

*Landscapes of Latin America: Economic Development,
Ethics and the Environment in the 21st Century*

Interdisciplinary Conference 2008
April 24-25, 2008

King's College
Sheehy-Farmer Campus Center
133 North River Street
Wilkes-Barre, PA





***Landscapes of Latin America: Economic Development,
Ethics and the Environment in the 21st Century***

INTERDISCIPLINARY CONFERENCE 2008

**King's College, Wilkes-Barre, PA
April 24-25, 2008**

The interdisciplinary conference on “Landscapes of Latin America: Economic Development, Ethics and the Environment in the 21st Century” is assembling scholars, educators, students and community members interested in Latin American Studies. The theme of the conference at King's College is the changing business, political, economic, cultural, ethical and natural landscapes in Latin America.

Funding for the conference is provided by the McGowan Center for Ethics and Public Life and a Department of Education Title VI, International Studies Grant to King's College. The McGowan Center for Ethics and Public Life serves as a hub for research, assessment, and publication of best practices in ethics and moral development.

Program Committee:

Bindu Vyas, McGowan School of Business
James Sysko, McGowan School of Business
Beth Admiraal, College of Arts and Sciences
Anne Massey, College of Arts and Sciences

Track Chairs:

Business and Management - Bindu Vyas
Culture and Foreign Languages - Anne Massey
Political Economy - Margarita Rose
Environmental Studies - Garrett Barr

IDC PROGRAM

Thursday, April 24, 2008

Morning Program

8:15 am – 9:00 am	Breakfast	
9:00 am – 10:30 am	<u>Session I</u> Welcoming Remarks: Fr. Jack Ryan, CSC Keynote Speaker: Fr. Dave Farrell, CSC	Plenary
10:30 am – 10:45 am	Tea/Coffee Break	
10:45 am – 12:15 pm	<u>Session II</u>	Concurrent Sessions

Afternoon Program

12:15 pm – 2:00 pm	Lunch Speaker: Sen. Juan Fernando Perdomo	
2:00 pm - 3:30 pm	<u>Session III</u>	Concurrent Sessions
3:30 pm – 3:45 pm	Tea/Coffee Break	
3:45 pm – 5:15 pm	<u>Session IV</u>	Concurrent Sessions

Evening Program

5:30 pm	Dinner Speaker: Mr. Eduardo José Marques Maia de Almeida	
7:30 pm	Theatre Performance: <i>Anna in the Tropics</i> by Nilo Cruz	King's Theatre

IDC PROGRAM

Friday, April 25, 2008

Morning Program

8:15 am – 9:00 am	Breakfast	
9:00 am – 10:30 am	<u>Session I</u> Speaker Mr. Kim Byriel	Plenary
10:30 am – 10:45 am	Tea/Coffee Break	
10:45 am – 12:15 pm	<u>Session II</u>	Concurrent Sessions

Afternoon Program

12:15 pm – 2:00 pm	Lunch Speaker: Dr. Gustavo Pérez Firmat	
2:00 pm -3:30 pm	<u>Session III</u>	Concurrent Sessions
3:30 pm – 3:45 pm	Tea/Coffee Break	
3:45 pm – 5:15 pm	<u>Session IV</u> Speaker Dr. Miguel Pinedo-Vasquez	Plenary

Evening Program

5:30 pm	Dinner	
6:00 pm – 8:00 pm	Art Exhibition: Latino Artists in NEPA Meet the Artists Reception	Widmann Art Gallery
7:30 pm	Musical Performance: C & B Jazz Ensemble- <i>Fiesta!</i>	Snyder Room
7:30 pm	Theatre Performance: <i>Anna in the Tropics</i> by Nilo Cruz	King's Theatre

Interdisciplinary Conference, 2008

Conference Program

Thursday, April 24

Session I—9:00-10:30—Opening Session—Snyder Room

Keynote Address: Business, Ethics, and Society in a Latin American Context
Rev. David Farrell, CSC, Holy Cross Community Center, Peru

Session II--10:45-12:15—Concurrent Sessions

A—Doing Business in Latin America—Lipo Room

Cultural Awareness for Successful Business Negotiations in Latin America: Focus on Argentina

Donna Chambers, Franklin and Marshall College, Pennsylvania
Joseph Galante, Millersville University of Pennsylvania

Ethics and Business Etiquette in South America

Raul Chavez, University of Mary Washington, Fredericksburg, Virginia

The Interplay between Country Images and South American Product Evaluations

Veysel Yucetepe, Kean University, New Jersey

Session Chair/Discussant: Joan Blewitt, King's College

B—Immigrant Educational Outreach—Walsh Room

Technology and Literacy for English Language Learners

Joyce Armstrong, King's College, Pennsylvania

Latino Migration: Addressing Unmet Needs in Wilkes-Barre, Pennsylvania

Isabel Balsamo, King's College, Pennsylvania
Bro. George Schmitz, CSC, King's College, Pennsylvania

Session Chair/Discussant: Michelle Lawrence-Schmude, King's College

Interdisciplinary Conference, 2008

Thursday, April 24

Session II--10:45-12:15—Concurrent Sessions

C—Student Papers: Political Economy—Fitzgerald Room

Nicaraguan Leadership and the Economic Impact

James Flaherty, King's College, Pennsylvania

The Struggles in Colombia

Kenneth Pepperling, King's College, Pennsylvania

Deindustrialization in Venezuela

Joshua Shannon, King's College, Pennsylvania

Session Chair: Cristofer Scarboro, King's College

Discussant: Andrew Miller, Wilkes University

Lunch—12:15-2:00—Snyder Room

Luncheon Presentation—Mexico: Political and Economic Challenges

Senator Juan Fernando Perdomo, México

Session III—2:00-3:30—Concurrent Sessions

A—Health Care Issues—Walsh Room

Environmental Practices in the Healthcare Sector in Colombia

Pablo Emilio Correa Echeverry, EAFIT University, Colombia

Anne Marie Zwerg, EAFIT University, Colombia

The Feminization of Poverty and Mental Health

Isabel Bueno Lázaro, Universidad Veracruzana, México and University of Scranton

Diversity Among Hispanics in the United States: Disparity in Health Care and HIV/AIDS Epidemic

Hengameh Hosseini, King's College, Pennsylvania

Session Chair/Discussant: James Sysko, King's College

Interdisciplinary Conference, 2008

Thursday, April 24

Session III—2:00-3:30—Concurrent Sessions

B—Student Papers: FDI & Migration—Fitzgerald Room

Latin American Baseball Players in the United States

Ryan Rowe, King's College, Pennsylvania

The Latin American Strategy: The Case of Habasit America

Kristen Miller, King's College, Pennsylvania

Analysis of Chinese Foreign Direct Investment in South America

Christine Parcher, King's College, Pennsylvania

Foreign Direct Investment in Latin America's Infrastructure

Bahar Cangoz, King's College, Pennsylvania

Session Chair/Discussant: Bridget Costello, King's College

Session IV—3:45-5:15—Concurrent Sessions

A—Business in Latin America—Lipo Room

Determinants of Entrepreneurial Activity in Latin America: Brazil vs. Chile

William Vendemia, Youngstown State University, Ohio

Customer Satisfaction Among Chilean Consumers: An Empirical Study

John Spillan, University College, Penn State University-DuBois, Pennsylvania

The Cultural and Business Environment of Argentina

Garold Lantz, King's College, Pennsylvania

Sandra Loeb, King's College, Pennsylvania

Session Chair: Cristofer Scarboro, King's College

Discussant: Bridget Costello, King's College

Interdisciplinary Conference, 2008

Thursday, April 24

Session IV—3:45-5:15—Concurrent Sessions

B—Women, Literature, and Violence—Walsh Room

Machismo and Murder: Femicide in Guatemala

Andrew J. Petonak, Peace & Justice Center, Guatemalan Human Rights Commission, and Luzerne County Community College, Pennsylvania

Through the Literary Lens: Ethical Perspectives in Boom and Post-Boom Short Stories

Anne Massey, King's College, Pennsylvania

The Violence of Silence: Representing Rape and Sexual Abuse in Sandra Cisneros's *The House on Mango Street*

Robin Field, King's College, Pennsylvania

Session Chair: Margarita Rose, King's College

Discussant: Jean O'Brien, King's College

C—Coverage of Latino Affairs—Fitzgerald Room

Ethics and Balance in Documentary Production on Latino Affairs in Northeastern Pennsylvania

Michael Moran, King's College, Pennsylvania

Derek Call, King's College, Pennsylvania

Ryann Grochowski, King's College, Pennsylvania

Amilcar Arroyo, *El Mensajero* Newspaper, Pennsylvania

Session Chair/Discussant: Leanne Mazurik, King's College

Dinner—5:30-7:15—Snyder Room

Dinner Presentation: Value Chain Approach for Economic Development

Eduardo José Marques Maia de Almeida, Vice-President/Regional Director of Techno-Serve for Latin America

Experiencing the Arts Event – 7:30

Theatre Performance—King's College Theatre

Anna in the Tropics by Nilo Cruz

Interdisciplinary Conference, 2008

Friday, April 25

Session I—9:00-10:30— Plenary Session—Snyder Room

Ethical Considerations for Operating in Latin America: A Practitioner's Perspective
Kim Byriel, Vice President International, Inter-Metro

Session II--10:45-12:15—Concurrent Sessions

A—Immigration Issues—Walsh Room

Economic Impact of Undocumented Immigrants: The Case of South Jersey
Mariana De Maio, Nuestra Comunidad, New Jersey
Luis F. Brunstein, Rowan University, New Jersey

A Pastoral Consideration of Guest Worker Communities in North America
Rev. Marc Fallon, C.S.C., Catholic Social Services of New Bedford, Massachusetts

Migration in the Light of Catholic Social Teaching
Gregory Bassham, King's College, Pennsylvania

The Latino Presence in Northeastern Pennsylvania
Rodrigo Gereda, Northeast Region, Pennsylvania Statewide Latino Coalition

Session Chair: Margarita Rose, King's College

Discussant: Sandra Trejos, Clarion University of Pennsylvania

B—Internationalizing Education—Lipo Room

Hands on in Latin America: A Novel Approach for Students and Educators
Anne Massey, King's College, Pennsylvania
Jean O'Brien, King's College, Pennsylvania
Mollie Farmer, King's College, Pennsylvania

Examining the Landscape of Management Education in Latin America: Identifying Challenges and Opportunities for Internationalizing U.S. Business Schools
Alla Wilson, East Stroudsburg University of Pennsylvania, Pennsylvania
Bruce Gonzalo, East Stroudsburg University of Pennsylvania, Pennsylvania

Session Chair/Discussant: Robert Tuttle, Wilkes University

Interdisciplinary Conference, 2008

Friday, April 25

Session II--10:45-12:15—Concurrent Sessions

C—Student Papers: Environmental Issues—Fitzgerald Room

It Must Be Something in the Water

Kyle Custer, King's College, Pennsylvania

Sugarcane for Fuel: Analysis of Brazilian Biofuel Industry

Jaelyn Costantino, King's College, Pennsylvania

Preserving the Amazon Rainforest: The Role of Foreign Multi-National Enterprises

Beth Adams, King's College, Pennsylvania

Session Chair: Garrett Barr, King's College

Discussant: Andrew Miller, Wilkes University

D—Industry Studies—O'Hara Conference Room

Dependent Development and Emerging Markets: The Automotive Industry in Brazil

John Clarry, The College of New Jersey, New Jersey

Indian Pharmaceutical Firms in Latin America: Strategy and Operations

Bindu Vyas, King's College, Pennsylvania

Session Chair: Connie Ostwald, Eastern University

Discussant: Sandra Loeb, King's College

Interdisciplinary Conference, April 2008

Friday, April 25

Lunch—12:15-2:00—Snyder Room

Luncheon Presentation: Havana Mañana: Cuba in the American Imagination

Gustavo Pérez Firmat, David Feinson Professor in the Humanities at Columbia University

Session III—2:00-3:30—Concurrent Sessions

A—Economic Policy—Walsh Room

The Limits of Monetary Policy in Less Developed Countries: Implications in Policymaking and Business

Luis F. Brunstein, Rowan University, New Jersey

Gullmero Cardoza, Euro-Latin America Center, Instituto de Empresa Business School, Spain

Western Hemispheric Economic Integration in an Environment of Economic Nationalism and Resurgent Ideological Differences

Stan Guzell, Youngstown State University, Ohio

Privatisation in Guyana: Two Decades of De-nationalisation

Fred Croop, Misericordia University, Pennsylvania

Globalization, Economic Growth and Inequality: The Case of Latin America

Sanjay Paul, Elizabethtown College, Pennsylvania

San Vicente Portes, Montclair State University, New Jersey

Session Chair: Hamid Hosseini, King's College

Discussant: Margarita Rose, King's College

Interdisciplinary Conference, 2008

Friday, April 25

Session III—2:00-3:30—Concurrent Sessions

B—Foreign Investment & Latin America—O’Hara Conference Room

Intra-regional and Global Foreign Direct Investment by Latin American Firms

Gladys Torres-Baumgarten, Kean University, New Jersey

Kofi Afriyie, Kean University, New Jersey

Dancing with the Dragon: Latin America Increasing Business Relationships with China

Susan Trussler, University of Scranton, Pennsylvania

Christine Bracrella, University of Scranton, Pennsylvania

The Internationalization and Performance (M-P) Relationship in the Context of Latin American MNEs

Armando Borda, Florida International University, Florida

Session Chair: Cristofer Scarboro, King’s College

Discussant: Bindu Vyas, King’s College

C—Student Papers: Central American Issues—Fitzgerald Room

Costa Rican Tourism: Industry Changes and Implications

Andrew Groller, King’s College, Pennsylvania

The Central American Free Trade Agreement

Cara Koster, Wilkes University, Pennsylvania

Wealth Differentials in Selected Central American Nations

Lucas Schaeffer, Clarion University, Pennsylvania

Salvadorian Dream

Vincent Roe, Temple University, Pennsylvania

Session Chair: Leanne Mazurik, King’s College

Discussant: Andrew Petonak, Luzerne County Community College

Interdisciplinary Conference, 2008

Friday, April 25

Session III—2:00-3:30—Concurrent Sessions

D—Environmental Issues—Lipo Room

**Landscape Dynamics Forest Fragmentation and Their Relation to Socio-economic
Historic and Bio-physical Attributes in Colombian Highlands**

Jose Arturo Restrepo, NASA-GCMD Goddard Space Flight Center, Maryland

**Evaluation of Sustainable Development through Collaborative Project in Loreto, Baja
California Sur, Mexico**

Connie Ostwald, Eastern University, Pennsylvania

**Environmental Perceptions and Resource Use of the Inhabitants of the Peruvian
Rainforest**

Lindsey N. Swiacki, University of Pennsylvania, Pennsylvania

Session Chair: Bridget Costello, King's College

Discussant: Garrett Barr, King's College

Session IV—3:45-5:15—Plenary Session--Walsh Room

**Looking at the Flexibility and Resilience of Land Use Practices by Caboclos and their
Impacts on Land Cover in the Amazon Estuary**

Miguel Pinedo-Vasquez, Professor of Environmental Science, Columbia University

Reception—5:15-6:15—3rd Floor, Sheehy-Farmer Campus Center

Dinner—5:30-7:15—1st Floor, Sheehy-Farmer Campus Center

Interdisciplinary Conference, 2008

Experiencing the Arts Events

Theatre Performance: *Anna in the Tropics* by Nilo Cruz

Location: King's College Theatre

Date: Thursday, April 24 through Saturday, April 26

Time: 7:30 p.m.

This poignant and poetic play is set in Florida at a Cuban-American cigar factory, where cigars are still rolled by hand and “lectors” are employed to educate and entertain the workers. The arrival of a new lector is a cause for celebration, but when he begins to read aloud from *Anna Karenina*, he unwittingly becomes a catalyst in the lives of his avid listeners, for whom Tolstoy, the tropics and the American dream prove a volatile combination.

Complimentary tickets will be available

Art Exhibition: *Creating Identity: Latino Artists in Northeast Pennsylvania* Meet the Artists Reception

Location: Sheehy-Farmer Campus Center, Widmann Art Gallery

Date: Friday, April 25

Time: 6 p.m. - 8 p.m.

Works by local and visiting Latino artists—Rod Gereda, Hector Téllez, Alina Téllez Bueno, Henry Rodriguez, and David Castro—offer a mix of media and subject matter.

Musical Performance: C&B, Jazz Ensemble- *Fiesta!*

Location: Sheehy-Farmer Campus Center

Date: Friday, April 25

Time: 7:30 p.m.

C&B, a jazz ensemble of flute, guitar, bass and percussion will perform a dazzling concert entitled *Fiesta!* This performance is a lively blend of Pan American music, from tango and chorino to bossa nova, swing, and bop. In more than 25 years of performing, C&B has appeared at the Boston Museum of Fine Arts, Harvard University, and other venues.



Funding for the conference is provided by the McGowan Center for Ethics and Public Life and a Department of Education Title VI, International Studies Grant. Support for this program comes from:

The William G. McGowan School of Business



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