

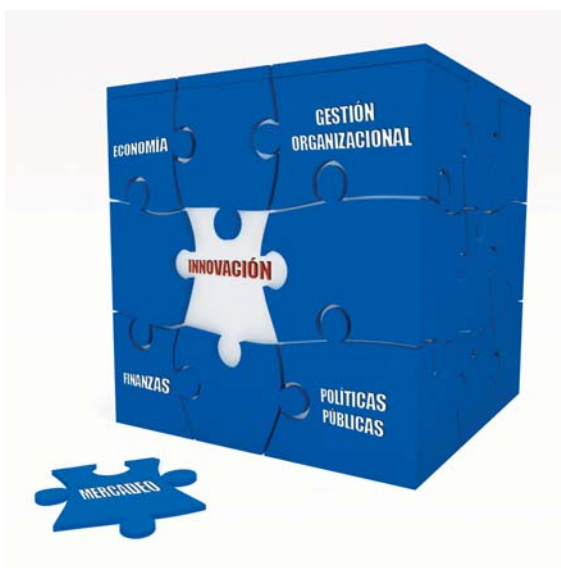
# ESTUDIOS gerenciales

## CALL FOR PAPERS

### 2nd IBERO-AMERICAN SYMPOSIUM OF ESTUDIOS GERENCIALES

*An interdisciplinary approach to innovation*

*Estudios Gerenciales*, the journal published by the School of Management and Economic Studies at Icesi University, extends an invitation for researchers to submit their papers for consideration to the 2nd IBERO-AMERICAN SYMPOSIUM OF ESTUDIOS GERENCIALES: An interdisciplinary approach to innovation, which will take place in Cali, Colombia, on October 13 and 14, 2011.



At **Estudios Gerenciales** we are aware of the constant changes experienced by organizations and the need for an interdisciplinary vision regarding the major issues faced by organizations in Ibero-America, thereby taking into account the perspectives of different disciplines such as business management and economics.

Innovation has become an issue of increasingly significant importance for researchers, business owners, and the community in general, not only because it is relevant in itself, but also because of the major role it plays in society. This means that we are interested in innovation, not only because of its impact on the economy and on business, but also because of the innovative nature of measurement and analytical tools and proposals.

Innovation can be understood in many different ways. The Oslo Manual\*, for example, defines innovation as the generation of added value at all levels. This can be due to the introduction of new or significantly improved: i) goods or services; ii) manufacturing or selling techniques; iii) organizational approaches; iv) company in-house practices; v) administrative structure; or vi) relations with external parties.



\* OECD/Statistical Office of the European Communities. (2005). Oslo Manual: Guidelines for collecting and interpreting innovation data, 3rd edition. Luxembourg: Tragsa.

The Academic Committee of this Symposium will select papers that provide a review of innovation or innovators in the various disciplines of interest to our journal, particularly in any of the areas of research listed below. The selected papers will be featured either in presentations or in posters. They may also be published in the *Estudios Gerenciales* journal.

### Innovation through Economics

- Innovative tools for measuring and analyzing economic problems.
- How to measure and analyze the impact of innovation on the economy.
- The impact of innovation on production, productivity, and economic development.
- Innovation and its multiple relationships with employment.
- Dynamics of supply and demand regarding innovation and the role of technological changes.
- Market incentives, obstacles, and failures to generate innovation.
- Innovation for sustainable development.

### Innovation through Organizational Management

- Entrepreneurship
- Knowledge management
- Innovation in the form of R&D
- Innovation as an organizational strategy
- Innovation in the relationships of an organization with external parties.
- Acquisition, purchase and transfer of innovation
- Innovation in processes (production, distribution and other practices)
- Innovating for going global





## Innovation through Finance

- New financial modeling and risk management tools
- Innovative financial instruments
- International financial information standards (IFIS)
- The role of the financial sector as a driver of innovation

## Innovation through Marketing

- Innovative measurement and analytical tools used in marketing
- Development and introduction of innovative goods, services and processes
- The impact of innovation on the forms of communication (e-marketing)
- Branding
- Global markets and products
- International positioning strategies
- New areas of study of marketing (political marketing and neuromarketing)

## Innovation in Public Policies

- International organizations and their role in promoting innovation
- Innovative proposals in public administration
- e-government
- Public policies aimed at fostering innovation
- Innovative tools for measuring and analyzing the impact of public policies.
- Scope of legal measures in favor of innovation (patents, trademarks, and copyrights)
- The social impact of innovation (healthcare, education, employment, and conflicts)

## Important dates

June 30, 2011	Deadline for submitting abstracts
July 15, 2011	Announcement of preselected abstracts
July 31, 2011	Deadline for submitting complete articles
August 19, 2011	Announcement of papers selected for the Symposium
October 13 and 14, 2011	II IBERO-AMERICAN SYMPOSIUM OF ESTUDIOS GERENCIALES: An interdisciplinary approach to innovation

## Submission of abstracts

Authors are to send an abstract of their papers in Spanish, English or Portuguese together with the completed application form to the e-mail address provided below no later than **June 30, 2011**: **[simposiogerenciales@listas.icesi.edu.co](mailto:simposiogerenciales@listas.icesi.edu.co)**.

Only applications sent via e-mail will be accepted (please send your request for an application form to the e-mail address above).

- Abstracts must be no more than three pages in length. The structure of the abstracts must be as follows: a) title; b) a brief introduction; c) methodology; d) results; e) conclusions, and f) bibliography
- All files (both abstracts and completed application forms) are to be submitted in PDF format only.

## Selection process

1. On **July 15** a written notice will be sent to the authors of the preselected abstracts for them to continue with the process.
2. No later than **July 31** the authors are to send the full version of their papers using the established formal structure of papers submitted for publication in **Estudios Gerenciales** (see Guide for Authors of Papers at the website of the Journal).
3. On **August 19**, the Academic Committee of the Symposium will notify the authors of the decision made after evaluating the papers in any of the following categories: a) Your paper was accepted to be presented and featured in a Special Edition of **Estudios Gerenciales**; b) Your paper was accepted to be presented and featured in future issues of **Estudios Gerenciales**; c) Your paper was accepted to be featured in a poster; or d) Your paper was not accepted in any of the categories.



## Information

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