



**ALBUS 2024 Annual Conference**  
**November 5-7, 2024**  
**Puebla, Mexico**

## **Call for Papers**

**November 5-7, 2024**  
**Puebla, Mexico**

### **Conference Chair**

Dr. Luis Camacho, Empire State University  
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### **Academic Chair**

Dr. Patricio Ramírez-Correa, Universidad Católica del Norte  
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### **Co-Chair**

Dr. Cristian Salazar-Concha, Universidad Austral  
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### **Communications Chair**

Prof. Elsa Moquete, Universidad APEC  
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## **Conference Theme**

**Developing Human Capital in Latin America: Economic Growth, Productivity, and Global Competitiveness in Times of Artificial Intelligence**

**Submission Deadline: July 31, 2024**

The Academy of Latin American Business and Sustainability Studies (ALBUS), USA, announces its 2024 annual conference, **Developing Human Capital in Latin America: Economic Growth, Productivity, and Global Competitiveness in Times of Artificial Intelligence**.

The significance of human capital in stimulating economic growth, enhancing productivity, and fostering global competitiveness, especially in Latin America, should be considered. Human capital refers to individuals' combined skills, knowledge, and expertise and is crucial in promoting economic growth, improving productivity, and maintaining a competitive position in the global market. In Latin America, a region characterized by volatile economic conditions, the significance of human capital becomes even more prominent. Latin America has faced obstacles such as stagnant economic advancement and productivity issues following substantial growth fueled by the commodity super cycle. To tackle these difficulties, it is crucial to prioritize enhancing human capital.

The emergence of artificial intelligence (AI) and other digital technologies brings forth both prospects and obstacles. Studies suggest incorporating AI technology into business operations can substantially benefit companies' productivity. In Latin America, this highlights the importance of developing a workforce that is not only proficient but also capable of utilizing new technologies to improve productivity and innovation. Enhancing education and training systems is paramount to constructing a more prosperous future for Latin America. Improving the quality and accessibility of education can result in more inventive societies that can overcome the stagnation in production that has affected the region, enhance its competitiveness, and promote sustainable and inclusive economic development.

AI is expected to play a crucial role in driving global economic growth. It can bring substantial value to different businesses by automating tasks, optimizing the movement of goods, enhancing decision-making through data analysis, and facilitating the creation of innovative products and services. However, fully harnessing the potential of AI in Latin America necessitates tackling many obstacles, such as investing in digital infrastructure, improving regulatory frameworks, and cultivating skills and education systems that align with an AI-driven future. The area must effectively manage the opportunities given by AI while minimizing its risks to ensure fair and equal advantages for all societies.

Latin America's current human capital situation is critical, as technological progress presents economic growth prospects and employment obstacles. The extent of these developments' influence will primarily rely on the region's ability to bolster its people resources through education, training, and policies that foster creativity and inclusiveness. Through this approach, Latin America may effectively utilize the capabilities of technology to stimulate economic expansion and enhance the quality of life for its population.

The 2024 ALBUS conference examines the various effects of artificial intelligence (AI) on the economy of Latin America, specifically focusing on how AI might promote the development of human skills, increase productivity, and enhance global competitiveness. The conference will explore the convergence of AI and economic growth strategies, emphasizing inventive methods for education, workforce enhancement, and policy formulation aimed at harnessing the capabilities of AI technologies. Submissions can include many aspects, such as the impact of AI on different economic sectors, the consequences of AI on job markets and education systems, and approaches to guaranteeing fair and inclusive distribution of benefits resulting from AI progress. We are accepting articles that provide perceptive assessments, case studies, and empirical research to elucidate how Latin America may effectively address the problems and capitalize on the potential given by artificial intelligence in the digital age.

ALBUS 2024 takes place in Puebla, Mexico. Universidad Anáhuac hosts the conference. Puebla's blend of history, culture, creativity, and educational initiatives make it a fitting choice for hosting an academic conference, offering participants a stimulating and enriching experience.

## Conference Highlights

1. **Professional Development.** ALBUS has placed a significant emphasis on professional development. Participants can register for the doctoral student and faculty workshop.
2. **Publishing Opportunities.** All accepted conference papers and Abstracts will be published in the 2023 ALBUS Conference Proceedings. A few selected competitive papers will be considered for publication in the following peer-reviewed journals subject to their online submission and normal review process: [Latin American Business and Sustainability Review \(LABSREVIEW\)](#), [Multidisciplinary Business Review](#) and [Revista Científica Ciencias Sociales](#), and [Fórum Empresarial](#).
3. **Conference Award.** Awards will be given for the conference's Best Paper, Best Paper—Doctoral Student, and Best Paper—Master's / Undergraduate Student.

### Keynote Speakers. We are honored that our keynote speakers will be the following scholars:



**Dr. Julie A. Gedro** is Dean of the School of Business, Undergraduate Studies, at Empire State University where she is also a tenured Full Professor. She holds a B.A. in Economics and English from the College of William and Mary; an M.B.A. from Kennesaw State University; and a Doctor of Education (Ed.D.) from the University of Georgia. Julie is certified as a Senior Certified Professional (SCP) by the Society for Human Resource Management. Dr. Gedro's awards include the State University of New York (SUNY) Chancellor's Award for Excellence in Scholarship and Creative Activities; the Empire State College (now University) Altes Prize for Outstanding Community Service; the Empire State College (now University) Susan

H. Turben Award for Excellence in Scholarship, and the Academy of Human Resource Development (AHRD) Laura L. Bierema Award for Excellence in Critical Human Resource Development (HRD). Julie is the author of numerous academic journal articles; the editor of three edited volumes; the Series Editor for the Palgrave Macmillan book series "Explorations in Workplace Stigma" which is a nine-book series on workplace subjects such as religion, autism, workplace ostracism, disability through a Caribbean perspective, and inequalities and identity. Julie is in her 21<sup>st</sup> year at Empire State University.



**Dr. Jorge Martin Diez Zamora** is a Professor at Universidad Anáhuac, Puebla, Mexico. He holds a B.S. in Economics from Universidad de las Americas, a Master's Degree in Regional Development from Colegio de Mexico, a Master's Degree in Education from Universidad Anáhuac, and a Ph.D. from Centro de Estudios Superiores en Ciencias Jurídicas y Criminológicas (CESCIJUC). Jorge completed a certificate in cognitive neuroscience and behavioral neurobiology at CESCIJUC. He is a professor of Neuromarketing for the MBA and doctorate programs at Brodward International University, Miami, USA. Dr. Diez's awards include Researcher in Neuroscience Applied to Marketing from IEU University, Mexico, and Excellence in Marketing Career by the Marketing Clan Association, Mexico. He also has

honorary positions as President of the Academic Marketing Council of the UPAEP, Mexico, and Member of the business council of TEC Milenio, Mexico. Dr. Diez has published several articles on marketing, consumer research, and neuroscience applied to marketing, as well as the book *Ten Myths of Neuromarketing* (2018), Art Graffiti Publishing House. He has taught at several universities in Mexico and internationally in Colombia at the Universidad Pontificia Bolivariana; in Nicaragua at the Universidad Centroamericana and in Spain at the University of Vigo, the University of Murcia, and ISIE Higher Institute for Business Research.



**Dr. Cristian Salazar-Concha** is an Associate Professor and Director of the Institute of Administration of the Faculty of Economic and Administrative Sciences of the Universidad Austral de Chile. He holds a degree in Civil Engineering in Computer Science from the University of Bio-Bio, a Master's Degree in Information Society Technologies from the School of Industrial Organization, and a PhD in Information Society and Knowledge from the Open University of Catalonia. He has actively participated in various research and environmental outreach projects. Doctoral thesis supervisor internationally and lecturer in America, Europe, and Asia. His research, reflected in JCR articles, covers teleworking, human resource management with ICT, the prevention of psychosocial risks derived from using ICTs, technostress, e-commerce, digital transformation, and xenocentrism and ethnocentrism of the digital consumer. Dr. Salazar-Concha's multidisciplinary studies advocate using new technologies to transform labor relations and democratize access to work. Numerous Ibero-American universities and institutions have invited Dr. Salazar to share his experience through talks and workshops on teleworking and technostress. Together with other researchers, he won the National Innovation Award in the Avonni Patagonia category for developing "DonoSangre", the first application in Chile to motivate blood donation.

## Paper and Panel Submissions

Papers, abstracts, or panel proposals can only be submitted to one track. The papers can be written in **English, Spanish, or Portuguese**. All papers will be subjected to a “blind review” by at least two members of the Scientific Committee based on relevance, originality, importance, and clarity. ALBUS 2024 paper, abstracts, and panel submissions are organized according to the following tracks.

Please note that if your paper or abstract is accepted, at least one author (the presenting author) must register for the conference to be included in the program and proceedings. All panelists must register for the conference so their names can appear in the program and proceedings of accepted panels. Please choose the track that best fits your submission from the options listed below:

### **1. Governments, Institutions, Education and Corporate Sustainability: Strategies for a Changing Landscape**

This track seeks conceptual and empirical submissions on how policies and civic engagement can drive AI's development and ethical use. Also, studies highlight institutions' need to foster innovation, regulate AI practices, and ensure that AI advancements contribute to equitable economic development and sustainability. New research focusing on education, corporate sustainability, and regional challenges due to AI are welcome.

**Track Chair: Dr. Luis Baquero, Universidad Pontificia de Puerto Rico, Puerto Rico**  
**Discussion Chair: Prof. Rosilda Miranda, Universidad APEC, Dominican Republic**

### **2. Digital Transformation**

**This track seeks conceptual and empirical contributions that** examine methods of expediting learning, enhancing corporate efficiency through technology advancements, and cultivating a competitive advantage in the global artificial intelligence landscape. The focus would be exploring using digital tools and AI to enhance human resources, stimulate economic expansion, and enhance efficiency by establishing novel business and production frameworks that promote

innovation and market entry. This track is designed to provide the workforce in Latin America with the necessary skills and knowledge to adapt to the future. Considering the changing global labor market, it aims to ensure that the digital economy benefits humanity and contributes to sustainable development.

**Track Chairs: Dr. Ari Melo Mariano, Universidad de Brasilia, Brazil**

**Discussion Chair:**

### **3. Marketing, challenges, and business performance**

This track solicits both conceptual and empirical submissions that explore the convergence of marketing strategies and tactics and the changing environment of corporate success within AI-driven economies. This track will examine how organizations may utilize AI and digital transformation to tackle marketing difficulties at both regional and global levels. It will also focus on how these strategies can improve corporate performance and promote sustainable growth.

**Track Chair: Dr. Meena Rambocas, The University of West Indies, Trinidad and Tobago**

**Discussion Chair:**

### **4. Human Capital, Culture, Ethics, Leadership, and Sustainability: Driving Change in Organizations**

This track emphasizes the comprehensive approach required to utilize human resources efficiently in the artificial intelligence age. It also examines incorporating moral considerations and sustainable methods in organizational leadership and culture, focusing on establishing a regulatory framework that promotes responsible digital transformation. The focus is on exploring global human capital trends, addressing ways for organizations and individuals to flourish in a world without boundaries, where artificial intelligence is interwoven.

**Track Chair: Dr. Jaime Porras, Universidad Libre, Colombia**

**Discussion Chair: Dr. Moises Banks, Universidad APEC, Dominican Republic**

### **5. Developing Sustainable Innovation and Entrepreneurship**

This track solicits papers to explore how Latin America can develop human capital to drive economic growth, improve productivity, and strengthen global competitiveness in the age of artificial intelligence. This track focuses on the crucial role that sustainable innovation and entrepreneurship play in this scenario, highlighting the importance of building a business future that is both economically prosperous and socially and environmentally sustainable. We encourage papers related to Social Entrepreneurship, sustainable business models that seek to generate economic and social benefits, the development of a business ecosystem that promotes collaboration and knowledge sharing to drive sustainability, and exploration of how emerging technologies, such as artificial intelligence, can be used to drive sustainability in entrepreneurship and innovation, and the development of management frameworks and models that foster sustainable innovation in companies of different sizes and sectors.

**Track Chair: Dr. Patricia Larios, Universidad del Pacifico, Perú**

**Discussion Chair:**

## **6. Decision Science, Machine Learning and AI in Decision Making**

This track primarily explores the profound influence of AI and machine learning (ML) technology on decision-making processes in different sectors. This track aims to investigate how these technologies can increase economic competitiveness, stimulate productivity enhancements, and promote the growth of human resources in Latin America. The track also explores the theoretical and practical elements of decision science, emphasizing the role of AI in enhancing decision-making in business, governance, and science. The papers will encompass the capacity of AI to tackle intricate societal issues, expedite scientific breakthroughs, and contribute to measures for economic diversification. It also addresses the ethical and sustainable development ramifications of implementing AI, guaranteeing that technological progress contributes favorably to society and the economy in a region ready for digital innovation-driven transformation.

**Track Chairs: Dr. Elizabeth Cortes Perez, Universidad de Puerto Rico, Puerto Rico**

**Discussion Chair: Prof. José Gil, Universidad APEC, Dominican Republic**

## **7. Accounting, Economics and Finance**

This track explores the significant interaction between these three domains and their influence on the region's economic environment in the era of artificial intelligence. The track aims to examine the impact of AI developments on accounting practices, economic policy, and financial markets, focusing on driving growth and improving productivity and the impact of AI on enhancing precision, productivity, and openness in accounting procedures, the consequences of AI-powered economic analysis and prediction for policy formulation, and the potential of AI in revolutionizing financial services and strategies for inclusivity.

**Track Chair: Dr. Jonathan Hermosilla, Universidad de la Serena, Chile**

**Discussion Chair:**

## **8. Information Systems and Knowledge Management in Organizations**

This track examines the significance of advanced information systems and efficient knowledge management strategies in improving organizational efficiency and fostering creativity within the framework of AI integration. It also discusses the impact of AI technology on the way organizations acquire, analyze, and employ knowledge to facilitate decision-making, promote collaborative settings, and improve competitive advantage. The track also explores the interplay between human and artificial intelligence to enhance knowledge management, examining the tools and tactics used to make organizational knowledge more easily accessible and actionable, and encompasses advancing intelligent information management systems, establishing dynamic capacities, and utilizing social capital for collaborative development within enterprises. The aim is to emphasize the profound impact of AI in reshaping knowledge management and information systems as crucial resources for cultivating human capital and promoting sustainable economic growth and global competitiveness in the region.

**Track Chair:**

**Discussion Chair:**

## Doctoral Student and Faculty Workshop



### Module 1: Qualitative research in scientific research

Qualitative research for doctoral students plays a crucial role in training them, especially in the human and social sciences and business, when human behavior is being analyzed. In this workshop, we will provide a conceptual and practical understanding of qualitative methods applied in research, as well as develop the skills necessary to design, execute, and analyze qualitative studies, which are essential for doctoral research in various disciplines. Likewise, this workshop will introduce participants to the formulation of research questions, appropriate data collection and analysis methods, ethical considerations, and use of software, and foster the ability to critically evaluate qualitative research and apply these methods in their research projects.

**Instructor:** Dr. Agustin Gabaray, Universidad Anáhuac, México



### Module 2: Bibliometric analyses in academic research

This workshop provides participants with comprehensive insights into bibliometrics, focusing on understanding research fields, identifying literature gaps, and assessing research impact. The topics that will be covered include the basics of bibliometrics, including citation analysis and its application in research impact assessment and bibliometric studies, the essential techniques for gathering a dataset for bibliometric analysis, offering hands-on experience in collecting, analyzing, and interpreting bibliometric data, introduce participants to software like R for conducting bibliometric analysis, visualizing scholarly networks, and understanding the literature in any field through state-of-the-art tool.

**Instructor:** Dr. Cristian Salazar-Concha, Universidad Austral de Chile, Chile



### Module 3: Quantitative methods in scientific research

This workshop is dedicated to exploring segmentation using Partial Least Squares Structural Equation Modeling (PLS-SEM), a pivotal aspect of contemporary quantitative research methodologies in business. It delves into the practical applications of segmentation techniques within the framework of PLS-SEM. Participants will gain comprehensive insights into effectively integrating segmentation strategies into PLS-SEM analyses, thereby enhancing the interpretation and generation of insights. The workshop emphasizes the exploration of synergies between segmentation methodologies of PLS-SEM and data science techniques, such as decision tree models. Additionally, this workshop segment will provide a simplified overview of this emerging field, specifically focusing on its application in doctoral studies.

**Instructor:** Dr. Patricio Ramirez-Correa, Universidad Catolica del Norte, Chile



### Module 4: Doctoral Students and Junior Faculty Consortium.

The 2024 Academy of Latin American Business and Sustainability Studies (ALBUS) Doctoral Students and Junior Faculty Consortium will be held on November 5, 2024, from 10 am to 12 pm. The Consortium will provide a unique setting for doctoral students and junior faculty to develop their research ideas, learn about the challenges of conducting academic research in business and sustainability, build a successful academic career in this field, and broaden their professional networks. The format of the Consortium will facilitate a constructive and supportive discussion among the doctoral students, junior and senior faculty, and the participating faculty on conducting high-quality academic research, managing the dissertation stage and research programs, and successfully entering or

improving the academic career. Concrete feedback on their current research projects, ideas, and guidance for their future research agenda will be given.

**Members:** Dr. Luis Camacho, SUNY Empire State University (Coordinator)  
Dr. Marius Potgieter, North-West University  
Dr. Patricia Larios, Universidad del Pacifico, Perú

## Conference Submission Instructions

All authors must have a [CMT account](#) (*please click on the link to register*) and should enter User Information and Conflict Domains on [ALBUSConf2024 Microsoft CMT](#) before creating a new submission or being added as a co-author. **Paper submissions will close on July 31, 2024 (23:59 Eastern time)**. Please make sure that your browser has cookies and Javascript enabled. Please add "[email@msr-cmt.org](mailto:email@msr-cmt.org)" to your list of safe senders (whitelist) to prevent important email announcements from being blocked by spam filters.

The primary author is responsible for all authors on their papers who have registered their institutional conflicts into CMT. Each author should list domains of all institutions they have worked for or collaborated closely with within the last 3 years (example: unapec.edu.do; esc.edu). DO NOT enter the domain of email providers such as gmail.com. This institutional conflict information will be used with prior authorship conflict information to resolve assignments to reviewers and area chairs. If a paper is found to have an undeclared or incorrect institutional conflict, the paper may be rejected.

**Creating a paper submission:** please read carefully and follow these instructions.

- 1) **Papers** – Submissions of fully developed papers are appropriate for consideration for competitive sessions. **Competitive papers must be fewer than 10,000 words**, including all materials, including appendices and references.
- 2) **Shorter manuscripts, work-in-progress, or abstracts** – Submissions are appropriate to receive participant feedback and allow interaction with other researchers with similar interests. **Shorter papers should be 2,500 to 5,000 words**, abstracts no more than 200 words.
- 3) **Special Topic/Panel Sessions** – We invite special topic/panel sessions, which can be in various formats. Proposals for special sessions should describe the topic, session format, and its importance to Latin American Business and Sustainability or education and identify all individuals (with their qualifications) who will formally participate. **Panel proposals should be limited to no more than 5,000 words**. Selection of special topics/ panel sessions will be limited according to the panel's quality and the topic's currency.

### Submission Guidelines

- All submissions must conform to the following guidelines: Times New Roman Font Size 12, 1" margin, and double-spaced.
- All submissions will include a cover page with the title of the study, five keywords, author name(s), title, affiliation, full address, telephone numbers, and official e-mail; the document's first page will include a title, a 200-word abstract followed by the body of the submission.
  - By default, only the abstract is published unless the authors indicate otherwise at the initial submission.
- The manuscript should preferably be saved in PDF format to ensure that reviewers see it in the intended way. However, Microsoft Word files will also be accepted.
- Please ensure all files are checked for viruses using updated anti-virus software before submission.



## After Submission

Authors will be sent an e-mail confirmation message upon submitting their paper through **Microsoft CMT**. All manuscript submissions will be subject to a blind review process and evaluated based on ALBUS members' interests, relevance to academic research, teaching and/or practice, analytical and conceptual rigor, quantitative and qualitative methods (if applicable), innovativeness, and significance of conclusions. Panel proposals will be evaluated based on interest to ALBUS members, relevance, teaching and/or practice, quality, innovativeness, fit with the conference theme, and diversity of participants.

All revised submissions will undergo routine editorial editing to ensure consistency and conformity with the ALBUS style. Failure to comply with reviewer comments and academic and language standards will result in the publication of only the abstract.

## Sponsors



## In association with



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