national benchmark of research and development - Colciencias.

The school's portfolio and research contemplate a diversity of areas in management education and promotes interdisciplinarity. The school means to enhance its impact on specific communities through teaching, the quality of research output and results as well as social outreach programmes, that may contribute to improve social conditions.

Catherine Pereira Villa
Dean

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BUSINESS, ECONOMICS AND FINANCE

The Business, Economics and Finance research group offers answers to real-world dilemmas, problems and challenges through the analysis of economic, social, financial and political dynamics. The latter elements constitute the context of the different market, commerce, internationalization and negotiation activities amongst organizations in a globalized world.

These research lines contribute to solving problems based on economic analysis and its determinants, weighing in impacts of institutional investors and the design of their debt securities, types of regional governance, innovation in Latin American exporting firms, and responsible business conduct, inter alia.



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Keywords: Financial Economics; Financial Econometrics; Ranking Economics; Real Estate Finance.



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Keywords: Business ethics; Business for peace; Organizational history.



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Keywords: Social-ecological Systems; Governance of Common Pool Resources; Circular Economy; Agricultural Production Systems.



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Keywords: Commerce and Economy; International Business; Global Governance; Business Administration.



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Keywords: International Law; Business and Human Rights; Responsible Business Conduct; Interamerican System; Sustainability.



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Keywords: Economy; Finance; Solidarity Sector; Cooperatives Econometrics; Passive Management.



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Keywords: Regional Development; Cross-border Governance; Metropolitan Cooperation; Corporate Governance in Latin America.



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Keywords: Labour Economics; Shadow Economy; Mathematical Economics; Illegal Markets; Circular Economy; Passive Management.



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Keywords: Econometrics; Applied Statistics; Mathematics; Monetary Macroeconomics.



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Keywords: Global Virtual Teams; Diversity in Teams; International Management.



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Keywords: Finance; Capital Markets; Institutional Investors; Individual Investors; Foreign Investors; Active Management.



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Keywords: Finance; Economy; Development Economies; Geopolitics; Impact Evaluation.

FOOD, PROCESS MANAGEMENT AND SERVICES



The Food, Process Management and Services group has designed a roadmap to advance knowledge and applied research in the development of food products focused on the innovative capacity of interdisciplinary gastronomic designs in science, culture, management and services.

Creativity in the culinary preparations developed at a Food-Lab with the advances in food science will lead to the development of products with nutritional and sensory characteristics in an environment of food security and sovereignty in Colombia, for knowledge and dissemination of our gastronomic potential in the local and international environs.



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Science and Cooking.



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Analysis.



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Cookware; Cultural Studies; Ethnic Food; Food
Culture in Latin America; Material Culture; New
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Keywords: Food Anthropology; Gender Studies; Food Studies; Gastronomy; Care Economy; Cooking.

Year Plans successful INNOVATION & STRATEGY

The Innovation & Strategy research group seeks to contribute to the generation of scientific knowledge in the field of innovation and strategy. Similarly, the group aims to gain a better understanding of the corporate business reality on these issues and the design of strategies that contribute to improving corporate competitiveness and sustainability, at the sectoral and national levels. To attain the aforesaid objectives, the group conducts research in three lines: Innovation and Knowledge Management; Organizations and Strategy; and Marketing and Consumer Behavior.

As a result of its research activity, the group has experience in research and specialized training in relation to: 1- Generation and consolidation of an innovation culture in people, companies, regions and countries; 2- Innovation and prototyping processes; 3- Open innovation (models, methodologies and tools); 4- Innovation by design (models, methodologies and tools); 5- Innovation and business sustainability; 6- knowledge management (identification, adaptation, socialization, transfer, creation and use of knowledge - with models, methodologies and tools); 7- Relationship between knowledge management, innovation and business sustainability; 8- Neurosciences applied to business activity – especially in the field of marketing and consumer behavior; 9- 4.0 industry-level processes.



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Keywords: Innovation; Entrepreneurship; Big Data; Blockchain.



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Keywords: Marketing; Consumer Behavior; Ethics; Business Ethics; Branding; Transformative Consumer Research.



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Keywords: Leadership; Management Styles; Organizational Power; Intra-Specific Interactions.



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Keywords: Consumer Perception; Neuromarketing; Packaging; Product Design.



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Keywords: Consumer Behavior; Applied Perception; Packaging Design; Decision Science; Cognitive Neuroscience; Crossmodal Correspondences.

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

The Operations & Supply Chain Management Research Group focuses on the development and dissemination of knowledge in operations and supply chain management.

The goal of the group is to provide support tools for decision-making processes in logistic decisions with impact on academia and the corporate internship environments. Our goal is to provide research with impact on academia and the corporate world, as well as training, commercial and senior consulting services.



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