



## Rethinking the Europe - America relationship in a disruptive world

Innovation

Sustainable development

Entrepreneurship

Cartagena de Indias, Colombia. May, 30<sup>th</sup> - June 1<sup>st</sup>, 2018

<http://cerale2018.uniandes.edu.co>

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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

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
- February 7, 2018: Deadline for the submission of abstracts
- February 22, 2018: Formal acceptance of abstracts
- April 30, 2018: Submission of final communications
- May 30 to June 1, 2018: 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)  
**Jean-Philippe Bouilloud** (ESCP Europe)

All those responsible for the thematic sessions are also members of the committee.

## Languages

Written submissions and presentations will be in English, French and Spanish. Abstracts will be sent in English and in the language of origin through the Easy Chair platform.

