



## **Call for Papers**

**XLIV CLADEA ANNUAL ASSEMBLY**

**UNIVERSIDAD DEL PACÍFICO**

**Campus Guayaquil – Ecuador**

**November 4 -7, 2009**

### **ACADEMIA AND ENTERPRISE TOWARDS SUSTAINABLE DEVELOPMENT IN LATIN AMERICA**

The official languages of CLADEA 2009 are Spanish, Portuguese and English, and so they are for the presentation of papers, bibliography and quotations. The papers must follow the rules established by the Modern Language Association MLA. All papers will be evaluated by specialists in each track, and in accordance to the “blind review” method. Those papers accepted and presented by their author/s at the Assembly will be published in the Congress’ Memoirs.

A selection of the best papers will be published in a special edition of ACADEMIA journal – Revista Latinoamericana de Administración (indexed No. 382007 by Thomson Reuters in Social Sciences Citation Index, Social Scisearch and Journal Citation Reports/Social Sciences Edition).

It is important to emphasize that the papers must be unedited and have to be inserted in the following tracks:

- I EDUCATION IN BUSINESS SCHOOLS
- II MANAGEMENT AND ORGANISATIONS
- III ECONOMY FOR DEVELOPMENT

IV	TECHNOLOGICAL DEVELOPMENT
V	SOCIAL CAPITAL AND TALENT DEVELOPMENT
VI	SUSTAINABLE DEVELOPMENT
VII	GLOBALISATION AND INTERNATIONAL NEGOTIATIONS

## **I EDUCATION AND MANAGEMENT IN BUSINESS SCHOOLS**

- The best teaching and research practices in Business Schools at undergraduate and postgraduate levels.
- Business Schools and the challenges of the future.
- Tools and experiences to increase efficiency and productivity of professors.
- Evaluation and remuneration systems for professors.
- Ethical parameters regarding the offerings of Business Schools.
- Maintaining “Product and Brand” of Business Schools in a globalised world.

## **II MANAGEMENT AND ORGANISATIONS.**

(PRIVATE OR PUBLIC)

- Strategies in organisations.
- Corporate governance.
- Managing investments in emerging markets.
- Financial institutions of control, development and investments.
- Consumer satisfaction.

## **III ECONOMY FOR DEVELOPMENT**

- The insertion of the informal sector in the economy.
- Organisations and actors of the informal sector interacting with the formal sector.
- Models of micro-finance.
- Micro-entrepreneurs as agents for development.

- Productive chains and association.
- Generating employment in the informal sector.
- The role of Business Schools as promoters of development in the informal sector and micro-enterprises.

#### **IV TECHNOLOGICAL DEVELOPMENT.**

- Socio-cultural impacts of technological systems and information.
- Management of the Information Technology within organisations.
- Decision making process.
- The impact of introducing or not introducing technology in Latin America.
- The social cost due to technological progress in Latin America.
- Impact of the research on technology for development.
- Technology transfer mechanisms.

#### **V SOCIAL CAPITAL.**

- Assessing social reality, individual or group, using new methods of project evaluation.
- New index to measure local development.
- The articulation of processes (values, norms and participation) aiming at social and economic results.

#### **VI SUSTAINABLE DEVELOPMENT**

- Responsibility in commerce and industry.
- Social and environmental management.
- Progress of Agenda 21, United Nations Environment and Development Conference.
- Increased effectiveness and cleaner methods of production.

- Articulating sustainable development policies within local socio-territorial areas.

## VII GLOBALISATION AND INTERNATIONAL NEGOTIATIONS

- Latin American integration and globalisation.
- Asia Pacific relations and the Pacific Basin.
- Economic and commercial blocks.
- Benchmarking, European Integration in relation to Latin America.
- Strategies for designing and implementing bilateral academic agreements with international associates. Models, experiences and innovation.
- Instruments and mechanisms for implementing a standard system regarding academic degrees and qualifications.

### Format Structure

<b>Paper Size</b>	A4(11,69" x 8,27")
<b>Computer programme:</b>	MS WORD – Windows 2003 or a higher version
<b>Font</b>	Times New Roman 12
<b>Character spacing:</b>	Double (2,0)
<b>Margins:</b> Left, right, upper and under	1 inch.
<b>Titles</b>	<b>Black</b> , font size 16, centralized
<b>Subtitles</b>	<b>Black</b> , font size 14 in the left margin, single space

### The Text must:

Not contain the name/s of the author/s

Must have the following sections:

- Abstract of a maximum of ten lines, font size 10, single space.
- Three keywords.
- Introduction.
- Theoretical foundation of the problem.
- Research Objectives
- Methodology
- Data Analysis

- Results
- Conclusions
- Bibliographical References (MLA)

Quantity of pages: minimum 08 (eight) and maximum 16 (sixteen), included illustrations, bibliography and notes.

### **The Abstract must:**

- Not contain the name/s of the author/s
- The abstract must be send and reviewed in order to determine whether it is pertinent to the corresponding track.
- It must contain a maximum of 300 words and it should contain an introduction, objective, methodology, results and conclusions.

### **Submission format**

In the page of the Cladea site you will find the link to submission of papers, where you will be asked to register data related to author(s) and paper before to send it.

Title of the Paper  
 Name/s of the Author/s  
 University or Organisation  
 Faculty, School or Department  
 Address  
 Country  
 E-mail/s  
 Phone Numbers (country code + city code + number)

### **Text**

Abstract or Paper

### **Submission of papers**

The delivery options will be available at the web site of the CLADEA XLIV Annual Assembly / Guayaquil – Ecuador, from the 2th of March 2009:

<http://www.upacifico.edu.ec/CLADEA2009.html>

## **Important Dates**

Reception of abstracts and papers:	March 2th, 2009
Closing date for abstracts:	June 5th, 2009
Disclosure abstracts evaluation results:	June 30th. 2009
Deadline reception of papers:	August 3rd, 2009
Disclosure final evaluation results:	September 16th, 2009

## **Registration calendar**

Deadline regular registration	September 30th, 2009
Extraordinary registration	October 1st, 2009