



IBEROAMERICAN ACADEMY OF MANAGEMENT

CALL FOR PAPERS

DECEMBER 9-11, 2009

THEME: THE TIME OF IBEROAMERICA

HOSTED BY IAE BUSINESS SCHOOL

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DEADLINE FOR SUBMISSIONS

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THE TIME OF IBEROAMERICA

Iberoamerica is a beautiful and paradoxical region. From the more developed Spain and Portugal to the emerging Latin American countries, the region presents a high – yet not fully exploited – potential. Two major languages and two major colonizers, valuable natural resources, and similar political, administrative, and legal evolutions, among other factors, determine the landscape of opportunities and challenges. As the first decade of this new century advances, the region's GDP is expected to continue evolving, albeit at a slower pace than initially thought due to the recent financial crisis. In this scenario, how can academia help the region fulfill its potential?

New schools appear while traditional institutions adjust to the new times. In management, the emergence of business schools and the increase in the number of qualified scholars, for example, seems to indicate the beginning of a new era in education and research. Yet, resources for research are scant, while educational standards have only been freshly established and remain heterogeneous across institutions. What research topics should Iberoamerican scholars develop? How can these scholars more entrepreneurially deal with the matter of limited resources? What role do national systems and infrastructure play in the development of a more competitive and socially just educational system that promotes growth and a more even income distribution? The questions we ask in Iberoamerica partially differ from those asked by scholars, practitioners, and policy makers in other regions of the world. While managerial problems in Spain and Portugal have evolved to resemble those of more developed countries, managerial problems in Latin America are often mixed. Society is much more fragmented in Latin America. Within the same national context, both very affluent and deeply poor consumers may be observed. To what extent do companies operating in the region cater to these different types of customers? What areas of management research have addressed these particular issues?

Finally, some Iberoamerican countries rank in uncomfortable positions according to their perceived levels of corruption and exhibit weak institutional environments (e.g., poor protection of property rights, inefficient regulatory bodies, etc.). The problem exceeds the boundaries of the firms and imposes significant pressure in the way managers run their business. How have governments and policy makers across our region managed to control this pernicious problem, which seems to permeate across business-institutional interfaces?

The 2009 Iberoamerican Academy of Management Meetings will revolve around these and other key questions pertaining to our region. It is our hope that, in reflecting about them, we may identify ways in which to exert positive influence on practitioners, policy makers, and society at large.

Further Information: All the information about the conference will be posted at the web site www.iberoacademy.org during the next weeks.

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