



INCAE Business School

and

The Journal of Business Research

CALL FOR PAPERS

**Bi Annual
STRATEGIC MANAGEMENT
IN LATIN AMERICA CONFERENCE**

San José, Costa Rica

January 8 and 9, 2015

Program Chairs

Esteban R. Brenes

and

Arnoldo Camacho

INCAE Business School

The Sixth International Conference on Strategic Management in Latin America, co-sponsored by INCAE Business School and the *Journal of Business Research*, will be held on January 8 and 9, 2015, in San José, Costa Rica. The theme for this Conference is: **“Strategies for Growth, Regional Expansion and Global Competition”**

Latin America has been one of the fastest growing regions in the last decade. Many firms are expanding their operations within and beyond their home country. Our goal is to understand the strategies and critical factors that supported the domestic and international growth of Latin American businesses between 1990 and 2014.

We encourage original contributions exploring strategy formulation, strategy execution, internationalization, cumulative learning processes and their impact on operations.

Attention is also given to how a firm’s profile and its access to capital markets improve their ability to capture growth and internationalization opportunities.

The purpose of the Conference is to gather scholars and practitioners interested in the region to exchange theoretical insights, empirical research results and applications on

current Latin American strategic management issues.

The contributions will be presented at the Conference in four forms:

1. Rigorous Theoretical Papers
2. Applied or Empirical Research Papers
3. Comparative Case Studies
4. Teaching Cases

All of the work must be original, unpublished and presented in their final form.

A special issue of the Journal of Business Research with the best papers presented at the Conference will be published. The papers to be included in the special issue will be selected by a special editorial board based on a double blind review process.

TRACKS*

1. Growth, Opportunities and Challenges in Latin America

- Business development in Latin America – institutional, macroeconomic and social constraints
- Business challenges and opportunities and strategic implications
- Managing competition in emerging markets
- Determinants of global/geographical diversification
- Social and political influences on firms, investors, and governance in emerging and developed markets
- Entrepreneurship in Latin America: growth and internationalization strategies of entrepreneurial businesses
- Latin America – homogeneities and sub-regional differences: strategies to capture local, regional and Latin American markets

2. Sources of value creation and growth in Latin America

- Global diversification and shareholders value creation
- Competitiveness factors in emerging markets and developing economies
- Capital Structure and value creation
- Strategic management of global value chains
- Value creation and governance in emerging markets
- Sustainability, CSR and shared value – achieving business growth whilst generating positive externalities in Latin America
- Pursuing opportunities at the base of the pyramid
- The growth of Latin American food and agriculture businesses – from comparative to competitive advantage

3. Strategies to capture opportunities in Latin America

- Market entry modes and international/global strategy
- Joint ventures, alliances, M&As, outsourcing in emerging and developed markets

- The Internationalization of Latin American firms: regional and global trends
- Multilatinas – the emergence of regional multinationals in Latin America

4. Investment selection in Latin American countries.

- Financial market structure, asset pricing, and investment strategies
- Role of firms, investors, and governments in investment promotion and selection
- Behavioral issues related to firms and investors in emerging vs. developed markets
- Interactions between financial, real, and international sectors in emerging markets

5. Financial market development and risk management in Latin America.

- Corporate risk exposure and management
- Financial sources, constraints and firms' growth
- Systemic Risk and Contagion effects of systemic risk
- Banking regulation in emerging economies
- International investment flows, development finance, and firm performance

* Professor Luciano Ciravegna, INCAE Business School will support the Chairpersons as the Review Process Coordinator

IMPORTANT DATES AND PAPER SUBMISSION GUIDELINES

Extended abstracts of no more than 1500 words must be submitted no later than **March 17th, 2014**.

Acceptance of abstracts will be notified before April 21st, 2014.

If your abstract is accepted you can submit your full paper starting as soon as **April 22nd**, 2014 but no later than **July 29th, 2014**.

Abstracts and papers must be submitted electronically to smla@incae.edu

Only original, unpublished work can be submitted. Any paper that is identical or substantially similar to work already published, that is under review for another conference or in the process of publication will not be considered.

Full paper submissions must include two files in MS Word: (a) A cover page with the title of the paper and the name(s) of the author(s); (b) The paper itself with the title centered on the top of the first page, followed by an abstract of no more than 100 words, three to five key words and then by the text. Please place all tables and figures at the end. The paper including all tables, charts, appendices and references must be no longer than 20 pages.

Papers must be double spaced, use Times New Roman (12pt), and leave a margin of ¾ inch at the top, left and right of the text and a margin of ½ at the bottom.

All papers must be written in English and presented at the conference in English. There will be no simultaneous translation.

To facilitate blind review please make sure that the paper itself does not include the

name(s) of the author(s) and eliminate these names from the “file properties”

Teaching cases are not subject to the 20-page limit and must include teaching notes.

TRAVEL AND SITE INFORMATION

The Conference will be held at INCAE Business School, WKG Campus, Alajuela, Costa Rica.

Complete travel and hotel information, as well as suggested tour alternatives will be sent to participants well in advance.

The conference fees will be informed after the submission of abstracts in March 17th, 2014.