CONFERENCE IDA-EULAC-CERALE 2016

Capitalizing on managerial and cultural ties between Europe and Latin America and Caribbean to promote sustainable development

Paris | 30 May – 1 June 2016

ida-eulac-cerale2016.jimdo.com

Timeline

July 16, 2015

Publication of the call for papers

October 12, 2015

Deadline for the submission of abstracts

November 30, 2015

Formal acceptance of abstracts

January 31, 2016

Deadline for the submission of final contributions

March 31, 2016

Dispatch of final evaluations

Scientific committee

Presided by Jean-François Chanlat, Université Paris Dauphine (France) and Consuelo García de la Torre, EGADE Business School – Tecnológico de Monterrey (Mexico).

Languages

Written communications and oral presentations will be made in Spanish, French, Portuguese or English. Summaries will be sent both in English and in the original language directly to the responsible of each theme.

As part of its strategic partnership with the European Union – Latin America and Caribbean Foundation (EU-LAC), the Institute of the Americas (IdA) organizes every year during the Latin American and Caribbean Week in France, with the support of the French Ministry of Foreign Affairs and International Development, a conference to valorize and strengthen the bi-regional association. The 2016 Conference is organized jointly with the CERALE - Center for Studies and Research Latin America Europe of ESCP Europe, member of the IdA.

Gathering management researchers from Europe and Latin America and Caribbean, the primary goal of the 2016 IdA-EULAC-CERALE Conference is to review existing theories and approaches, evaluate their importance and share some epistemological options that make it possible to comprehend the challenges faced by companies which operate in more than a single geopolitical area and are thus torn between two competing demands: standardizing their business practices and dealing with the cultural specificities of the markets in which they operate worldwide.

The issues

1. Public policy management
2. Enterprises internationalization dynamics
3. Turning culture clashes into culture flashes : challenges and solutions to intercultural management issues
4. 'Born Global Firms' and international SMEs in a bi-regional environment
5. Consumer behavior: shifting from materialistic consumption to the quest for specific experiences
6. Corporate social responsibility
7. Production relations in the global value chains
8. Bi-regional Energy collaboration: Challenges and Opportunities
9. Management of occupational and technological risks