



UNIVERSIDAD DE LA FRONTERA
VICERECTORIA DE INVESTIGACIÓN
Y POSTGRADO
DIRECCIÓN DE INVESTIGACIÓN

VICERECTORIA DE INVESTIGACIÓN Y POSTGRADO

DIRECCIÓN DE INVESTIGACIÓN

PROYECTOS DE AREAS TEMÁTICAS

AÑO 2023

INVESTIGADOR(A) RESPONSABLE: VALESKA VIOLA GELDRES WEISS

CÓDIGO DEL PROYECTO: PAT23-0006

IDENTIFICACIÓN DEL PROYECTO:**TÍTULO:**

Climate change and export performance of agri-food products. Challenges and opportunities for La Araucanía Region.

DURACIÓN EN AÑOS: 2

PALABRAS CLAVE: Climate change - Export performance-Agri-food products

DISCIPLINA PRINCIPAL:

CIENCIAS JURIDICAS, ECONOMICAS Y ADMINISTRATIVAS - CIENCIAS ECONÓMICAS Y ADMINISTRATIVAS
- ECONOMIA INTERNACIONAL

DISCIPLINA SECUNDARIA:

CIENCIAS JURIDICAS, ECONOMICAS Y ADMINISTRATIVAS - - DESARROLLO ECONOMICO

DISCIPLINA OCDE:

CIENCIAS SOCIALES - ECONOMÍA Y NEGOCIOS

DISCIPLINA SCOPUS:

CIENCIAS SOCIALES Y HUMANIDADES - NEGOCIOS Y GESTIÓN INTERNACIONAL

SECTOR DE APLICACIÓN:

EXPLORACIÓN Y EXPLOTACIÓN DEL AMBIENTE TERRITORIAL - EXPLORACIÓN Y EXPLOTACIÓN DEL
AMBIENTE TERRITORIAL: OTRAS INVESTIGACIONES

INVESTIGADOR RESPONSABLE

NOMBRE	JERARQUÍA ACAD.
VALESKA VIOLA GELDRES WEISS	PROFESOR ASOCIADO A

UNIDAD ACADÉMICA DEL INVESTIGADOR

FACULTAD/UNIDAD PRINCIPAL	FACULTAD DE CIENCIAS JURIDICAS Y EMPRESARIALES
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LUIS ROBERTO REVECO SEPULVEDA VºBº 19/05/2023

INVESTIGADOR RESPONSABLE

VALESKA VIOLA GELDRES WEISS

Temuco, de de

EQUIPO DE INVESTIGACIÓN

(INV.RESPONSABLE Y COLABORADORES)

NOMBRE	RUT	ROL	UNIDAD/INSTIT.	HRS.*	VºBº AUT.
VALESKA VIOLA GELDRES WEISS	09.291.820-3	Investigador Reponsable	Dpto.Adm.y Econ	8,00	VºBº Dir.Depto. 19/05/2023
ALEXIS JOSE COLMENAREZ MENDOZA	26.867.987-1	Co-Investigador	Dpto.Adm.y Econ	6,00	VºBº Dir.Depto. 25/05/2023
MARCELO ORLANDO GARRIDO SUAZO	07.674.577-3	Co-Investigador	Dpto.Adm.y Econ	6,00	VºBº Dir.Depto. 31/05/2023
SVETLA MARINOVA	15.8 . -	Co-Investigador	OTRA	4,00	N/A
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LUKAS STEFFAN ORTEGA RAMIREZ	20.846.650-k	Ayudante Investigación	INGENIERIA COMERCIAL	4,00	N/A

(*) INDICAR EL Nº DE HORAS SEMANALES DE DEDICACIÓN AL PROYECTO

OBJETOS(S) Y SUJETO(S) DE ESTUDIO

Su proyecto involucra estudios en/con (marque una de las siguientes alternativas):

1 Seres Humanos	X
2 Material biológico humano	
3 Animales, muestras animales y/o material biológico humano	
4 Material que represente riesgo en Bioseguridad (trabajo en laboratorio)	
5 Sitios arqueológicos, Material Paleontológico	
6 Especies protegidas, áreas silvestres protegidas, internación de especies	
7 Archivos y/o bases de datos que contengan información sensible	
8 Ninguna de las áreas aplica a mi proyecto	

Si marcó "Ninguna de las áreas aplica a mi proyecto", justifique:

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ÁREAS TEMÁTICAS

Indique el Áreas Temáticas asociada a su proyecto:

1 Nuevas tecnologías	
2 Bienestar y salud	
3 Sustentabilidad y crisis climática	X
4 Cultura, arte y patrimonio	
5 Interculturalidad e inmigración	

RESUMEN DE RECURSOS SOLICITADOS (MILES DE \$)

ITEM PRESUPUESTARIO	AÑO 1	AÑO 2	AÑO 3	TOTAL
Personal	600,00	1.120,00	0,00	1.720,00
Gastos	850,00	880,00	0,00	1.730,00
Bienes de Capital	550,00	0,00	0,00	550,00
TOTAL SOLICITADO	2.000,00	2.000,00	0,00	4.000,00

DETALLE RECURSOS SOLICITADOS (EN MILES DE PESOS: M\$)**1.- PERSONAL**

	AÑO 1	AÑO 2	AÑO 3	TOTAL
Servicios	600,00	600,00	0,00	1.200,00
Viáticos	0,00	520,00	0,00	520,00
TOTAL	600,00	1.120,00	0,00	1.720,00

2.- GASTOS

	AÑO 1	AÑO 2	AÑO 3	TOTAL
Pasajes	0,00	800,00	0,00	800,00
Gastos Operación	850,00	80,00	0,00	930,00
Bienes de Capital	550,00	0,00	0,00	550,00
TOTAL	1.400,00	880,00	0,00	2.280,00

TOTAL (1+2)	2.000,00	2.000,00	0,00	4.000,00
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DETALLE DE BIENES DE CAPITAL SOLICITADO

(NO INCLUYA AQUI ELEMENTOS NO DURABLES)

DESCRIPCIÓN	AÑO 1	AÑO 2	AÑO 3
LICENCIA STATA/BE	250,00	0,00	0,00
LICENCIA DATASUR	300,00	0,00	0,00
TOTAL BIENES DE CAPITAL M\$	550,00	0,00	0,00

RESUMEN

Describe los principales puntos que se abordarán: Objetivos, Metodología y Resultados Esperados. **La extensión máxima de esta sección es de 1 página tamaño carta** (se sugiere fuente Verdana tamaño 10).

Climate change and export performance of agri-food products. Challenges and opportunities for La Araucanía Region

Keywords: Agri-food product; export performance, climate change, Chile, Denmark

This research proposal is presented in the thematic area of sustainability and climate crisis. The proposal seeks the creation of a new line of research: "International Business and Sustainability". This line of research promotes current growing interest in this area by academics in the field of accounting, auditing, business, marketing, and statistics that within the context of sustainability and climate crisis. The proposal seeks to strengthen the link with the La Araucanía agri-food export companies, their entrepreneurial ecosystems and environment. The proposal is aimed at developing scientific research embracing the Climate Change Sustainable Development Goal in the context of agri-food export activities. The study focusses on three key agri-food export products relevant to La Araucanía region, namely blueberries, meat and wine.

In this proposal, participating researchers from the following national and international universities will be involved: Universidad de Santiago de Chile – Chile, University of Malta – Malta, and Aalborg University – Denmark. Furthermore, this proposal is an extension of previous work related to this field of international business and sustainability developed by the national and international researchers participating in this research project. The proposal promotes inter- and transdisciplinary work, and international collaboration between business, management, marketing, accounting, auditing, and statistics domains converging onto sustainability and climate change.

The objective of this research proposal is to analyse the relation between sustainability (the Climate Change Sustainable Development Goal) and agri-food export performance of selected agri-food products. The specific objectives are: (1) At macro level to analyse the relation between the level of sustainability of the home country and home country export performance in the agri-food sector; (2) At macro level to compare the relation between the level of sustainability of the home country and home country export performance in the agri-food sector between Chile and Denmark; and (3) At micro level to analyse the relation between the export firm's level of sustainability and firm's export performance in the agri-food sector.

The methodology proposed considers quantitative and qualitative methods to provide more holistic understanding of the subject. Addressing research gaps identified in the literature, a longitudinal approach is adopted. The research includes both macro- and micro-level analyses. Heteroskedasticity models will be developed at macro-level, corresponding to a generalisation of linear models and allowing for more flexibility in modelling and characterization of international trade phenomena. At micro-level the framework of the Global Reporting Initiative (GRI) Sustainability Reporting Standards is utilised. Data will be collected from the sustainability reports of the companies under study, and will be analysed using content analysis, and in-depth interviews. Informed consent will be attained for the in-depth interviews.

Results emanating from this this proposal will culminate in the publication of generated knowledge and further dissemination of study findings in Scopus and/or Web of Science (WoS) journals. The expected scientific impact of this research will allow for a deeper understanding of the mechanisms and dynamics that underlie agribusiness export activity for key agri-food products. The analysis of factors that affect the export performance, related to climate change, as well as the new regulations aimed at protecting the environment, will shed light on generating new trade policies, and/or support existing ones aimed at protecting the environment. In addition, it is expected that the results of the research will promote compliance with environmental regulations in the agribusiness export sector, as well as adherence to different voluntary sustainability standards specific to the food export sector – specifically those products included in the study. It is furthermore expected that the results of the project will be extrapolated to other agri-food products at regional, national and international levels.

INVESTIGACIÓN PROPUESTA

Este archivo debe contener un máximo de **10 páginas** (tamaño carta, se sugiere fuente Verdana tamaño 10). Para una adecuada evaluación de los méritos de su propuesta, este documento debe incorporar los siguientes aspectos: Fundamentos Teórico-Conceptuales y Estado del Arte, Objetivos e Hipótesis o Preguntas de Investigación, Metodología, Plan de Trabajo, Trabajo Adelantado y Recursos Disponibles. Asegúrese de destacar el potencial impacto y novedad científica o tecnológica de su propuesta.

Climate change and export performance of agri-food products. Challenges and opportunities for La Araucanía Region

Keywords: Agri-food products; export performance, climate change, Chile, Denmark

This research proposal is presented in the thematic area of sustainability and climate crisis. The proposal seeks the creation of a new line of research within the Universidad de La Frontera and the Faculty of Law and Business: "International Business and Sustainability". This line of research promotes current areas of research by the academics in the field of accounting, auditing, business, marketing, and statistics that are developed in the School in the context of sustainability and climate crisis. The proposal seeks to strengthen the link with the La Araucanía agri-food export companies, their entrepreneurial ecosystems and environment. The proposal is aimed at developing scientific research embracing the Climate Change Sustainable Development Goal in the context of agri-food export activities that culminates in the publication of the generated knowledge and further dissemination of the study findings, in Scopus and/or Web of Science (WoS) journals. Likewise, the research proposal promotes inter- and transdisciplinary work between business, management, marketing, accounting, auditing, and statistics as specialised research areas united by the sustainability and climate change concerns.

State of the Art

Food systems contribute substantially to greenhouse gas emissions and must play a role in mitigation through changes in agricultural practices and land use, more efficient value chains, and reduced food loss and waste (Swinnen et al. 2022). The International Food Policy Research Institute (2022) claims that the food systems account for as much as 34 percent of total greenhouse gas (GHG) emissions stemming from agriculture and land use, storage, transport, packaging, processing, retail, and consumption. Matthews (2018) analysing the structure of EU agri-food imports in 2017 found that developing countries are by far the major suppliers of agri-food imports to the EU, accounting for over €98 billion of imports in 2017. More research is required on how the food value chain is adapting to the reshaping of the food environment (Nicolas & Geldres-Weiss, 2023).

In Chile, the advances in climate management of the Chilean food export sector are not encouraging. A study from the Office of Agrarian Studies and Policies (Odepa) and the Chilean Export Promotion Agency (ProChile) with data from 2022, indicates that only a third of the companies carry out measurement of the carbon footprint, and they are generally the largest firms. The foregoing has led ProChile together with Odepa to promote existing public tools for measuring the carbon and water footprint, in addition to new measurement tools in the agri-food sector (ProChile, 2022). It is in this context that this research focuses on the international agribusiness in the scope of the export activity.

The objective of the research proposal is to analyse the relation between sustainability (the Climate Change Sustainable Development Goal) and agri-food export performance of selected agri-food products.

The subject of the study are agribusiness products exported from Chile, and especially from La Araucanía region in the south of the country. The selected agrifood products are: fruit (fresh blueberries), meat (frozen bovine meat) and wine (wine of fresh grapes). These products were selected because they are among the products with the greatest export potential for Chile, and also are between the most relevant exported product of La Araucanía in the agribusiness sector. Likewise, they are among the 11 product categories prioritized by the Chilean Export Promotion Agency (ProChile) in its strategy to strengthen international promotion. Also, we have selected different categories of products, because previous research concludes that export performance varies depending on both the kind of product and the category to which it belongs (Geldres-Weiss et al., 2021).

The Chilean export promotion strategy is focused on complying with international requirements, the sustainable development of Chile, as well as global efforts that seek solutions to climate change. ProChile is promoting triple impact ideas that contribute to global sustainable development, where having a sustainable exportable offer is a priority. For this reason, in 2020 the Department of Sustainability was created, which aims to position the country as a strategic partner for sustainable development. Likewise, the impact of COVID-19 on Export Promotion Agencies accentuated concern for the environmental sustainability of production and consumption (Geldres-Weiss et al., 2021b).

In the context of Chilean exports, without considering copper exports (which represent 50% of the country's total exports), the Chilean export agri-food sector is one of the most dynamic in the national economy, due to its contribution to GDP, the which is estimated around 4.7%. This sector generates around 368,316 direct jobs in the country, with around 970 different products, which go to more than 170 destinations, the main ones being the United States, China and Japan (ProChile, 2023).

Chile is the largest exporter of fruit in the southern hemisphere and the world's largest exporter of blueberries, cherries, table grapes and plums in the world. The country is considered a world-class supplier for its reliability and compliance with Food Safety based on international regulations (ProChile, 2023). Monreal-Pérez & Geldres-Weiss (2020) supports the notion that ProChile's export promotion activities provide the information required in export markets.

In the export of meat, the export of bovine meat is in third place. The geographical conditions of Chile and its strict phytosanitary and zoological regulations allow the country to be free of diseases such as foot-and-mouth disease. In the case of wine, Prochile's strategy is to prioritize niche wines, which are made less massively than traditional ones, are of high quality and added value. These niche wines come from small and medium-sized wineries located in the Norte Chico, Centro and Centro Sur valleys, between the Atacama and La Araucanía regions, highlighting among them the Malleco valley in La Araucanía.

Despite the fact that the Chilean agri-food export sector is dynamic and works adapting to consumer demands, adding attributes such as quality, traceability and safety, the results of the Climate Action and Environmental Footprint study of the Agri-food Export Sector prepared by ProChile and Odepa revealed a low measurement of the carbon footprint in the agri-food export sector. One of the sectors that has shown the greatest progress is the wine industry, according to ProChile's Head of Sustainability, Marco Gallardo, "since, in the destination market, the measurement of the footprint is seen as an attribute of competitiveness".

Theoretical-Conceptual Foundations

- Agribusiness, International Business and sustainability

Uner et al (2022) states that any internationalization process should include the concept and notion of sustainability, given its growing importance and relevance in today's business climate. Yu et al. (2023) state that addressing environmental crises is one of the most critical challenges for International Business. Also, the authors state that any future conceptualization of the term internationalization should include the concept and notion of sustainability, given its growing importance and relevance in today's business climate. In the same way, Gambetta et al. (2020) suggest a framework of research that considers internationalization as a driver for the pursuit of sustainability initiatives.

Uner et al. (2022) state that sustainability is becoming a prior condition to the internationalization of firms and its importance is likely to increase exponentially in the future. Sustainable value chain operations amount to accommodating provisions as expressed by laws, regulations and/or non-state voluntary rules, standards (soft laws). If the sustainability of a value chain is broken by even a single participant, or if the regulations are violated, the entire chain could be discredited. Sustainability is an urgent reality in IB. It has changed the IB landscape for almost two decades now and its importance is likely to increase in decades to come. Therefore, we argue that sustainability should inform the conceptualizations of internationalization in the future. Denicolai et al. (2021) conclude that their findings depict a future scenario where sustainability is going to become a competitive driver for those SMEs having an international orientation. Furthermore, it is going to affect different and diverse industries, and no longer be a driver for only a few niche firms like green energy or recycling, as it has been largely the case up until now.

- Climate change and food supply chains

Swinnen *et al.* (2022) state that climate change is a growing threat to our food systems, with impacts becoming increasingly evident. Rising temperatures, changing precipitation patterns, and extreme weather events, among other effects, are already reducing agricultural yields and disrupting food supply chains. Global summits in 2021 highlighted the central role of food systems transformation in the world's response to climate change as well as meeting multiple other development goals.

- Sustainability, standards and export performance

Kim (2020) conducted a general impact analysis on one of the most widely used food-related international standards in the world, the ISO22000, accounting for the different product types and country groups. Results show that ISO22000 diffusion negatively affects the exports of processed products that are the major export goods of developed countries. Primary and semi-processed products that compose the majority of developing country exports are not significantly affected, providing evidence against the concerns for the compliance burdens of developing countries when being certified to the standard. The burdens may depend more on the degree of processing of the exported goods rather than on a country's development status.

Masakure *et al.* (2009) observe the proliferation of public and private standards, and conclude that many of which are voluntary in a legal sense, is raising formidable challenges for developing countries, most notably in markets for agricultural and food products. The authors conclude that there is clearly an incentive for exporting firms in developing countries to comply with standards in order to gain and/or maintain access to higher value markets. Further, the process of achieving compliance with a standard can act as a catalyst for capacity upgrading and form the basis of competitive positioning.

Analyzing global agricultural value-chains, Fiankor *et al.* (2020) note that private food standards are proliferating, yet their trade effects remain poorly understood. They assess the effect of GlobalGAP certification on exports of apples, bananas and grapes. While their results confirm GlobalGAP standards as catalysts to trade, they find that the trade enhancing effect varies across products and destination markets.

- Digital innovations using data and technology for sustainable food systems

Koo *et al.* (2022) state that digital innovations offer unprecedented potential for managing climate risks across the entire agri-food system — from producers to markets and value-chain services to policymakers. Farmers can benefit from localized weather information services, digital extension services, and weather index-based insurance schemes. They note that along food value chains, internet-connected sensors can monitor food quality and safety risks, while digital innovations in insurance, credit, and banking can increase access to risk-reducing services for all food system actors. Innovations in weather and climate forecasting can improve early warning systems and public and private sector decision-making; climate information services have great potential to save lives and reduce damages from extreme weather events.

Objectives

General objective: to analyse the relation between sustainability (the Climate Change Sustainable Development Goal) and agri-food export performance of selected agri-food products.

Specific objectives:

1. At macro level to analyse the relation between the level of sustainability of the home country and home country export performance in the agri-food sector.
2. At macro level to compare the relation between the level of sustainability of the home country and home country export performance in the agri-food sector between Chile and Denmark.
3. At micro level to analyse the relation between the export firm's level of sustainability and firm's export performance in the agri-food sector.

Hypotheses

- Country-level hypotheses

Kim (2020) found that ISO22000 diffusion negatively affects the exports of processed products, however primary and semi-processed products are not significantly affected, providing evidence against the concerns for the compliance burdens of developing countries when being certified to the standard, concluding that the burdens may depend more on the degree of processing of the exported goods rather than on a country's development status.

H1. The higher the level of sustainability of the home country (climate change actions, country sustainability level and number of digital innovations for sustainable food systems) the better its export performance (export sales, market diversification, and export potential).

H2. The relation between level of sustainability of the home country and its export performance will be moderated by the level of development of the target export country, the target export country distance, the actions of climate change of the target export country, the level of country sustainability of the target export country, and the country agri-food digital innovation of the target export country.

- Firm-level hypotheses

Geldres-Weiss *et al.* (2021a) in a case study show how a company transformed their business by introducing innovation to their business models in order to conduct business in a more sustainable way—seeking maximisation not only of financial and economic value, but also social and environmental value. Masakure *et al.* (2009) studied the cause effect of sustainability certification (ISO 9000) on the change in the firms' value of export sales in the agri-food sector, and found that export performance is positively correlated with ISO 9000 certification. Additionally, Andersen (2019) found that certification to GlobalGAP has a positive effect on both the extensive and the intensive margin of trade.

H3. The higher the level of firm’s sustainability of the home country (firm-level of sustainability and firm's agri-food digital innovation) the better its firm’s export performance (export sales and market diversification).

Studying the green aspects of exporting, Leonidou *et al.* (2013) found that the strength of the link between eco-friendly export marketing strategy and export performance is positively moderated by foreign market environmental public concern.

H4. The relation between level of firm ’s sustainability of the home country and its export performance will be moderated by different characteristics of the foreign country destination, such as e.g., those related to distance, development, sustainability and digital innovation.

Methodology

Leonidou *et al.* (2019) reviewed and synthesized the content of extant studies in socially responsible international business, and found that only a few studies employed a mixed method approach, combining both quantitative with qualitative research. We will use quantitative and qualitative methods to provide more holistic understanding of the subject. Also, following the authors suggestions we shall perform longitudinal research, because it was very limited in past research. Furthermore, our research includes both macro and micro-level analyses to provide more insights into the topic. Table 1 presents the methodologies to be adopted.

Table 1. Methodology

Level		Source of the data	Software to analysis the data	Analysis
Country level	Quantitative	Trademap.org	Stata	Heteroskedasticity models (Green 2011, Harvey, 1976)
Firm level	Quantitative / qualitative	Global Reporting Initiative (GRI) Sustainability Reporting Standards.	Nvivo o Atlas.ti (qualitative data analysis software)	Content analysis (Gambetta et al., 2020)
	Quantitative	Datasur database and financial statements of companies	https://economica.com/	financial analysis
	Qualitative	In-depth interviews with exporting managers	Nvivo o Atlas.ti (qualitative data analysis software)	Content analysis (Gambetta et al., 2020)

- Country-level method

For this project, we proposed heteroskedasticity models (Green, 2011; Harvey, 1976) which corresponds to a generalisation of the linear models and allows for more flexibility in modelling and characterize the international trade phenomenon. Therefore, and to account for potential heteroskedasticity issues, we formulate the following statistical model:

$$(1) Y_{it} = x_{it}\beta + e_{it}$$

$$(2) \sigma_{it}^2 = e^{z_{it}\alpha}$$

in which the dependent variable Y_{it} , represents observations of international trade phenomenon i in year t ; $x_{it}\beta$ represents a vector of observed values of explanatory variables of country i in year t ; σ_{it}^2 represents the model's variance for country i in period t ; z_{it} represents a vector of variables defining the model's variance structure for country i in period t ; β represents the parameter vector of the linear model; α represents the vector of variance parameters; and e_{it} represents the model's error for country i in period t , which is assumed to be Gaussian distributed, centered on zero, and independent of other error terms. To estimate the parameters of vectors β and α , we can model them as maximum likelihood (ML) or generalized least squares (GLS) estimators, and these should be compared with the ordinary least squares (OLS) estimator in terms of robustness to decide which one is appropriate. If the form of the heteroskedasticity is correctly specified, the ML and GLS estimators are statistically more efficient than the OLS estimator (another alternative is using the generalized method of moments (GMM) to estimate the parameters [1, 2]. Significant coefficients of variance indicate the variable influences the variance of the model, validating the use of heteroskedastic modelling. The sign of the coefficients indicates the direction of the influence.

- Firm-level method

We will use the framework of the Global Reporting Initiative (GRI) Sustainability Reporting Standards. The GRI

standards provide a comprehensive set of guidelines for reporting sustainability performance, covering a wide range of topics, such as environmental impact, social responsibility, and governance. In the case of the wine industry, we will use a more customized framework that is specific to this industry (Sustainable Agriculture Initiative SAI), which covers a variety of topics such as water use, soil management, and biodiversity. The data will be collected from the sustainability reports of the companies under study, and will be analysed using content analysis, and in-depth interviews. In order to carry out in-depth interviews, informed consent will be used, which will be developed and presented to the Scientific Ethics Committee of the University of La Frontera.

- Variables

Table 2. Country-level model variables

Country's level model	Variable	Measure
Independent variable (home country)	Climate change (home country)	Country actions to combat climate change
	Country sustainability (home country)	Index of level of sustainability of the country (UNTACD, 2023; Fiankor et al., 2020; Mastronardi et al., 2019)
	Country digital innovation (home country)	Country digital innovations for food sustainable food systems
Moderators variables	Level of development of the target export country	Development index
	Target export country distance	Kilometres
	Target export country psychological distance	Hofstede scale (Leonidou et al., 2013)
	Climate change of the target export country	Country actions to combat climate change
	Country sustainability of the target export country	Index of level of sustainability of the country (Ehrich & Mangelsdorf, 2016)
	Country digital innovation of the target export country	Country digital innovations for food sustainable food systems (Bahn et al., 2021)
Control variables (destination country)	Foreign country destination	The main export potential countries for each product (Leonidou et al., 2013; Geldres-Weiss et al., 2021)
	Export product type	Blueberries, Meat, Wine (Leonidou et al., 2013)
Dependent variable	Country export performance: growth of country sales	% anual growth FOB sales USD (las 5 years) (Shuster & Maertens, 2015)
	Country market diversification	% anual growth number of country diversification (last 5 years)
	Export potential untapped	For each export market export potential 2021 (USD FOB)

Table 3. Firm-level model variables

Variable	Indicators	Measure
Sustainability	Firm's level of sustainability	Number of sustainability standards used by the firms (GRI / SASB) (Fiankor et al., 2020; Kim, 2020; Masakure et al., 2009)
Digital innovation	Firm's agrifood digital innovation	Firm's action in agrifood digital innovation (ISO 56000) (Geldres-Weiss et al., 2020)
Export country	Level of development of the target export country	Development index
	Target export country distance	Kilometres
	Target export country psychological distance	Hofstede scale (Leonidou et al., 2013)
Sustainability	Climate change of the target export country	Country actions to combat climate change
	Country sustainability of the target export country	Index of level of sustainability of the country
Digital innovation	Country digital innovation of the target export country	Country digital innovations for food sustainable food systems (Bahn et al., 2021)
Continental region	Foreign country destination	The main export potential countries for each product (Leonidou et al., 2013; Geldres-Weiss et al., 2021)
Firm's export performance	Growth of country sales	% anual growth FOB sales USD (las 5 years) (IFRS / INCOTERMS)
	Firm's market diversification	% anual growth number of country diversification (last 5 years) (IFRS / INCOTERMS)
Financial performance	Retained earnings	Statement of financial position (IFRS)
	Profit of the year	Statement of comprehensive income (IFRS)
Information disclosure	Integrated reporting	Financial statements, non-financial information and website (IFRS / IFRS-S1 / IFRS-S2 / GRI / SASB)

- Products

The focus of the research is the "processed food and agro based products exported" (International Trade Centre ITC classification). The data sources are trademap.org (<https://www.trademap.org>) and Datasur. The products selected have been identified by its Harmonized System (HS) code following previous research in export (Geldres-Weiss et al., 2018).

Table 4. Products and Harmonized System HS code

Harmonized System HS code	HS name
020220	Frozen bovine cuts, with bone in (excluding carcasses and half-carcasses)
020230	Frozen, boneless meat of bovine animals
081040	Fresh cranberries, bilberries and other fruits of the genus Vaccinium
220421	Wine of fresh grapes

Potential impact and scientific novelty of the proposal

- Contribution of the proposal for the development of knowledge and/or research area.

Different authors have highlighted the undeniable link between international business and sustainability, pointing out that sustainability today represents a key aspect when doing business internationally. This global trend is even more present in the agri-food sector, due to the impact it has on climate change.

The proposal contributes to scientific knowledge by analyzing the relationship between sustainability and the success of agri-food exports, especially in a developing country like Chile. Chile is focused on prioritizing a sustainable exportable supply, complying with international requirements related to climate change and sustainable development, promoting triple impact ideas that contribute to global sustainable development. Therefore, this research is aligned with public policy and aims to provide knowledge that supports the country's export strategy. Furthermore, this research also proposes to comparatively evaluate findings with Denmark.

At the level of the La Araucanía region, the proposal is aimed at two of the most relevant exported products in the region (blueberries, meat) and an emerging product (wine). These products are part of the future development of the region and must be adapted to international sustainability trends.

- Novelty of the proposal, of the methodology to be used and/or of the planned activities.

The novel scientific contributions of the proposal are:

1. An analysis is carried out at the country level, as well as one at the company level
 2. A quantitative analysis is carried out together with a qualitative one
 3. A comparison is made between Chile and Denmark
 4. Scientists from different disciplines from management, business, marketing, accounting, finance, statistic and economics participate in the research
- Expected scientific and/or technological impact regarding its results.

The expected scientific impact of the research will allow a deeper understanding of the mechanisms and dynamics that underlie the export transactions of some priority products for the economy of our country and specifically of La Araucanía region. In this sense, the quantification and analysis of factors that affect the export performance, related to climate change, as well as the new regulations aimed at protecting the environment, will shed light to generate new trade policies, and/or support existing ones aimed at protecting the environment.

In addition, it is expected that the results of the research will promote compliance with environmental regulations in the agribusiness export sector, as well as adherence to different voluntary sustainability standards specific to the food export sector for the exported products included in the study. Thus, it is also expected that the results of the project will be extrapolated to other agri-food products at the regional and national level, which will allow promoting exports and positioning Chile as a sustainable country.

Workplan

GANTT CHART: Climate change and export performance of agri-food products. Challenges and opportunities for La Araucanía Region									
N°	Activities	YEAR 1				YEAR 2			
		1	2	3	4	5	6	7	8
Specific Objective 1: At macro level to analyse the relation between the level of sustainability of the home country and home country export performance in the agro-food sector.									
1.1	MILESTONE 1: Inauguration seminar								
1.2	Obtaining longitudinal and cross-sectional data from international databases on exports, sustainability and climate change.								
1.3	Design of databases and safeguarding them for the project.								
1.4	Data analysis								
1.5	Research in international business and climate change. Literature analysis.								
1.6	Paper preparation for international conference and WoS journal.								
1.7	Linkage with the agri-food export environment at the regional level.								
1.8	Participation in international conference								
1.9	Paper submission to international conference and WoS journal								
Specific Objective 2. At macro level to compare the relation between the level of sustainability of the home country and home country export performance in the agro-food sector between Chile and Denmark.									
2.1	Obtaining longitudinal and cross-sectional data from international databases on exports, sustainability and climate change of Denmark.								
2.2	Design of databases of Denmark and safeguarding them for the project.								
2.3	Data analysis								
2.4	Research on the Danish (Nordic) experience in sustainability in the food sector exports compare with the Chilean ones. Literature analysis.								
2.5	Paper preparation for WoS journal.								
2.6	Paper submission to international conference and WoS journal								
2.7	MILESTONE 2: International seminar								
Specific Objective 3. At micro level to analyse the relation between the export firm's level of sustainability and firm's export performance in the agro-food sector.									
2.1	Research in international business, climate change, and costs.								
2.2	Research on Sustainable Development Goals (SDGs) and international business.								
2.3	Identification of Voluntary National Reviews (VNRs) of agri-food companies.								
2.4	Research on Financial performance of the Voluntary National Reviews (VNRs) of agri-food companies.								
2.5	Paper preparation for WoS journal.								
2.6	In-depth interviews with exporting managers								
2.7	Paper submission to international conference and WoS journal								
2.8	MILESTONE 3: International seminar								

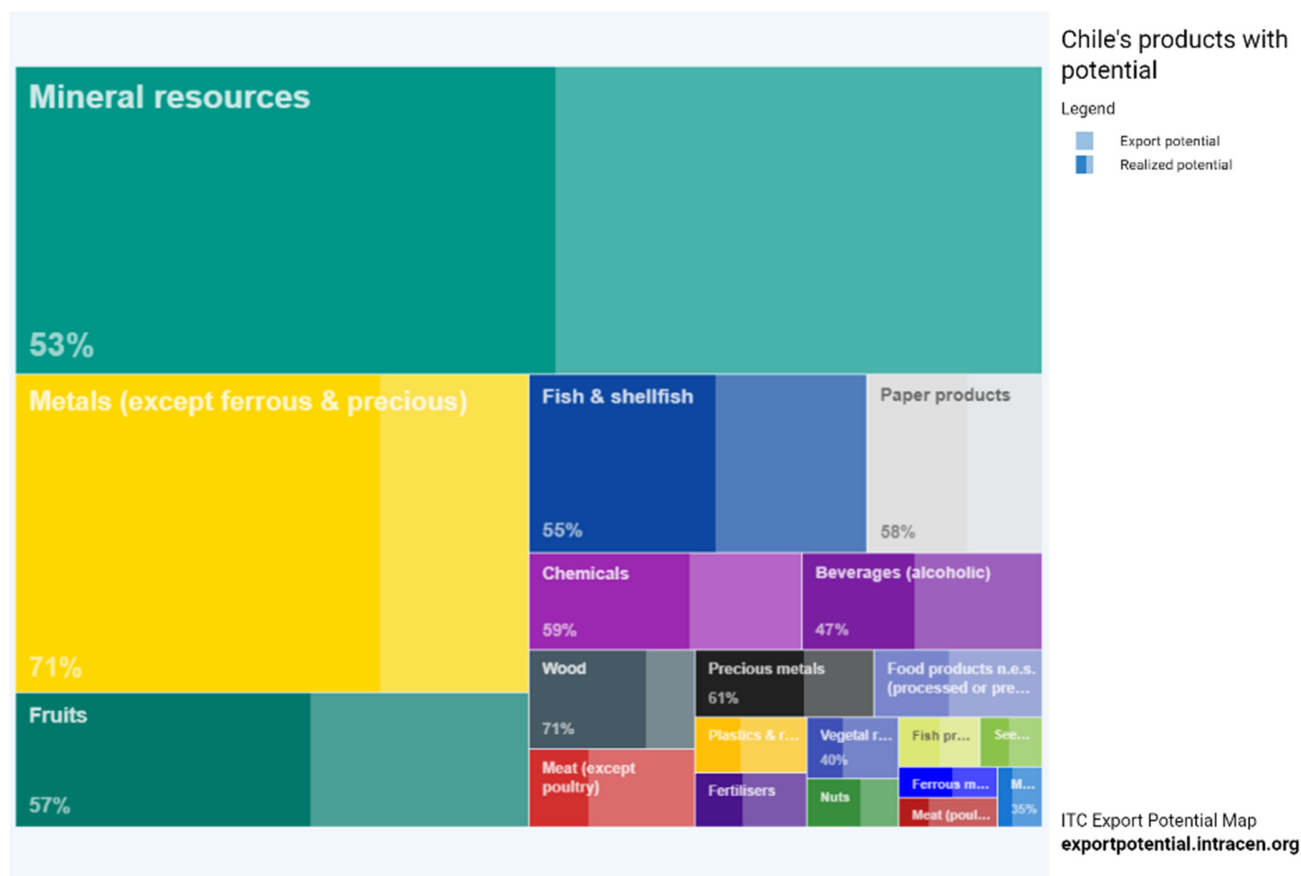
Work in Advance

Our work in advance for this proposal:

- ✓ The identification of research trends and topics in sustainability assessment in the food sector (Nicolas & Geldres-Weiss, 2023)
- ✓ The bibliometric analysis of studies on the food's eco-label to identify the research gaps and to prepare a future research agenda (Geldres-Weiss, Nicolas, & Massa), paper in progress in evaluation in the Journal of Business Research.
- ✓ The identification of key aspects and strategic considerations pertaining to EU sustainability policy pertaining to the import and sale of food and agri-business products (A results from the project ANID-FOVI210039, 2021).
- ✓ In-depth insight from a berries exporter company, thanks to a case study results from the project ANID-COVID0364 (2020) (Merchant & Geldres-Weiss, 2022).
- ✓ An analysis of voluntary sustainability standards to compete internationally in food exports (Geldres-Weiss, V.V., Massa, N.P., Nicolas, C., & Dingli, J. 2022).
- ✓ The identification of the main agri-food products exported by La Araucanía region in 2019 and 2020 (A results from the project ANID-COVID0364, 2020).

Also, the authors of this proposal have identified in May 2023 the Chilean product with export potential in the Food & Beverage Sector. This was undertaken using the "Export Potential Map" tool from the International Trade Centre (ITC). ITC is a multilateral agency with a joint mandate with the World Trade Organization (WTO) and the United Nations through the United Nations Conference on Trade and Development. The tool estimates the potential export value for 2027 based on projections of supply, demand, market access conditions and bilateral ease of trade, expressed in USD. Within the top 20 Chilean products with potential in the agribusiness sector one finds fruits, beverages (alcohol) and meat (except poultry) - these products are the focus of this research proposal (see Figure 1).

Figure 2. Chilean products with export potential



Available resources

The research team has all the expertise and necessary resources to carry out the investigation. Except for the Stata licenses and the Datasur database, which will be acquired through this proposal. The team has physical space, computers, and access to the Internet.

The universities participating in this proposal have established and telecommunications networks and Zoom facilities for ongoing collaboration and communication during the Project. The researchers have access to the databases of scientific publications on Web of Sciences and Scopus repositories, each one give the access to different journal in business, management and sustainability, depending on the library resources in each university.

The universities are:

- Universidad de La Frontera - Chile
- Universidad de Santiago de Chile - Chile
- University of Malta - Malta
- Aalborg University - Denmark

COMITÉ ÉTICO CIENTÍFICO

Respecto a la metodología propuesta, declare aquellos aspectos que tengan implicancias éticas científicas y que deban ser considerados por los evaluadores (por ejemplo, análisis riesgo beneficio, Nº de animales a usar, bioseguridad, anonimización de la información, etc.). **Si su propuesta no presenta implicancias éticas, de todas formas, el comité evaluador revisará si es necesario o no remitir el proyecto al Comité de Ética Científica de la Universidad de La Frontera. 1 página** (tamaño carta, se sugiere fuente Verdana tamaño 10).

The methodology proposed includes in-depth interviews with export managers of exporting firms of agri-food products. An interview guideline and informed consent will be designed, which will be presented to the Scientific Ethics Committee of the Universidad of La Frontera for approval.

REFERENCIAS BIBLIOGRÁFICAS

Incluya en esta sección el listado de referencias bibliográficas citadas en la sección Formulación de la Propuesta.
Extensión: 2 páginas (tamaño carta, se sugiere fuente Verdana tamaño 10).

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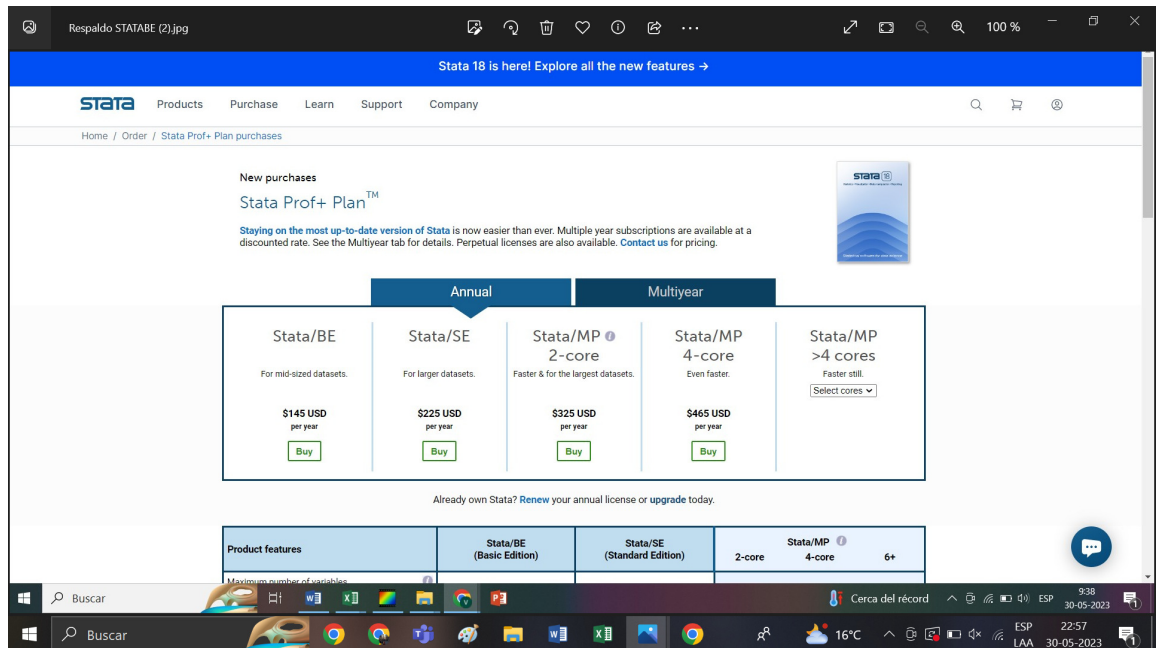
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FUNCIONES POR INVESTIGADORA O INVESTIGADOR

Este archivo debe contener un máximo de **2 páginas** (tamaño carta, se sugiere fuente Verdana tamaño 10). Debe describir las labores que desarrollará cada investigadora o investigador para cada año del proyecto.

Investigadora Responsable: *Valeska V. Geldres Weiss – UFRO - Chile*

Year 1:

Direction and coordination of the project. Research in international business and climate change. Paper preparation for international conference and WoS journal. Preparation and delivery of progress and financial reports. Linkage with the agri-food export environment at the regional level.

Year 2:

Direction and coordination of the project. Research in international business and climate change. Paper submission to international conference and WoS journal. Preparation and delivery of the final and financial report of the project. Linkage with the agri-food export environment at the regional level.

Co-Researcher: *Rolando L. Rubilar Torrealba – UFRO - Chile*

Year 1:

Research in international business and climate change. Paper preparation for international conference, and for WoS journal. Design of databases and safeguarding them for the project. Obtaining longitudinal and cross-sectional data from international databases on exports, sustainability and climate change. Data analysis.

Year 2:

Research in international business and climate change. Submission of paper to international conference, and to WoS journal. Safeguarding of project databases.

Co-Researcher: *Vesnia Ortiz Cea – UFRO - Chile*

Year 1:

Research in international business, climate change, and costs. Paper preparation for international conference and WoS journal. Management of the financial resources of the project.

Year 2:

Research in international business, climate change, and costs. Paper submission to international conference and WoS journal. Management of the financial resources of the project.

Co-Researcher: *Alexis Colmenares Mendoza – UFRO - Chile*

Year 1:

Research on Sustainable Development Goals (SDGs) and international business. Identification of Voluntary National Reviews (VNRs) of agri-food companies. Qualitative and quantitative analysis of sustainability reports. Paper preparation for international conference and WoS journal. Presentation de consent inform proposal to the Scientific Ethical Committee of the Universidad de La Frontera.

Year 2:

Research on Sustainable Development Goals (SDGs) and international business. Paper submission to international conference and WoS journal.

Co-Researcher: *Marcelo Garrido Suazo – UFRO - Chile*

<p>Year 1: Research on Financial performance of the Voluntary National Reviews (VNRs) of agri-food companies. Qualitative and quantitative analysis of sustainability reports. Paper preparation for international conference and WoS journal.</p>
<p>Year 2: Research on Financial performance of the Voluntary National Reviews) of agri-food companies. Paper submission to international conference and WoS journal.</p>

<p>Co-Researcher: <i>Carolina Nicolas Alarcón – USACH - Chile</i></p>
<p>Year 1: Research in international business, climate change and marketing. Analysis of the literature. Paper preparation for international conference and WoS journal.</p>
<p>Year 2: Research in international business, climate change and marketing. Analysis of the literature. Submission of paper for international conference and WoS journal.</p>

<p>Co-Researcher: <i>Nathaniel Massa - University of Malta - Malta</i></p>
<p>Year 1: Research in international business and climate change. Literature analysis. Paper preparation for international conference and WoS journal.</p>
<p>Year 2: Research in international business and climate change. Analysis of the literature. Submission of paper for international conference and WoS journal. English proofreading of papers.</p>

<p>Co-Researcher: <i>Svetla Marinova - Aalborg University - Denmark</i></p>
<p>Year 1: Research on the Danish (Nordic) experience in sustainability in the food sector exports compare with the Chilean ones. Literature analysis. Paper preparation for international conference and WoS journal.</p>
<p>Year 2: The Danish (Nordic) experience in sustainability in the food sector exports compare with the Chilean ones. Analysis of the literature. Submission of paper for international conference and WoS magazine. English proofreading of papers.</p>

<p>Research Assistant : <i>Lukas Ortega Ramirez – UFRO - Chile</i></p>
<p>Year 1: To prepare longitudinal and cross-sectional databases. Analysis of the data together with the researchers. Support in the preparation of progress and final reports of the project. Coordination of team meetings and work agendas.</p>
<p>Year 2: Support in the preparation of progress and final reports of the project. Coordination of team meetings and work agendas.</p>

DECLARACIÓN

Yo_Valeska Geldres Weiss_, R.U.N n° _9.291.820-3, declaro haber leído, estar en pleno conocimiento y aceptar cada uno de los puntos indicados en las bases y normas de ejecución del Concurso “_PROYECTOS DE INVESTIGACIÓN EN ÁREAS TEMÁTICAS BASES 2023” convocatoria 2023 al que postulo como Investigadora Responsable.

Fecha: _27 mayo 2023

A handwritten signature in black ink, enclosed within a hand-drawn rectangular box. The signature is cursive and appears to read 'Valeska Geldres Weiss'.

Valeska Geldres Weiss

Nombre y Firma

c.c.: archivo Dirección de Investigación.

ANEXO EVALUADORES:**POSIBLES EVALUADORES DEL PROYECTO:**

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CURRICULUM VITAE

Fecha/Hora Impresión 31/05/2023 17:34 Hrs.

IDENTIFICACIÓN DEL PROYECTO

CODIGO	PAT23-0006
TITULO	Climate change and export performance of agri-food products. Challenges and opportunities for La Araucanía Region.

IDENTIFICACIÓN DEL INVESTIGADOR

NOMBRE COMPLETO	VALESKA VIOLA GELDRES WEISS
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FECHA DE NACIMIENTO	23/08/1963
GÉNERO	Mujer

ESTUDIOS

TITULO PROFESIONAL

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INSTITUCIÓN	UNIVERSIDAD DE LA FRONTERA
COMPROMISO CONTRACTUAL	44,00
PERIODO DE TRABAJO	2012 - A LA FECHA

PUBLICACIONES

AUTORES	V.GELDRES J.MONREAL(*)
TITULO	A CONFIGURATIONAL APPROACH TO THE IMPACT OF TRADE FAIRSAND TRADE MISSIONS ON FIRM EXPORT ACTIVITY
ESTADO PUBLICACIÓN	INCENTIVO PRODUCTIVIDAD CIENTIFICA
REVISTA	BRQ BUSINESS RESEARCH QUARTERLY
INDIZACIÓN	WoS
AÑO PUBLICACIÓN	2018
VOLUMEN	xx
PAGINA INICIAL	1
PAGINA FINAL	19
DOI	https://doi.org/10.1016/j.brq.2018.11.001

AUTORES	V.GELDRES J.MONREAL(*) D.TORNAVOI J.TELLO
TITULO	A NEW MEASURE OF INTERNATIONAL PRODUCT INNOVATION
ESTADO PUBLICACIÓN	INCENTIVO PRODUCTIVIDAD CIENTIFICA
REVISTA	CONTEMPORARY ECONOMICS
INDIZACIÓN	Scopus
AÑO PUBLICACIÓN	2018
VOLUMEN	XX
PAGINA INICIAL	380
PAGINA FINAL	367
DOI	10.5709/ce.1897-9254.283

AUTORES	V.GELDRES(*) J.MONREAL P.HWANG A.MORAGA
TITULO	THE IMPACT OF INNOVATION ON THE EXPORT ACTIVITY OF ?BORN GLOBAL? FIRMS: A CONFIGURATIONAL APPROACH.
ESTADO PUBLICACIÓN	INCENTIVO PRODUCTIVIDAD CIENTIFICA
REVISTA	EUROPEAN JOURNAL OF INTERNATIONAL MANAGEMENT
INDIZACIÓN	WoS
AÑO PUBLICACIÓN	2020
VOLUMEN	
PAGINA INICIAL	
PAGINA FINAL	
DOI	10.1504/EJIM.2020.10027776.

AUTORES	V.GELDRES(*) J.MONREAL Geldres-Weiss, S. L.
TITULO	EXHIBITORS? PERFORMANCE AT INTERNATIONAL TRADE SHOWS: DOES AN EXPORT FIRMS? EXPERIENCE MATTER?
ESTADO PUBLICACIÓN	INCENTIVO PRODUCTIVIDAD CIENTIFICA
REVISTA	JOURNAL OF PROMOTION MANAGEMENT
INDIZACIÓN	Scopus
AÑO PUBLICACIÓN	2021
VOLUMEN	
PAGINA INICIAL	
PAGINA FINAL	
DOI	

AUTORES	V.V. G-W(*) N.G N.P.M S.L.G-W
TITULO	MATERIALITY MATRIX USE IN ALIGNING AND DETERMINING A FIRMS SUSTAINABLE BUSINESS MODEL ARCHETYPE AND TRIPLE BOTTOM LINE IMPACT ON STAKEHOLDERS.
ESTADO PUBLICACIÓN	INCENTIVO PRODUCTIVIDAD CIENTIFICA
REVISTA	SUSTAINABILITY
INDIZACIÓN	WoS
AÑO PUBLICACIÓN	2021
VOLUMEN	13
PAGINA INICIAL	1065
PAGINA FINAL	
DOI	10.3390/su13031065

AUTORES	Gambetta. N.(*) Garcia Fronti I. Geldres-Weiss V.V. Gómez-Villegas M. Jaramillo-Jaramillo M.
TITULO	THE POTENTIAL OF LISTED COMPANIES TO FINANCE THE SUSTAINABLE DEVELOPMENT GOALS
ESTADO PUBLICACIÓN	INCENTIVO PRODUCTIVIDAD CIENTIFICA
REVISTA	JOURNAL OF LEGAL, ETHICAL AND REGULATORY ISSUES
INDIZACIÓN	Scopus
AÑO PUBLICACIÓN	2021
VOLUMEN	24
PAGINA INICIAL	
PAGINA FINAL	
DOI	

AUTORES	Geldres-Weiss V.V.(*) Massa N.P. Monreal-Pérez J.
TITULO	EXPORT PROMOTION AGENCIES? LIVED TURMOIL, RESPONSE AND STRATEGIES IN COVID-19 TIMES
ESTADO PUBLICACIÓN	INCENTIVO PRODUCTIVIDAD CIENTIFICA
REVISTA	SUSTAINABILITY
INDIZACIÓN	WoS
AÑO PUBLICACIÓN	2021
VOLUMEN	13
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PAGINA FINAL	
DOI	https://doi.org/10.3390/su132112056

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TITULO	DESTINATION COUNTRY AND EXPORT PERFORMANCE OF AGRI-FOOD PRODUCTS DURING THE COVID-19 CRISIS
ESTADO PUBLICACIÓN	PUBLICACIÓN IMPRESA/ELECTRÓNICA
REVISTA	INTERNATIONAL JOURNAL OF EXPORT MARKETING
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AÑO PUBLICACIÓN	2021
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AUTORES	Nicolas, C.(*) V.GELDRES
TITULO	BUSINESS AND MANAGEMENT RESEARCH TRENDS OF SUSTAINABILITY ASSESSMENT IN THE FOOD SECTOR
ESTADO PUBLICACIÓN	INCENTIVO PRODUCTIVIDAD CIENTIFICA
REVISTA	BRITISH FOOD JOURNAL
INDIZACIÓN	WoS
AÑO PUBLICACIÓN	2023
VOLUMEN	125
PAGINA INICIAL	220
PAGINA FINAL	236
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