

# 58<sup>TH</sup>

# INTERNATIONAL CONGRESS #CLADEA2023

## DISRUPTION IN ORGANIZATIONS:

## CO-CREATING NEW SUSTAINABLE MODELS

OCTOBER 30 - NOVEMBER 1, 2023

CÓRDOBA, ARGENTINA

INSTITUTION HOST:



ICDA  
Escuela de Negocios



### INSTRUCTIONS FOR AUTHORS - CASE STUDIES

The CLADEA 2023 International Congress whose theme is “*Disruption in organizations: Co-creating new sustainable models*” is looking for articles trying to integrate academic knowledge with business reality. The following Tracks have been programmed, which will serve as the axes of this year's thematic priorities to submit research topics:

|          |   |
|----------|---|
| Track 1  | Economics and Finance                                   |
| Track 2  | Talent Management and Organizational Behavior           |
| Track 3  | Social Responsibility                                   |
| Track 4  | Entrepreneurship  |
| Track 5  | Project Management                                      |
| Track 6  | Marketing   |
| Track 7  | General and Strategic Management                        |
| Track 8  | Innovation and Innovation Management                    |
| Track 9  | New Teaching Trends and Learning in Business Schools    |
| Track 10 | Information Technology                                  |
| Track 11 | Cases   |
| Track 12 | Global and Regional Supply Chain                        |
| Track 13 | Internacionalization of Companies and Global Businesses |
| Track 14 | Politics  |
| Track 15 | History of Administration                               |

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

#### PUBLISHING OPTIONS

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) is(are) interested in this publication option, their article must not be in the process of being published in another journal and this must be indicated in the registration form.

#### NATURE OF THE CASE TO SUBMIT (TRACK 11)

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

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1. The cases must deal with 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. The cases may be based on field work or secondary research
3. Only original papers that have not been previously published in books, journals, magazines, or case collections will be accepted. Cases that have been used only in class will also be accepted.
4. The cases must be accompanied by the following:
  - An instructor's manual or pedagogical note that includes at least a case summary
  - The indication of the subject(s) and public(s) in which its use is recommended.
  - Learning objectives
  - Recommendations on how to use the case in class
  - The discussion strategy
  - Possible questions and expected answers
  - A blackboard plan
  - The epilogue of the case (if any)

As a general reference text on how to write a case and a note, you can refer to: "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 on <https://cb.hbsp.harvard.edu/cbmp/product/915417-PDF-ENG>

If you prefer to delve 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, MA. HBSP # 5-793-105.

## FORMAT

- Upload the file in PDF.
- The article/paper can be written in Spanish, English or Portuguese.
- The limit is 5 authors per article.
- Use line spacing "1.5".
- A4 paper size.
- Pages must be numbered by Word, not manually.
- Section titles will be centered with Times 14 bold and in all capital letters, single 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>Subtitle 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 must be numbered sequentially, and you must refer to them by their number (and not by their location). The titles of the tables should be placed above, while those of the figures should be below. “Figures” are defined as all those graphics, 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 figures is as follows: The integer part of the number 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 the decimals, never to mark the thousands, as is usually done in English. Four-digit integer numbers (from 1000 to 9999) will be written without spaces, without periods, and without commas. Integer numbers of five digits or more will have an apostrophe for every three digits, counted from right to left.
- If variables are to be listed, they should be listed in italics. We recommend being careful and checking the consistency of the article.
- Foreign words (except proper nouns) are in italics.
- APA: the rules of the American Association of Psychology will be applied (6th edition) to the texts, text references and citations. For more information, please refer to <http://owl.english.purdue.edu/owl/resource/560/01/>
- Footnotes are not allowed.
- The maximum length is 15 pages of text and no more than 25 pages in total, including annexes.

## LAYOUT OF THE ARTICLE

### Characteristics and content of the first page

- **Title.** The title of the paper will be typed in Times, 16 bold, centered, and with black font. Then, the rest of the text will be in Times 12.
- **Do not mention names, emails, or affiliations.** This information will be submitted in the registration form.

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- **Abstract.** Not exceed the 100 - 2000 characters.
- **Key words.** At least one and a maximum of three must be indicated, to facilitate the indexing of the article. The abstract and keywords are in Times New Roman 9, bold.

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

- Narrative or case introduction
- Objectives of the case, based on the nature of the case
- Background, problems, substantiation of the case
- Use graphs, charts or tables if necessary in high definition images (may be included if it helps in the understanding of the topic).
- **Pedagogical note** on the synapse of the case indicating which are the fields to which the case is intended. Said note must be sufficiently complete, relating the current theory, practice or literature in the areas foreseen for the use of the cases.
- Describe the pedagogical objectives of the case, indicating the uses for which the case is intended.

NOTE: The case must be well written and worded for which the style must be appropriate. Likewise, it must be well organized for its understanding. As an author you must be careful with spelling, grammar, and punctuation. Briefly summarize your contributions to making this case acceptable.

## ABOUT THE SUBMISSION OF THE PAPER

- Articles must be uploaded electronically on [easyChair]. (Enabled as of April 1) To do this, one of the authors (representing her team in 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 you must fill in the data of all those involved and indicate the track 11.
- The same author can submit more than one article, both as a single author or in co-authorship.

## ABOUT THE REVIEW

- All articles 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 modality of "blind review", that is, the reviewers will not know the identity or affiliation of the authors until the day of the presentations. For each article there will be at least two reviewers supervised by the president of the session (or track chair).



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- The following criteria will be considered: quality or academic level, originality, contribution to knowledge and teaching, clarity in presentation, clarity of writing and literature, interest, and topicality of the topic.
- The results of the review can be: (a) Accepted, (b) Rejected.

## **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 or more articles, the payment for participation will be higher.
- A certificate will only be issued to the author or authors who make their registration and corresponding payment.
- From 3 to more authors may request a group rate. Request terms and conditions at [info@cladea.org](mailto:info@cladea.org) or [pastete@cladea.org](mailto:pastete@cladea.org)

**Executive Office – CLADEA**