

## CALL FOR PROPOSALS

This event, that is convened by the academy, corporations and government institutions cannot ignore the contemporary historical moment the world is living: a Europe shaken in its foundations that must seek in its essence the strength to rethink itself; an international scene shocked by the advent of a new era in the United States and its relationship with the world, as happens with the historic agreement on Climate Change that after being approved by almost all the States is denounced by the first world power; a Latin America that, having passed the first decade of the millennium with substantive progress in poverty reduction, fails to provide its population with sustainable and inclusive growth while questioning the permanence of its economic ties with its north American neighbour. In this challenging context, peace, justice and the strengthening of institutions is of great importance to the countries of the region, hence the notion of "a disruptive world" mentioned in the title.

In 2018, in Cartagena, we will carry out a critical analysis of the interactions between innovation, entrepreneurship, internationalization and sustainable development, extending a bridge between Europe and Latin America. Faithful to CERALE's vocation, the 2018 Conference will adopt the perspective of cross-views: new theoretical approaches, new interpretations, new practices adopted by researchers and professionals from both continents in the various fields of administration that will be addressed in the different sessions. The 2018 Conference is a space for discussion, learning and exchange of theoretical and practical visions between different social actors, both European and American.

### Issues/Tracks

1. Challenges in social and economic inclusion during peace periods
2. Public policies, innovation and sustainable development
3. Dynamics of internationalisation in contrasting environments
4. Administration of cultural projects and organisations
5. Sustainable strategies in a disruptive world
6. Innovation, entrepreneurship and SMEs
7. Corporate social responsibility, similarities and contrasts between Europe and America
8. Management of/in global value chains
9. Agri-business
10. The female management and leadership
11. Marketing and sustainability: Co-creation of value
12. Case study workshop

**Innovation, entrepreneurship and sustainable development**  
**Rethinking the Europe - Americas relationship in a disruptive world**

The majority of the academic sessions, as well as the organising and scientific committee, will benefit from dual European and American coordination.

The best communications will be presented to *Academia Latinoamericana de Administración*, edited by Emerald Journals, which is the academic publication of CLADEA Latin American Council of Administration Schools. It is indexed in Thomson Reuters, Scopus, CLASE, IBSS, Latindex, HAPI, QUALIS Rankings List; Thomson, Editorial Oceano, LatAm-Studies Latin American Studies; ProQuest; Directory of Open Access Journals; ReadCubeDiscover; RedALyC, Network of Scientific Journals of Latin America and the Caribbean, Spain and Portugal.

### **Timeline**

September 30, 2017  
*Call for proposals*  
December 11, 2017  
*Deadline for abstracts' submission*  
January 15, 2018  
*Formal acceptance of abstracts*  
March 30, 2018  
*Submission of final communications*  
May 30 to June 1  
*Conference*

### **Organizing Committee**

Luz Marina Ferro  
(Universidad de los Andes)  
Florence Pinot de Villechenon  
(CERALE - ESCP Europe)  
Juan Carlos Montes  
(Universidad de los Andes)  
Jaime Alberto Ruiz  
(Universidad de los Andes)  
Jorge Walter  
(Universidad de San Andrés)  
Armida Lozano  
(Instituto Tecnológico de Monterrey)

### **Scientific Committee**

Co-chaired by Clemente Forero (Universidad de los Andes-Colombia) and Jean-Philippe Bouilloud (ESCP Europe-France). All those responsible for the thematic sessions are also members of the committee.

### **Languages**

Written submissions and presentations can be in English, French and Spanish.

## **INSTRUCTIONS FOR ABSTRACTS' SUBMISSION**

Abstracts for the CERALE – UNIANDES 2018 Conference should follow the guidelines explained below and must be uploaded through the Easy Chair platform, from October 27, 2017 until December 11, 2017 (including this day). The acceptance of the abstracts will be informed to the authors in January 15<sup>th</sup>, 2018 (check the website: <http://cerale2018.uniandes.edu.co>).

### **Language**

All documents should be written in English, Spanish or French. Abstracts should be in English and in the original language. Presentations can be in English, French and Spanish.

### **Maximum length**

Abstracts should have a maximum length of 800 – 900 words.

### **Format**

Document must be in Arial, 11 pt., single space, with double-space between sections. The size of the document should be Letter with 1-inch standard margins.

### **Structure**

- Title
- Author(s) name(s)
- E-mail (for each author)
- Occupation of the principal author(s)
- Brief biography of the author(s) (maximum 50 words)
- Abstract:
  - Introduction / Objectives (200 words)
  - Literature review (100 words)
  - Methodology / Schedule (according to the stage of the research) (200 words)
  - Results and Contributions (200 words)
  - Implications and Value (200 words)
- Keywords (maximum 5)

**IMPORTANT:** author(s) should indicate in which Issue/Track the paper should be included.

### **Text**

Be sure of the writing and spelling of the text, particularly the correct spelling of author's names. If you are going to use abbreviations, be consistent within all the document.

### **Tables and Figures**

Insert all the tables and figures that you may need in the main part of the text, immediately after the paragraph in which you reference it.

### **References**

All references must be mentioned within the document and at the end of it, according to APA citation guidelines.

If you have any doubts regarding these guidelines or about the Conference, please write us to [cerale2018@uniandes.edu.co](mailto:cerale2018@uniandes.edu.co)