



# 57<sup>TH</sup> INTERNATIONAL CONGRESS #CLADEA2022

BUILDING FROM BUSINESS SCHOOLS A FUTURE  
WITH EQUITY AND SUSTAINABILITY

OCTOBER 21 - 26 GUAYAQUIL, ECUADOR

HOST INSTITUTION:  
espol Escuela Superior  
Politécnica del Litoral

ORGANIZER:



## INSTRUCTIONS FOR AUTHORS - CASES

The CLADEA 2022 International Congress whose theme is *"Building from Business Schools a future with equity and sustainability"* looks for articles that seek to integrate academic knowledge with business reality. The following tracks have been selected, which will serve as axes of this year's thematic priorities to present their research:

Track 1	Economy and Finance
Track 2	Human Talent Management and Organizational Behavior
Track 3	Social Responsibility
Track 4	Entrepreneurship
Track 5	Project Management
Track 6	Marketing
Track 7	General Management and Strategy
Track 8	Innovation and innovation management
Track 9	New perspectives of teaching and learning in Business Schools
Track 10	Information Technology
Track 11	Cases
Track 12	Global and regional Supply Chain
Track 13	Internationalization of companies and global businesses
Track 14	Politics

The works must be original and meet the international criteria that guarantee academic quality. Its content is the sole responsibility of the authors.



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## PUBLICATION OPTIONS

1. The best cases may be invited to participate in the evaluation process of the CLADEA-BALAS Case Consortium, for possible publication in Harvard Business Publishing. If the author(s) are interested in this option, their article must not be in the process of being published in another journal. This must be indicated on the registration form.
2. International Journal of Instructional Cases (IJIC), offers the possibility of participating in the evaluation process of the article for possible publication in the journal.

## NATURE OF THE ARTICLE (TRACK 11)

In the "Cases" Track, cases of any management discipline (strategy, marketing, finance, operations, business, etc.) that meet the following characteristics may be presented:

1. They must address a real situation that involves a problem, a challenge, an opportunity, or a decision to be made by one or more people in any area of management of an organization.
2. They may be based on field work or secondary research.
3. Only original works that have not been previously published in books, journals, magazines or case collections will be accepted, although cases that have been used in class will be accepted.
4. They must be accompanied by an instructor's manual or pedagogical note that at least includes a summary of the case, the indication of the subject(s) and audience(s) in which its use is recommended, learning objectives, recommendations on how to use the case in class and the discussion strategy, possible questions and expected answers, a blackboard plan and the epilogue of the case (if any).

As a general reference text on how to write a case and note, see: "Key Elements for Excellence in Classroom Cases and Teaching Notes," James E. Austin; James L. Heskett; Christopher A. Bartlett, HBSP # N9-915-417, April 16, 2015. Available at:

<https://cb.hbsp.harvard.edu/cbmp/product/915417-PDF-ENG>.

If you prefer to go deeper into the structure of a good pedagogical note, you can consult the following text: Austin, J. E. (1993). "Teaching Notes: Communicating the Teacher's Wisdom." Boston, Mass. HBSP#5-793-105.



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## FORM'S ASPECTS

- Upload the PDF file.
- The article/paper can be written in Spanish, English or Portuguese.
- The limit is 4 authors per article.
- Keep 1-inch margins in all four directions.
- Use line spacing "1.5".
- A4 paper size.
- Pages must be numbered by Word, not manually.
- Section titles will be centered in Times 12 bold and capitalized, single line spacing. Do not number sections or headings. The titles of the subsections will be written with Times 12, italics. Example:

<b>TITLE 1</b>
<i>Subtítulo second level</i>
<b>TITLE 2</b>

- The tables and figures will be placed in the body of the article and not at the end. All tables and figures should be numbered sequentially, and should be referred to by number (and not by location). The titles of the tables should be placed above, while those of the figures should be placed below. "Figures" are defined as all those graphs, maps, diagrams, photographs and any type of illustration. Consider that the article will be worked in black-white and the effects can be worked with contrasts and tones.
- The way to state numbers is as follows: The way to state figures is as follows: The integer part of the figure will be separated from the decimal part with a comma, not with a point or a space. The comma will only be used to mark decimals, never to mark thousands, as is usually done in English. The four-digit integer figures (from 1000 to 9999) will be written without spaces, without periods and without commas. Integer figures of five digits or more will carry an apostrophe every three digits, counted from right to left.
- If you decide to list your variables (either with Latin or Greek letters) you must use italics. Be careful and watch for consistency in your article.
- Foreign words (with the exception of proper nouns) are in italics.
- For the presentation of the text, the rules established in the APA – American Psychological Association (6th edition) must be used. Also the reference of texts, including citations, must follow the APA style (American Psychological Association) 6th edition. For more information you can consult: <http://owl.english.purdue.edu/owl/resource/560/01/>



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- Footnotes are not allowed.
- The maximum length will be 15 pages of text, and no more than 25 pages in total, including annexes.

## ARTICLE OUTLINE

Characteristics and content of the first page:

- Title. The title of your paper will be written in Times, 16 bold, centered, and with black letters. Henceforth, all text must be in Times 12 font.
- Do not indicate names, emails or affiliations. This information will be filled in the registration form.
- Summary. It should not exceed 100 words or 2,000 characters.
- Keywords. At least one must be indicated, which facilitates the indexing of the article (maximum three). The abstract and keywords are in times 9 letters, bold.

Characteristics and content of the rest of the text:

- Narrative or introduction of the case.
- Objectives of the case, which should be based on the nature of the case.
- Background, problems, justification of the case
- Use graphs, charts or tables if necessary in high definition image (you can place them as it helps to understand the matter).
- A pedagogical note on the synapse of the case indicating which are the fields to which the case is destined. Said note must be sufficiently complete, relating current theory, practice or literature in the areas provided for the use of cases.
- Describe the pedagogical objectives of the case, indicating the uses for which the case is intended.

Notes: The case should be well written and in the appropriate style, well organized for understanding. You must be careful with spelling, grammar, and punctuation. Briefly summarize your contributions to make this case acceptable.



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## ABOUT DELIVERY OF THE PAPER

- Articles must be uploaded electronically on [easychair]. (Enabled since April 1). One of the authors (representing their team in the case of co-authorship) must be registered by creating a user. On this platform it will be possible to track the status of your article: its acceptance, comments or rejection.
- In the electronic file, you must fill in the data of all those involved and indicate “track 11”.
- The same author can send more than one article, both as a single author or as a co-author.
- If the case is accepted, and the author belongs to a CBCC member institution, you will have to manage the editing and publication payments with your institution. Otherwise, if the author does not belong to an institution that is a member of the consortium... he must bear the costs of editing and publishing.

## ABOUT THE REVIEW

- All items will go through an external quality control. To guarantee the impartiality of the evaluation, the works will be evaluated by specialists in each thematic axis, in the "blind review" modality, that is, the reviewers will not know the identity or affiliation of the authors until the day of the exhibitions. For each article there will be at least two reviewers supervised by the chair of the session (or track chair).
- The following criteria will be considered: quality or academic level, originality, contribution to knowledge and teaching, clarity of presentation, clarity of writing and literature, interest and relevance of the topic.
- The results of the review can be: (a) Accepted, (b) Rejected
- The interactive sessions correspond to promising papers, but which require major improvements. During these sessions they will be offered feedback.

## ABOUT THE CONGRESS

- At least 1 author from the team of authors must attend to present their research.
- Each author must independently pay for their entry to the event.
- An author can submit a maximum of 2 articles with a single payment. In case of sending 3 articles or more, the payment for participation will be higher.
- A certificate of participation will be granted to the authors who have made their registration and corresponding payment.
- From 3 to more authors may request a group rate. Request terms and conditions to [info@cladea.org](mailto:info@cladea.org) o [pastete@cladea.org](mailto:pastete@cladea.org)

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