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Research field.

Strategy process and performance

Management innovation

International Management

Emerging Markets

Artificial intelligence for Business

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|---------------------------|-------------|--|
| | 2012 | Adolfo Ibañez University. Chile (AACSB) Ph.D. in Management |
| | 2009 | Adolfo Ibañez University. Chile (AACSB) Msc Management Sciences |
| | 2005 | University of Malaga - Spain Pre-doctorate studies in Business Administration (DBA) |
| Graduate Education | 2002 - 2003 | Private University of Piura (Udep) - Peru Master in Business Administration (MBA) |
| | 1991 - 1997 | Private University of Piura (Udep) - Peru. Professional licenciature in Electrical Mechanical Engineering - Upper fifth. |

Academic Affiliations Academy of Management Organization,
Strategic of Management Society,
Academy of International Business

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|------------------------------------|---|
| Awards | <p>High School Excellence Award. Ranked second of the promotion at the University of Piura. Peru. Graduate dissertation with an “excellent” score. Invited by the IESE Business School of Spain to an internship in research at the Nissan International Center for Competitiveness Winner of the Research National Contest of the Economic and social Research Consortium (CIES). 2008 with the Project “Determinants of competitiveness in agro-exporter enterprises in Peru. Nominated and selected for a scholarship to pursue doctoral studies abroad by Fincyt ((Office of the Head of the Peruvian Government Cabinet) - sponsored by LASPAU. Harvard University. Postdoctoral grant by Chilean International agency 2014</p> <p>PhD seminar in strategic innovations. By Institute for the study and business market USA.2010.approved. PhD seminar in Marketing Metrics. By Institute for the study and business market. Penn State University USA 2011. Approved Roundtable on Entrepreneurship Education (REELA 2008) Stanford University. North University, Colombia</p> <p>Auditor in local management systems. Iso 9001:2000. By Veritas Bureau</p> |
| Computer Skills / Languages | <p>Digital Transformation. MIT Artificial Intelligence for Business MIT (Windows 2000, Microsoft Office, Minitab, AutoCAD, Net systems). Advanced knowledge of software for the optimization and simulation of processes. Statistical software SPSS, STATA Mathematical software MATALAB Simulation software VENSIM for system dynamics and management Advanced knowledge of programs for planning and control of projects, such as MS project, Primavera Project Planner. Advanced knowledge of English. Language center of the University of Piura and Binational Center IPCNA - CHICLAYO and Santiago de Chile (ICCHN). ICCE certification.</p> |
| Visiting Professor | <p>At Texas A&M University, Mays Business School; MIT and Harvard</p> |

**Selected Academic
Publications**

Heredia Pérez, J., & Huarachi Chávez, J. (2009). THE REVEALED COMPETITIVENESS INDEX COMPARISON BETWEEN PERU AND MAIN WORLD EXPORTERS The case of Lambayeque Region. *Journal of Economics, Finance and Administrative Science*, 14(26), 27-55.

Geldes, C., **Heredia, J.**, Felzensztein, C., & Mora, M. 2017. Proximity as determinant of business cooperation for technological and non-technological innovations: a study of an agribusiness cluster. *Journal of Business & Industrial Marketing*, 32(1): 167-178).

Heredia, J., Flores, A., Geldes, C., & Heredia, W. (2017). Effects of informal competition on innovation performance: the case of pacific alliance. *Journal of Technology Management & Innovation*, 12(4), 22-28.

Heredia, J., Flores, A., & Kunc, M. H. (2017, January). Drivers of the Implementation of Strategies in Latin American Firms' Export Performance. In *Academy of Management Proceedings* (Vol. 2017, No. 1, p. 14278). Academy of Management.

Heredia Pérez, J. A., Geldes, C., Kunc, M. H., & Flores, A. (2019). New approach to the innovation process in emerging economies: the manufacturing sector case in Chile and Peru. *Technovation*, 79, 35-55.

Heredia Pérez, J. A., Kunc, M. H., Durst, S., Flores, A., & Geldes, C. (2018). Impact of competition from unregistered firms on R&D investment by industrial sectors in emerging economies. *Technological Forecasting and Social Change*, 133(C), 179-189.

Pérez, J. A. H., Yang, X., Bai, O., Flores, A., & Heredia, W. H. (2019). How Does Competition By Informal Firms Affect The Innovation In Formal Firms?. *International Studies of Management & Organization*, 49(2), 173-190.

Heredia, J., Yang, X., Flores, A., Rubiños, C., & Heredia, W. (2020). What drives new product innovation in China? An integrative strategy tripod approach. *Thunderbird International Business Review*, 62(4), 393-409.

Jorge A. Heredia Pérez, Cathy Rubiños, Alejandro Flores, Walter Heredia and Rocío Arango Zúñiga. A CONFIGURATIONAL APPROACH TO EXPLAIN NON- MARKET STRATEGIES IN EMERGING ECONOMIES. *European J. of International Management* (forthcoming)

International Speaker

Speaker/Presenter on 7th Strategy Symposium on Emerging Markets, May 18-19, 2017 - Jones School of Business, Rice University. USA.. Presentation title; *The Role of Informal Competition on Innovation Orientation: A New Framework to Understand Business Performance in Emerging Markets.*

Chapter books

- Huarachi, J. et al., (2010), Diagnóstico de Estado de la Innovación en el Sector Agro Industrial de Exportación en el Perú, CIES, Lima
- Jorge Heredia and Alejandro Flores. **Innovation and informality: The challenges of Peru and policy issues for the future.** Edited by University of The Pacific and The Institute of World Economics and Politics of Chinese Academy of Social Sciences (IWEP-CASS). (forthcoming)

Refereed Conference Presentations and Proceedings

- Drivers and Enablers of Internationalization on the Pacific Alliance - Annual Conference of the Academy of International Business - 2015.
- A New Approach to Understand Firm Performance in the Pacific Alliance - Annual Conference of the Academy of International Business - 2015.
- Dynamic Vision of the Implementation of Competitive Strategies and Their Impact in the Performance Enterprise: Case of Study in the Agribusiness of Emerging Economies - Annual Conference of the Academy of International Business - 2016.
- Linkind Innovation and Business Performance in Latin America. An Application to the Manufacturing Sector in Chile and Peru - Annual Conference of the Academy of International Business - 2016.
- An Interaction Model to Explain Firm Performance in Emerging Economies: The Case of the Pacific Alliance” - Annual Conference of the Academy of International Business - 2016.
- Strategic Behavior in Emerging Markets in the presence of Informal Competition - “Annual Conference of Strategic Management Society” - Berlín - Alemania - 2016.
- The Seminar for Sinologists of the Republic of Peru BICC - Beijing International Chinese College. Beijing 2016
- New approach the innovation process in emerging economies: The manufacturing sector case in Chile and Peru at Center for China-Latin America Management Studies at Tsinghua University, Beijing 2016

Refereed Conference Presentations and Proceedings (continue)

- An Interaction Model to Explain Firm Performance in Emerging Economies: The Case of the Pacific Alliance” - “Conference of Strategic management in Latin America” - Santiago, Chile - 2017.
- The impact of informal competition on firm performance in emerging economies: Towards a new model “Conference of Strategic management in Latin America” - Santiago, Chile-2017.
- Business Internationalization in Latin America: Drivers and Enablers of Internationalization Performance “Conference of Strategic management in Latin America” - Santiago, Chile-2017. Conferences.
- 硅谷创新走进京津冀, China Innovation and Global Integration Conference. Paper: Innovation Strategic in Emerging Economies in the Presence of Informal Competition. Paper: A new model to approach the impact of Chinese FDI on the innovative performance of Latin American local firms through South-South cooperation. Jingjinji, China 2017.
- Workshop and special issues on INNOVATION IN EMERGING ECONOMIES, Technical University Berlin (Germany), 2017
- SMS Annual Conference Houston, two papers accepted. Formal Firm R&D Investment Behavior in the Presence of Informal Competition and Formal Firms Non-Market Actions When Face Informal Competition. USA 2017.
- AOM conference Atlanta, Paper accepted. Drivers of the Implementation of Strategies in Latin American Firms’ Export Performance. USA 2017
- Fudan-Latin America University Consortium (FLAUC), speaker and paper, Strategic Behavior in the Presence of Informal Competition The cases of China and Latin America. Colombia 2017
- SMS Annual Conference Minneapolis , papers accepted. Institution Theory on Informal Economy: A Meta-analysis. USA 2019.
- AOM specialized Conference Advancing Management Research in Latin America, session Chair and Best paper award nomination. México 2020

Reference

Dr Martin H Kunc DPhil

Head of Department of Decision Analytics and Risk, Professor of Business Analytics/
Management Science, Southampton Business School, UK

