

Adriana Andrea Amaya

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BIOGRAFIA

Adriana A. Amaya Rivas es doctor en administración de negocios internacionales con una especialización en gestión de la innovación por la Chinese Culture University en Taiwán. Adriana ha combinado su carrera como Manager del área de Operaciones para el sector de mascotas en Ecuador (Royal Canin), con actividades de desarrollo de nuevos productos en el sector manufacturero en Taiwán, además de su pasión por la enseñanza e investigación, le han permitido enseñar y desarrollar proyectos de investigación tanto en Taiwán como en Ecuador. Como resultado de esto, Adriana tiene la capacidad de integrar perspectivas prácticas de las necesidades empresariales y su capacidad sistemática para visualizar problemas. Actualmente, Adriana trabaja como Profesora e Investigadora de la Escuela de Negocios ESPAE ESPOL, facilitando los cursos de gestión de la innovación, administración, transferencia de tecnología y comercialización en los diversos programas de maestría. Adriana lidera y colabora con proyectos empresariales y de investigación, con relación a la creación de un ecosistema de innovación y su correcto manejo

FORMACIÓN

- 2017 Doctora en Administración de Negocios Internacionales, Chinese Culture University, Taiwan
- 2013 Máster en Administración de Negocios Internacionales, Chinese Culture University, Taiwan
- 2009 Máster en Administración de Empresas, IDE Business School, Ecuador
- 2005 Economista con mención en Gestión Empresarial, Escuela Superior Politécnica del Litoral, Ecuador

EXPERIENCIA PROFESIONAL

- 2017 - presente Profesora Asistente, ESPAE Graduate School of Management, ESPOL, Ecuador
- 2015 Instructora, Nanhua University, Taiwan
- 2014 - 2015 Asistente de Investigación, National Science Council Research Project, Taiwan
- 2006 - 2011 Departamento de Importaciones – Logística y Operaciones, ILIANZA – ROYAL CANIN, Ecuador

PUBLICACIONES CIENTÍFICAS

Artículos académicos

Amaya, A., Chen, Y.-C., Yang, T.-K. (2020) "Entrepreneurial and alliance orientation alignment in new product development", *Technological Forecasting and Social Change*, vol. 153, pp. 119916

Ordeñana, X., Vera-Gilces, P., Zambrano-Vera, J. , Amaya, A. (2019), "Does all entrepreneurship matter? The contribution of entrepreneurial activity to economic growth", *Academia Revista Latinoamericana de Administración*, forthcoming.

Bustamante, J., Amaya, A. (2019) "A transformative perspective of financial services for the unbanked", *Journal of Services Marketing*, Vol. 34 No. 2, pp. 193-205.

Thuy Ho, N., Wu, W. Yih, Amaya, A., Thien Nguyen., P. (2019) "The Causal Relationship Between GDP, Energy Consumption, Population, And Oil Price: Evidence from Vietnam." *Humanities & Social Sciences Reviews*, 2019, 7(2), 100-105.

Phan, Q.P.T, Amaya, A., Bat, T. (2019) "Analyzing Electronic Word of Mouth Intention for Shopping Websites: A Means-End Chain Approach", *Journal of Internet Commerce*, 2019, 18:2, 113-140

Amaya, A, Wu, W-Y. (2019) "A serial mediation model of effects of team innovation on new product development success: Revising the role of team strategic orientations", *Knowl Process Manag.*, 26: 262– 276.

Amaya, A., (2019) "The effects of Innovation Implementation and speed to market on the relationship between team sense-making, trust, and NPD success", *International Journal of Innovation Management*, Volume 23, Issue 04 (May 2019)

Tien, D. H., Amaya, A., Liao, Y.-K. (2018) "Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites", *Asia Pacific Management Review*, Volume 24, Issue 3, September 2019, Pages 238-249

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Chen, Y.-C., A.Amaya, W.-Y.Wu, (2017) "Exploring the determinants and consequences of salesperson market orientation behavior", *Journal of Service Theory and Practice*, vol. 28, no. 2, pp. 170-195

Wu, W.-Y., Amaya, A., Y.-K.Liao, (2017) "Influential Factors for Team Reflexivity and New Product Development", *Project Management Journal*, 2017, vol. 48, no. 3, pp. 20-40

Wu, W.-Y., Quyen, P. T. P., Amaya, A. (2017) "How e-servicescapes affect customer online shopping intention: the moderating effects of gender and online purchasing experience", *Information Systems and e-Business Management*, August 2017, vol. 15, no. 3, pp. 689-715

Wu, W.-Y., Amaya, A., Chen, Y-C. (2017) "The role of team reflexivity as a mediator between project management skills, task familiarity, procedural justice, and product performance", *Journal of Management & Organization*, 2017, pp. 1-20

Liao, Y., Wu, W., Amaya, A., Ju, T. The Mediation Roles of Brand Personality on Brand Equity. *Social Behavior and Personality*. SSCI, Forthcoming

Wang, Y., Amaya, A. (2012) Relationships among Economic Growth, Inflation, Oil Price, and Other Macroeconomic Factors – Evidence from Brazil, *International Journal of Business and Strategy*, vol.13, no. 1, pp 96-107

Participación en conferencias académicas

Amaya, A, Chen, Y-C., Yang T-K. (2019) "Entrepreneurial and Alliance Orientation Alignment: Implications for New Product Development Process, Program, and Performance" Artículo presentado en 2019 AMA Summer Academic Conference, Chigago, IL, Estados Unidos

Amaya, A., (2019) "Influential Factors of a service innovation: A Service-Dominant Logic Approach" Artículo presentado en ISPIM Connects. 2019. Ottawa, Canada

Amaya, A. (2018) "How Trust, Knowledge Integration and Team Sensemaking Capability Influence NPD Success: The Mediating Role of Team Members' Creativity" Artículo presentado en 21st Academy of Marketing Science World Marketing Congress (AMS WMC), Porto, Portugal

Amaya, A. (2017) "Innovation orientation and NPD success- the mediating role of team information processing" Artículo presentado en Summer AMA Conference. San Francisco, CA, Estados Unidos

Amaya, A. (2017) "The effects of team sensemaking knowledge Creation, and Team Innovation on NPD Success" Artículo presentado en ISPIM Innovation Summit, Melbourne, Australia

Amaya, A., Chen, Y. C. (2016) "The Causal Relationship between GDP, Energy Consumption, Population and Oil Price: Evidence from Vietnam" Artículo presentado en The International Conference of the Economy of Vietnam in the Integration Period: Opportunities and Challenges. 2016, Hue City, Vietnam

Amaya, A., Lee, L. T.-S. (2016) "Team Reflexivity on New Product Development: The Role of Regulatory Focus and Project Orientation" Artículo presentado en Southwest Decision Sciences 47th Annual Meeting . 2016, Oklahoma, Estados Unidos

Amaya, A., Amaya, J. (2016) "Antecedents of New and Existing Products Selling: A Job Demands-Resources Conceptual Framework." Artículo presentado en International Conference of Managing Dynamic Changes on Asian Business and Economics, Chiayi, Taiwan.

Wu, W., Amaya, A., Lee, A. C. (2015) "The Effect of Framing on Consumer Attitude and Behavior Intention" Artículo presentado en The 1st International Conference on Economics, Hanoi City, VIET NAM

Chen, Y. C., Amaya, A., Wu, W.-Y. (2015) "Salesperson Market Orientation Behavior: Its Determinants and The Mediating Role of Working Smart Behaviors in Sales Performance" Artículo presentado en Academy of Marketing Science Annual Conference, Denver, Estados Unidos

Wu, W.Y., Amaya, A. (2015) "The Role of Team Reflexivity as a Mediator between Project Management Skill, Task Familiarity, Procedural Justice and Product Performance." Artículo presentado en The 2nd International Conference on Finance and Economics. 2015, Ho Chi Minh City, Taiwan.

Amaya, A., Lee, L. T.-S (2015) "The effects of Trust, Knowledge Integration and Process Effectiveness on Creativity" Artículo presentado en 25th International Conference on Pacific Rim Management. 2015, Los Angeles, CA, Estados Unidos

Wu, W.-Y., Anridho, N., Amaya, A. (2015) "Toward a Hedonic Perspective of Online Shopping Behaviors" Artículo presentado en 25th International Conference on Pacific Rim Management. 2015, Los Angeles, CA, Estados Unidos

MEMBRESÍAS

Colegio de Economistas – Guayaquil