

Organisation :



CLADEA 2006

41<sup>st</sup> annual assembly

10-13 September 2006 - Montpellier - France

[www.supdeco-montpellier.com/cladea2006](http://www.supdeco-montpellier.com/cladea2006)

CALL FOR PAPERS



## Latin America & European Union: OPPORTUNITIES and CHALLENGES

**Ultimate deadline to submit papers: 15<sup>th</sup> April 2006**

Within the framework of its 41<sup>st</sup> assembly, which will take place in Corum of Montpellier (France) from September the 10<sup>th</sup> to the 13<sup>th</sup>, 2006, the CLADEA association is organising a conference on this topic justified by the globalisation of the exchanges and the intensification of the economic relations between Latin America and Europe.

The Latin-American Council of the School of Administration, CLADEA, will soon be forty years old. Founded in Lima in 1967, it is one of the most important worldwide networks of business schools. Cladea's offices are presently located in the University of San Ignacio de Loyola, Lima, Peru.

This international organisation was made up with the purpose of contributing the resolution of most important problems of the Latin-American companies through its work in the teaching of Management.

Its members constitute an Assembly which includes higher education institutions devoted to teaching and research in the sector of public as well as private management in the entire world.

These past few years, the economy and international commerce have undergone profound changes. Classic, bilateral trade has developed and become more complex, making forecasting difficult. The rules of the game, the norms, are no longer national but international. Within a single company, teams have very often become multi-cultural, and their management, as a result, has been turned upside down. Management and

public relations must now more than ever take these particularities and differences into account.

Research will be a critical factor in understanding and anticipating the developments to come. CLADEA therefore proposes to researchers that they present, at the annual assembly, work on the comprehensive theme:

**« Latin AMERICA & THE EUROPEAN UNION: OPPORTUNITIES AND CHALLENGES »**

This generic theme can be approached in a number of ways and addressed through one of the twelve, main disciplines in economy, financial administration and management.

<b>Economics, International Business</b>	This track includes papers addressing the economic Latin-American environment, macroeconomic challenges, economic and public policies, competitiveness and country competitive advantage generation, regulation and other Economic topics. It also includes papers regarding international commerce, financial exchanges between countries, multinational companies, international business, and other international topics of interest.
<b>People Management and Leadership</b>	This track includes papers addressing management of people within organizations, and themes related to the classic Human Resource functions (recruitment, selection, compensations, development, etc.). Also included in this track are papers that address more general topics such as Organizational Change and Development, Organizational Behaviour and factors that affect Leadership and Goal Achievement and Competitive Advantage through People.
<b>Marketing</b>	In this section, all papers related to marketing and market exchanges can be included. Sample topics to be submitted to this track are: Consumer behaviour, market research methods and techniques, segmentation, qualitative research methods (ethnographies, participant observation, content analysis), advertising management and integrated marketing communications, branding, customer equity, pricing, channel management, retailing, and new product development.
<b>Operations and Logistics</b>	This track includes all manuscripts addressing production, transformation and value chain management processes within the firm, and between the firm and suppliers, and physical distribution and logistics of products. In particular, to this track can be submitted papers addressing the following topics : process optimization, operations programming, physical distribution of products, supply chain management and logistics, process reengineering, practical cases on process reorganization, application of quantitative models, etc.
<b>Strategic Management</b>	This track addresses the general competitive challenges firms and top management have to face in order to achieve success or survive. This track includes papers addressing both strategy content and strategy process issues. Topics to be included are: search and maintenance of competitive advantages, successful competitive strategies, analytic techniques for strategic management, technological and competitive transformation of firms, role of CEOs, corporate governance and board performance, strategy-finance interface, strategy and marketing, corporate strategies, etc.
<b>Accounting and Control</b>	This track includes manuscripts that cover accounting issues, and management control. Papers addressing new accounting techniques or principles, revisions of existing accounting criteria, the impact of

	accounting and financial information on economic prices, valuation of tangible and intangible assets, and papers addressing new management control systems and techniques, and their impact on financial performance.
<b>Finance</b>	This track includes all papers related to finance, investment, and financial markets. Topics to be covered here are: Corporate Finance (valuation, capital cost, etc), Investments, Finance Theory, Financial Management, Corporate Valuation, Simulation and Prediction Models, Banking, Risk Management, Project Valuation, Derivatives and Financial Products, International Finance, Capital Markets, etc.
<b>Information Technologies and Electronic Commerce</b>	This track includes all topics associated with information technologies and electronic business, and how they have changed the way firms and markets behave or compete. Specific themes to be covered here are: e-business, integral IT management, IT and strategy, organizational change and IT introduction, technological options and their role on marketing and new product development, etc.
<b>Services Management</b>	This track concentrates all articles, studies and cases related to the management of services in general. Themes associated with this track can address different service fields such as: tourism, hotels, health services, public services, state departments or organizations, educational services (colleges, schools, etc.). Additionally, papers can take different functional perspectives: marketing, finance, operations, new service development, etc.
<b>The Role of Justice as a Factor for Development and Integration</b>	This topic concerns the correct operation of the legal institution as a referee, regulator and ensuring competition and a factor of social progress and economic development. This question will not deal with the legislations nor law but with independence, authority and respect of the legal authorities vs. the State, economic actors and the individuals. The contributions will treat the independence of justice, the predictability of its decisions, the transparency of its procedures and the guarantee of execution for court decisions. The impact of the dysfunction of justice on the economic and social development, its role in the economic activity like guaranteeing freedom, equity and social peace, essential for the development of the social actors, will be generally examined in this section (concrete examples if possible).
<b>Sustainable Development</b>	The topic retained here for communications is related to sustainable development, the environment, environmental policies, etc. The sustainable development should be understood here as economic development seeking to reconcile economic and social progress and the safeguarding of the environment, regarding this latter as an inheritance to be transmitted to the future generations.
<b>Social Responsibility</b>	This field will more particularly deal with the ways that the private sector has to be concerned with the urgent economic, social and environmental requirements, the creation of innovative and proactive solutions in the face of the social and environmental challenges, etc. The awaited contributions will thus deal with this type of concerns.

The contributions could either be contrasted or to relate only to one universe of reference (Latin-America/Europe). In this latter case, the presentations will imperatively open up on the discussion so that the required “contrastivity” can result from the debates. This call for papers is intended for experienced researchers but also for PhD students.

## Co-Chairs :

Jorge TALAVERA, Ph.D  
Rector Universidad San Ignacio de Loyola, Lima, Peru  
Cladea's president

Didier Jourdan, Ph.D  
Director – Education Centre of Montpellier's Chamber of Commerce  
Director – Groupe Sup de Co Montpellier, France

We invite you to submit scientific contributions relating to the set of themes suggested which will take the form of contributions. You will present it during a workshop, a round table or a conference. The contributions selected will be published in the acts of the congress; **provided that their authors registered in the congress and presented their contribution**. This interdisciplinary and international conference is opened to all the contributors, whatever their discipline of origin experienced researchers or PhD Students.

Papers can be submitted in **English, Spanish** and Portuguese. We encourage the use of English and Spanish, for a better and widespread communication and discussion.

**Any author may submit or present only one contribution.**

Accepted papers must be original work, not published in other sources.

## Competitive Papers Awards:

Awards will be granted to stimulate and recognize the work of the authors who submitted the best papers. The Academic Committee will be in charge of selecting the awards.

<p><b>The best paper will be published in the ESIC Market Review.</b></p>
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## Papers evaluation process

### ■ Submission of proposal:

Please send your proposal before **15/04/06** using the Website of the Assembly 2006: [www.supdeco-montpellier.com/cladea2006](http://www.supdeco-montpellier.com/cladea2006). It must contain an abstract file of one page maximum with at most, the 5 key words. Indicate the name of the authors, the institution and the country of origin, the topic, the problems and methodology used.

The complete text should also be sent at the same time to the Organization Committee, at the same address: [www.supdeco-montpellier.com/cladea2006](http://www.supdeco-montpellier.com/cladea2006) before the **15/04/06**. The complete text must range between 10 and 15 pages, including the tables, graphs, appendices and the bibliography. The notes will have to be limited to bare essential and will appear at the foot of the page.

For page-setting, please use margins of 2,5cm, the text in Times New Roman 12, line space 1,5, justified on the left and on the right.

The tables and figures will be inserted in the text. The words in a foreign language must be formatted in italics. We recommend avoiding the use of bold and underlined characters.

The authors are invited, under penalty of rejection of their proposal, to ensure their anonymity scrupulously, in particular by providing a version where the quoted references do not make it possible to identify them.

■ **Return of evaluations :**

Notification of acceptance of the paper before: [02/06/2006](#).

Acceptance and evaluations are based exclusively on the scientific quality of the papers, their relevance and coherence with the set of themes of the conference.

■ **Definitive version:**

The final version of the text in Word format for PC should be sent before [30/06/06](#) to the Organisation Committee using the Website of the Assembly 2006: [www.supdeco-montpellier.com/cladea2006](http://www.supdeco-montpellier.com/cladea2006).

After this date, the publication of a text in the acts can not be guaranteed. In the event of revision, the authors will clearly indicate the modifications. The summaries will be compiled, reproduced on paper medium and distributed with the final program. The acts will be available thereafter on CD/DVD and on the Internet site of the conference in (pdf downloadable documents). The final version will have to thus be marked: "for publication in the acts of Cladea's annual assembly 2006, CD/DVD version".

Any doubts you have with regard the revision process please contact the Academic Committee at : [cladea2006-avh@supco-montpellier.fr](mailto:cladea2006-avh@supco-montpellier.fr)