



INSTRUCTIONS FOR AUTHORS

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.

PUBLICATION OPTIONS

The best papers will be proposed to the journals, they will make the decision to invite them to the fast Tracks for future publication.



For the 57th CLADEA Annual International Congress, we have the following associated magazines.

- Journal of Economic, Finance and Administration, JEFAS
- Academia Revista Latinoamericana de Administración, ARLA
- Revista Estudios Gerenciales
- Digital Economy and Innovation Journal, ESIC
- The Bottom Line Journal, TBL
- Revista de Administración de Empresas, RAE
- Revista Ibero-Americana de Estrategia, RIAE
- Brazilian Administration Review, BAR
- Journal of Business Research, JBR
- Revista Brasileira de Gestão de Negócios, RBGN
- Revista Gestão & Tecnologia, G&T
- Journal Technology Analysis & Strategic Management, TASM.

If the author(s) are interested in these options, their article should not be in the process of being published in another journal. This must be indicated on the registration form.

NATURE OF THE TRACK (Del 1 al 14)

Solo los siguientes tipos de artículos serán considerados como científicos:

- Artículos teóricos: son desarrollo de conceptos, revisión de literatura con identificación de brechas o análisis crítico. Este documento presenta los resultados de una investigación en la que se han analizado y sistematizado varias publicaciones. Dicha investigación debe incluir uno de los temas de seguimiento solicitados para dar cuenta del progreso, las críticas o las tendencias. Una de sus principales características es que presentan una cuidadosa bibliografía de al menos 50 referencias.
- Artículo con aplicaciones metodológicas: en este artículo, se apoyan, explican y muestran las nuevas prácticas para el estudio de un fenómeno particular. Este tipo de investigación incluye tanto aspectos teóricos como prácticos.
- Artículo de investigación empírica: este documento muestra en detalle los resultados originales de los proyectos de investigación y responde las preguntas desde un campo o pista.
- El tipo de artículo debe ser indicado cuando es enviado.



57TH 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:



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.
- 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:

TITLE 1
<i>Subtitle second level</i>
TITLE 2

- 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.
- Equations should be numbered consecutively throughout the document and aligned to the right like this: (1), (2), etc.
- 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.

CLADEA Executive Office: Av. El Polo 670. Of. B. 404, Surco – Lima. Peru

WhatsApp Business: +51 951 121 007

E-mail: info@cladea.org / www.cladea.org



57TH 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: **CLADEA** Consejo Latinoamericano de Escuelas de Administración

- 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/>
- Footnotes are not allowed.
- Apart from Track 1 (Economics and Finance), footnotes are not allowed.
- To be eligible for the conference, articles must be no longer than eighteen (18) pages, including references.
- Article density is unlimited, but should be approximately 5,000 words (plus charts and graphs).

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 12 letters, bold

Characteristics and content of the rest of the text: Introduction and content

- Main body (preferred) mainly in works of empirical application.
- Theoretical framework / literature review.
- Methodology
- Development of the research (where the results and the main points of the scientific contribution are indicated)
- Final words (conclusion, recommendations, future research, etc.).
- Complete references.
- Appendix or annexes (optional)



57TH 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:
CLADEA

ABOUT DELIVERY OF THE PAPER

- Articles must be uploaded electronically on [easychair]. (Enabled as of April 1) To do this, one of the authors (representing his team in the case of co-authorship) must register 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 form, the data of all those involved must be filled in and the track must be indicated from 1 to 14.
- The same author can send more than one article, both as a single author or as a co-author.

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 and (c) Invite to Interactive Session.
- 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.
- 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 will only be granted to that author or authors who make their registration and corresponding payment.
- From 3 to more authors may request a group rate. Request terms and conditions to info@cladea.org o pastete@cladea.org

Executive Office – CLADEA

CLADEA Executive Office: Av. El Polo 670. Of. B. 404, Surco – Lima. Peru
WhatsApp Business: +51 951 121 007
E-mail: info@cladea.org / www.cladea.org