

## Curriculum Vitae

### PERSONAL INFORMATION

Family name, First name: Monje Cueto, Fabiola Abigail

Email: [fabiolamonje@upb.edu](mailto:fabiolamonje@upb.edu)

URL for website (*if applicable*):

ORCID ID: <https://orcid.org/0000-0002-2996-7966>

- **AREAS OF RESEARCH**

Sustainable development, international business, poverty, stakeholders, SDGs, circular economy, academia

- **POSITION(S) AND RESEARCH EXPERIENCE**

03/2024-05/2027	Elected Country Director for Bolivia at AIBLAC
03/2021-03/2024	Elected Country Director for Bolivia at AIBLAC
09/2022 – Present	Full-time professor-researcher, Economic and Business Research Center/ Research Department, Universidad Privada Boliviana/ Bolivia
05/2021 – 08/2022	Part-time researcher-Alumni Director Internationalization/ Universidad Privada Boliviana/ Bolivia
02/2017-04/2021	Undergrad professor and Relational Marketing Director

- **EDUCATION**

2019 - 2023	PhD in economics and business administration with an emphasis on business administration Universidad Privada Boliviana (UPB), Cochabamba, Bolivia
2021 – 2021	Postgrad in Quantitative Methods for Financial Analysis Universidad Privada Boliviana (UPB), Cochabamba, Bolivia
2019– 2020	Master in Direction and Business Administration (MADE)
2019-2020	Marketing Specialization during MBA Bolivian Private University (UPB), Cochabamba, Bolivia
2008– 2009	Master in Business Administration Executive (M.B.A.E.) Escuela Europea de Negocios - Bolivia, Cochabamba
1992 – 1998	Bsc. in Business Administration Bolivian Catholic University (UCB) - Bolivia, Cochabamba

- **KEY PUBLICATIONS**

**Scopus:**

Regeneration and Entrepreneurial Resilience: An Empirical Study to Identify Ten Key Climate Action Initiatives in Latin America and the Caribbean, 2024

European Journal of International Management

Climate-resilient and regenerative futures for Latin America and the Caribbean  
2022

Futures: Elsevier, UK

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<https://www.sciencedirect.com/science/article/pii/S0016328722001148>

The contribution of the private sector to poverty alleviation programs: exploring business engagement in conditional cash transfers.

2022

Management Research, United Kingdom

<https://www.emerald.com/insight/content/doi/10.1108/MRJIAM-08-2021-1222/full/html?skipTracking=true>

Looking Back to Look Forward: Learnings from the Past to Achieve Sustainable Recovery after Upcoming Global Crises. In: Gonzalez-Perez, M.A (Ed) (2022) Regenerative and Sustainable Futures for Latin America and the Caribbean: Collective action for a region with a better tomorrow.

2022

Emerald Publishing, Bentley, UK

<https://www.emerald.com/insight/content/doi/10.1108/978-1-80117-864-820221002/full/html>

Sustainable Futures for Bolivia. In: Gonzalez-Perez, M.A (Ed) (2022) Regenerative and Sustainable Futures for Latin America and the Caribbean: Collective action for a region with a better tomorrow.

2022

Emerald Publishing, Bentley, UK

<https://doi.org/10.1108/978-1-80117-864-820221005>

COVID-19 and higher education: responding to local demands and the consolidation of e-internationalization in Latin American universities

Academia Revista Latinoamericana de Administración, Lima, Perú

<https://doi.org/10.1108/ARLA-01-2021-0020>

The Ethics Interview: connecting students with professionals

2022

Issues in Accounting Education, FL, USA

<https://doi.org/10.2308/ISSUES-2020-049>

Crises conducting stakeholder salience: shifts in the evolution of private universities' governance in Latin America.

2021

Corporate Governance, United Kingdom

<https://doi.org/10.1108/CG-09-2020-0397>

#### **Web of Science:**

Possible actions of public and private actors towards regenerative development of businesses, in future scenarios, 2023

AdMinister, Universidad EAFIT

<https://publicaciones.eafit.edu.co/index.php/administer/article/view/7464>

- **Work being review sent to journals 2023-2024:**

Leveraging CRM Capabilities for Enhanced Relationship Maintenance and Performance: Empirical Insights from Latin America's Business-to-Business Sector (Sent to Journal of Business Research [JBR] -Q1)

Business Shaping Tomorrow:

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Multi-Stakeholder Strategies for Achieving the 2030 Agenda (Entrepreneurial Business and Economics Review [EBER] - Q1)

Regeneration and Entrepreneurial Resilience: An Empirical Study to Identify Ten Key Climate Action Initiatives in Latin America and the Caribbean (European Journal of International Management [EJIM] Q1)

- **Ph.D. THESIS:**

Public policies and business actions to achieve the best future scenario in Bolivia: a multi-actor perspective towards regeneration to achieve resilience to climate change and sustainable growth, 2023

- **TEACHING ACTIVITIES**

01/2018-Present      Undergraduate: International Marketing; Innovation and creativity; Sustainable Development; Internal communication and change management; Preparation and Evaluation of projects.  
Postgraduate programs: Business Certification on Gender Equality; Joint advanced finance specialized program between UPB and USACH, Chile; "Contemporary Challenges in Global Business" program jointly UPB with RIDER University NJ, USA; Management and administrative processes for non-profit organizations and municipalities of Bolivia, UPB  
Co-teacher in Global Business Development Program with international visiting professor, UPB  
Adjunct Professor: Administrative Accounting (undergraduate students).  
Webinars: Strengthening the resilience of entrepreneurs to COVID-19 (graduate students); International perspective on companies and their post-crisis role in the country's economic recovery.

- **ORGANISATION OF SCIENTIFIC MEETINGS**

03/2024      Track Chair at AIB-LAC 2024: Environmental, Social and Governance Issues, Jamaica  
10/2023      Workshop to train Reviewers of ESG papers by academic peers, UPB-EAFIT- UDEM  
04/2023      AIB-LAC 2023: Competitive session Chair: Firm sustainability initiatives and their effects/ Sao Paulo, Brazil  
10/2022      Workshop to train Reviewers of papers by academic peers  
07/2022      Track Chair at AIB-LAC 2022: Environmental, Social and Governance Issues in IB/Miami, USA  
05/2021      Track Chair at AIB-LAC 2021: CSR and sustainable development/Online-FGV and EASP  
03/2019|      Co-Organization of AIB-LAC at UPB in Bolivia

- **INSTITUTIONAL RESPONSIBILITIES**

10/2022 – Present      Teaching and Research

- **COMMISSIONS OF TRUST**

Surname: Fabiola Monje-Cueto

05/2021 – Present      Blind Reviewer for 360 Revista de Ciencias de la Gestión, journal attached to the Academic Department of Management Sciences of the Pontificia Universidad Católica del Perú (PUCP);  
Guest reviewer for the editorial John Wiley and Sons for the Hong Kong ERP Environment magazine, in the area of Sustainability and Administrative Risks;  
Invited to be a member of the editorial board of INTERNEXT, a Brazilian magazine specialising in international business;  
Reviewer for Special Issue Ad-Minister, EAFIT, Colombia;  
Reviewer for AIB-2021, AIBLAC-2021, 2022, 2023, AIB CEE-2023;  
Reviewer for International Business Review, ELSEVIER

• **MEMBERSHIPS OF SCIENTIFIC SOCIETIES**

04/2021 – Present      Member, Research Network “OWSD” Bolivia National Chapter  
01/2019 – Present      Member, Academy of International Business (AIB), Latin American and the Caribbean Chapter

• **MAJOR COLLABORATIONS**

Maria Alejandra Gonzalez-Perez, (Universidad EAFIT Escuela de Administración, Medellín, Colombia)

Camila Vargas, Universidad EAFIT, Colombia

Manuela Gomez-Valencia, Universidad EAFIT, Colombia

Indianna Minto-Coy, (Mona School of Business at the University of the West Indies (UWI), Jamaica)

Miguel Cordova, (Pontificia Universidad Católica del Perú, Lima, Perú.)

Fabiola Monje-Cueto (Universidad Privada Boliviana. Bolivia)

Karla Maria Nava-Aguirre (Universidad de Monterrey, San Pedro Garza Garcia, Mexico)

Cyntia Vilasboas Calixto Casnici (Leeds University y Fundação Getulio Vargas (FGV))

Freddy Coronado (Universidad de Chile, Chile).

Topic: Multi-stakeholder post-COVID 19 recovery: How to rebuild business and society in Latin America and the Caribbean to avoid a climate crisis.

Joint publications:

- Book: Ed. (2022) Regenerative and Sustainable Futures for Latin America and the Caribbean: Collective action for a region with a better tomorrow;
- Article: Climate-resilient and regenerative futures for Latin America and the Caribbean, Futures: Elsevier, UK;
- Report: Multi-stakeholder cooperation as a basis for action climate change (SDG 13) and regenerative development and sustainability in Latin America and the Caribbean
- Work in progress: A climate change-based regeneration in Latin America and the Caribbean: Moving from isolation to togetherness;
- The contribution of businesses to the 2030 Agenda based on future scenarios from a multistakeholder perspective, AD-minister, Colombia

Juan Carlos Sosa Varela, PhD, Universidad Ana G. Méndez, Puerto Rico

Jorge Bullemore-Campbell, Universidad Ana G. Méndez, Puerto Rico

Juan Carlos Bustamante Urbina, EGADE Business School, Tecnológico de Monterrey, México / Ecuador

Fabiola Monje-Cueto, Universidad Privada Boliviana (UPB), Bolivia

Martin I. Giorgis, U. Católica de Córdoba, Argentina

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Martha Rivera Pesquera, IPADE Business School, Universidad Panamericana, México  
Marcelo Ferrer, Universidad Americana, Paraguay  
Juan Cosidó Gutiérrez, UCUBS, Uruguay  
Olmedo Estrada, Universidad Latina, Panamá  
Renato Fernandes, ISE Business School, Brazil  
Ignacio Osuna Soto, PhD, INALDE Business School, Universidad de La Sabana, Colombia

Topic: Commercial Network

Joint work in progress: Customer-oriented sales management: An exploratory study in 10 Latin American countries;

The Mediating Effect of CRM Capabilities on the Relationship between Marketing and Sales Collaboration and its Impact on Sales and Firm Performance

- **ADDITIONAL SKILLS AND COURSES**

Nov 2023-Jan 2024	Research culture, Universidad Internacional de la Rioja, España
Sept 2023	Writing Camp at IAE Business School in Buenos Aires, Argentina
Jan 2022-Dec 2023	Emerging Scholars from Emerging Markets Program (ESEMP) Academy of International Business Emerging Markets Shared Interest Group (EM-SIG) 2-year research program made possible by the financial support of the Center for Emerging Markets at Northeastern University.
Aug 2021	Teaching Online, IVEY Publishing
May 2018	Human Research course, CITI Program. Indiana University-Indianapolis
2017-2021	Organiser of over 60 Seminars, Workshops, Forums, Talks, and fairs at Universidad Privada Boliviana with the Alumni network and business network at the National and international levels / Bolivia

- **PARTICIPATION IN INDUSTRIAL INNOVATION (if applicable)**

2010-2016	COSUDE-CDC, funds received from Swiss cooperation, for innovation and research in agro-industrial productivity, managed thru Universities and NGOs
2005-2010	Water For People, funds received from the USA and Canada Private sector to build ecological bathrooms and give access to drinking water around deprave sectors in Bolivia

- **INVITED PRESENTATION** to internationally established conferences and/or international advanced schools.

Mar 2024	Breaking Barriers: Women's Journeys in International Business Academia AIBLAC in Jamaica
Mar 2024	Internationalization Strategies: The Journey Abroad of Latin American National Drinks AIBLAC in Jamaica
Dec 2023	Theorizing and publishing research Training for Business Research, UPB
Sept 2023	Future scenario methodology to propose policies that promote sustainable development Economic research seminar for the Doctorate in Economic Studies at the University of Guadalajara in Mexico
Mar 2023	Female Leaders in Academia in Latin America and the Caribbean AIBLAC in Sao Paulo-Brazil

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Jul 2022	Congreso Internacional De Innovación Ciencia y Tecnología – ICYTEC Ibero-American Committee on Ethics and Bioethics
Nov 2021	Online "Brown Bag" Research Seminar Mona School of Business & Management, Jamaica
Oct 2021	Multi-stakeholder perspective on restructuring business to avoid a climate crisis after COVID-19: The Latin-American and Caribbean case. Academy of International Business (AIB)
Jun 2021	Perspectiva multiactoral: reestructurar la economía para mitigar una crisis climática post COVID-19 Universidad Privada Boliviana (UPB)
April 2021	Speaker in STEAM week 2021: workshop of B Companies, as support for Sustainability.
Jul 2020	Latin American universities; Responses against COVID-19 Academy of International Business (AIB-LAC)

• **FUNDING RECEIVED**

2023-2025	Project Reference: KA171 "Staff exchange/project" Erasmus+ Programme, 2.480 €
2023-2026	Erasmus+ Programme Inter-institutional agreement "Learning mobility for higher education students and staff", 7.440 €
2021-2022	Project Reference: 21PC044. "Virtual knowledge factories in university extension for the development of the territories" Extremadura Agency for International Development Cooperation (AEXCID), 48407.00 €
2020-2022	CODS-UNIANDES, EAFIT Colombia-UPB Bolivia, USD 910
2010-2016	Swiss cooperation, COSUDE-CDC, for innovation and research in agro-industrial productivity, managed through Universities and NGOs, USD 500.000

• **FUNDING PROPOSALS SENT waiting for review**

2024	Erasmus +: Jean Monnet Policy Debate
2024	AIB Research fund: Greenwashing