



## **Call for Papers**

**November 7-9, 2023**  
**Santo Domingo, Dominican Republic**

### **Conference Chair**

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### **Academic Chair**

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### **Co-Chair**

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## **Conference Theme**

**Driving Sustainable Business Development in Latin  
America: Innovative Strategies for a Changing World**

**Submission Deadline: September 30, 2023**

The Academy of Latin American Business and Sustainability Studies (ALBUS), USA, announces its 2023 annual conference, Driving **Sustainable Business Development in Latin America: Innovative Strategies for a Changing World**.

The pandemic of COVID-19 has accelerated the adoption of new technologies and compelled organizations to adapt swiftly to survive. Utilizing advances in AI, robotics, and digitalization, numerous industries have transformed how they interact with consumers and conduct business<sup>1</sup>. Adopting and incorporating these technological advances into business processes is essential for remaining competitive and relevant in a constantly evolving world. Organizations with a purpose-driven culture have achieved significant business transformations that infuse a higher purpose. These businesses create new growth enterprises outside their traditional core, guiding strategic decisions with a higher purpose and achieving success<sup>2</sup>. Organizations can develop innovative strategies that boost financial performance and positively impact the global community by aligning their objectives with a broader societal or environmental mission.

Implementing innovation within organizations necessitates a mental transformation in which employees at all levels view themselves as innovators. Small but significant initiatives can contribute to the sustained success of an organization. Encouragement of individual contributors and frontline executives, who are nearest to the consumers, to contribute and implement ideas can result in valuable innovations<sup>3</sup>. A culture of innovation can be fostered by empowering employees to think creatively and providing the necessary support and resources. Education plays a crucial function in preparing individuals for a constantly evolving world. Innovators in the education sector are reshaping the future of learning by leveraging technology, addressing disruptions caused by events such as the COVID-19 pandemic, and emphasizing the development of skills pertinent to a dynamic environment. Education can give individuals the tools necessary to flourish in a swiftly changing world by incorporating new pedagogical approaches, utilizing ed-tech solutions, and emphasizing critical thinking, creativity, and adaptability.

In this context, the main objective of the ALBUS 2023 conference is to explore innovative strategies that promote sustainable business development in Latin America. Also, considering financial challenges as one of the walls that limit in-person participation for many Latin American scholars, ALBUS is a **hybrid Conference** that offers the opportunity to participate online.

ALBUS 2023 takes place in Santo Domingo, the capital of the Dominican Republic. The conference is hosted by Universidad APEC (UNAPEC). Santo Domingo is the most important city in the Dominican Republic, in which history, education, culture, and diversity offer a unique cosmopolitan environment.

## 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 journal subject to its online submission and normal review process, [Multidisciplinary Business Review](#).
3. **Conference Award.** Awards will be given for the conference's Best Paper, Best Paper—Doctoral Student, and Best Paper—Master's / Undergraduate Student.

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<sup>1</sup> World Economic Forum. (August 2022). 8 technology trends for innovative leaders in a post-pandemic world. Harvard Business Publishing. c

<sup>2</sup> Anthony, S.D., Trotter, A. & Schwartz, E.I. (2019). Top 20 Business Transformations of the Last Decade. Harvard Business School Publishing.

<sup>3</sup> Molloy, J. (June 2019). Five Steps to Implementing Innovation. Harvard Business Publishing.

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



**Dr. José I. Rojas-Méndez** is a Professor of International Business and Marketing at Sprott School of Business, Carleton University, Canada. He received his Ph.D. in Marketing from Manchester Business School, England, and his M.B.A. from the University of Ottawa, Canada. His research interests include national branding, international consumer behavior, cross-cultural issues in business, and international marketing. He has published more than 50 academic papers, and his work has previously appeared in journals like *Tourism & Management*, *The Journal of Business Research*, *Marketing Intelligence and Planning*, *The Journal of*

*Advertising Research*, *Journal of Vacation Marketing*, *The Journal of Product and Brand Management*, *Place Branding & Public Diplomacy*, *The Journal of Non-Profit and Public Sector Marketing*, *The Journal of Global Marketing*, *Journal of Food Products Marketing*, *International Journal of Commerce and Management*, *Journal of Academic Ethics*, *Corporate Reputation Review*, *Journal of Targeting, Measurement and Analysis for Marketing*, *International Journal of Wine Business Research*, *Asia Pacific Education Review*, *Latin American Business Review*, and *The International Journal of Organization Theory and Behavior*.



**Dr. Patricio Ramirez-Correa** is a Full Professor at the Universidad Católica del Norte (Chile), holding a degree in Computer Engineering and a Master's in Management, with additional specializations in Finance and Predictive Models from the esteemed Pontifical Catholic University of Valparaíso (Chile). He holds a DEA in Marketing and a Ph.D. in Business Administration and Economics from the University of Seville (Spain). Dr. Ramírez-Correa's expertise lies in the realm of technology acceptance and usage, with a particular focus on the fields of education and health. His contributions to the academic community include publishing over

130 indexed papers in globally recognized databases such as Scopus and Web of Science. His work has appeared in journals like *Technological Forecasting and Social Change*, *Industrial Management & Data Systems*, *Journal of Retailing and Consumer Services*, *Telematics and Informatics*, *Interactive Learning Environments*, *Journal of Research in Interactive*, and *Computers & Education*. Recognized for his contributions, Dr. Ramírez-Correa has earned a well-deserved place among the top 2% of the most influential authors in Information Systems worldwide, according to the prestigious World's Top 2% Scientists ranking by Stanford University.



**Dr. Bidhan Chandra** is a Professor in International Business and Management at SUNY Empire State University in Saratoga Springs, New York, within the School of Business. He Dr. Chandra earned a B.S. degree in mechanical engineering from Ranchi University in India, an MBA in Finance and International Management, an M.A. in International Trade, and a Ph.D. in International Business from the State University of New York at Buffalo. In addition to his impressive academic background, Dr. Chandra has designed and implemented various consulting projects and training programs, including e-learning solutions, focusing on topics such as international business, intercultural management, global cultural diversity, U.S.-Asia business cultural integration, and high-performing multicultural global

virtual teams. His expertise lies in the cultural and behavioral aspects of working in multicultural global teams and facilitating the mutual cultural adaptation of Western and non-Western professionals in both physical and virtual environments. Dr. Chandra has conducted research and delivered consultation and training programs internationally in numerous countries. In 2004, he designed and led a ten-day "India Global Immersion Program" in India, providing on-site learning experiences for 22 senior-level executives from Advanced Micro Devices, a prominent American multinational technology company. Additionally, he has held a Visiting Professor position at the School of Management, University of

Buffalo, where he taught International Business to Chinese executives enrolled in the Motorola EMBA and Renmin University EMBA programs in Beijing between 2003 and 2005. Furthermore, he taught International Business in UB's Singapore EMBA program between 2006 to 2008. Dr. Chandra has consulted and provided cross-cultural and corporate training services to a wide range of Fortune 500 companies in the United States, as well as organizations in Canada, China, Costa Rica, Cyprus, Greece, India, Lebanon, Mexico, Singapore, South Africa, the United States, and the United Kingdom.

## **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 2023 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 for their names to 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 both conceptual and empirical submissions focusing on the intersection of government policies, educational institutions, and corporate practices in accomplishing sustainability objectives in a constantly changing landscape. This course focuses on the various strategies and initiatives that can be implemented to address environmental, social, and governance (ESG) challenges and promote sustainability.

**Track Chair: Dr. Luis Baquero, Universidad Pontificia de Puerto Rico, Puerto Rico**

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

### **2. Digital Transformation**

This track seeks conceptual and empirical contributions that advance our knowledge of digital transformation. It examines the influence of digital technologies and strategies on education, industry, research, and innovation. Digital technologies, the application of artificial intelligence (AI), machine learning (ML), virtual reality (VR), augmented reality (AR), data analytics, and other emergent technologies should be covered.

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

**Discussion Chair: Prof. Rosilda Miranda, Universidad APEC, Dominican Republic**

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

This track solicits both conceptual and empirical submissions that investigate various marketing-related facets, the challenges encountered in marketing practices, and the effect of these challenges on business performance. Studies related to entrepreneurial and marketing issues in cross-national and cross-cultural environments, such as assessing competitive environments, target markets, brand equity, adaptation/standardization strategies, social media marketing, marketing analytics/metrics, and corporate social responsibility, are welcome. We also encourage submissions on digital marketing tools to research

and reach affinity audiences, cultural, social, legal, and economic differences, and consumer ethnocentrism/xenocentrism.

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

**Discussion Chair: Prof. Martín Diez, Universidad Anahuac, Mexico**

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

This track examines the interdependence of human capital, organizational culture, ethics, leadership, and sustainability in driving positive change within organizations, recognizes the importance of human capital to organizational success, and examines topics such as talent management, employee development, diversity and inclusion, employee engagement, and the role of human resources in enhancing organizational performance. Recommended topics include the role of culture in fostering innovation, collaboration, employee satisfaction, and organizational effectiveness, cultural transformation, values alignment, ethical culture, the impact of culture on organizational results, ethical leadership, decision-making, corporate social responsibility, leadership theories, styles, and practices that support sustainability, ethical decision-making, and employee engagement, sustainable business practices. This track examines the intersections of human capital, culture, ethics, leadership, and sustainability to foster a deeper understanding of how organizations can create positive change, promote ethical behavior, enhance employee well-being, drive innovation, and contribute to a sustainable future.

**Track Chair: Dr. Patricia Larios-Francia, Universidad del Pacífico, Perú**

**Discussion Chair: Prof. Carlos Alexander, Universidad Nacional Pedro Henríquez Ureña, Dominican Republic**

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

This track solicits papers that examine the intersection of sustainability, innovation, and entrepreneurship in driving positive change and creating long-term value, as well as how innovation can address social, environmental, and economic challenges, promote resource efficiency, and foster positive social impact. Topics related to sustainable product design, eco-innovation, circular economy, sustainable technology development, and sustainable business model innovation may be covered. In addition, the track investigates the role of entrepreneurship in driving sustainability and addressing global challenges, focusing on how entrepreneurs can create innovative solutions, develop sustainable business models, and contribute to sustainable development goals, as well as social entrepreneurship, sustainable start-ups, impact investing, sustainable entrepreneurship education, and the incorporation of sustainability principles into entrepreneurial ventures.

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

**Discussion Chair: Dr. Jorge Toribio, Universidad Nacional Pedro Henríquez Ureña, Dominican Republic**

#### **6. Decision Science, Accounting, Economics, and Finance**

This track focuses on investment and financing decisions, financial and corporate reporting, risk management, and applying the decision science discipline in business. Firms use diverse governance approaches and delegate decision-making to maximize organizational value while adhering to the financial reporting requirements of various nations. Corporate governance incorporates varying degrees of internal and external oversight, including board structures, compensation practices, ownership patterns, shareholder

activism initiatives, and disclosure options across firms and nations. We welcome submissions on finance and accounting, sustainable finance, multinational enterprise management, and corporate. We also welcome original research on governance practice determinants, such as legal, financial, and political institutions, and their effects on performance, outcomes, accounting standards, financial reporting quality, tax planning practices, financial risk management practices, CSR practices, bank lending, capital market development, venture capital development, and mergers. We also invite submissions that examine the effects of international investors on company strategies, including international private equity, sovereign wealth funds, international hedge funds, and crowdfunding. Lastly, we welcome papers on practices, common challenges, and innovative applications of Generative AI tools, Operations Management and Analytics.

**Track Chairs: Dr. Jonathan Hermosilla-Cortés, Universidad de la Serena, Chile**

**Discussion Chair: Dr. Daisy Perez, Universidad Nacional Pedro Henríquez Ureña, Dominican Republic**

## 7. Information Systems and Knowledge Management in Organizations

Information systems and knowledge management are indispensable to the success and competitiveness of businesses. Information systems are tools, processes, and technologies used to collect, store, organize, and disseminate data and information. On the other hand, knowledge management concentrates on the strategic management of knowledge assets, such as explicit knowledge (codified information) and tacit knowledge (experienced knowledge). Knowledge management involves creating, documenting, refining, preserving, labeling, and disseminating information throughout an organization. Modern organizations can only be successful with information systems and knowledge management. Utilizing information technology effectively in knowledge management systems enables organizations to leverage their knowledge assets, make informed decisions, and remain competitive. By nurturing a culture of learning and collaboration, organizations can establish a knowledge-driven environment that fosters innovation, increases productivity, and ensures long-term growth.

**Track Chair: Dr. Cristian Salazar-Concha**

**Discussion Chair: Prof. Miguel Peña, Universidad tecnológica del Cibao Oriental, Dominican Republic**

## Doctoral Student and Faculty Workshop



### **Module 1: How to write academic papers for high ranked journal**

Writing a scientific paper and seeing it through to publication in a peer-reviewed journal is a significant endeavor; it also represents a challenge, especially for the inexperienced writer. This workshop's first module introduces doctoral students, faculty, and practitioners to 'How to write a scientific research paper for high-ranked journals.

**Instructor:** Dr. Marius Potgieter, North-West University, South Africa



### **Module 2: Academic research papers and technology**

If used correctly, the investigative process has gained a series of tools to facilitate the scientific method. This workshop's second module aims to take a tour of essential tools for research. We will also critically reflect on using artificial intelligence (AI) in research and how scientific journals position themselves. From this meeting, we aim to identify the opportunities and challenges of these new research tools.

**Instructor:** Dr. Ari Melo, University of Brasilia





### **Module 3: Quantitative methods in scientific research**

Quantitative methods have historically been widely used in business research, and in the last three decades, quantitative methods based on multivariate statistics have become a standard. However, this might be changing. Data science techniques are being employed to address limitations from common assumptions in statistical procedures, such as the linearity and normality of variables. This workshop's third module will provide a simplified overview of this new line of work, focusing on its application in doctoral studies.

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

## **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 ALBUS2023 Microsoft CMT before creating a new submission or being added as a co-author. **Paper submissions will close on September 30, 2023 (23:59 Eastern time)**. Please make sure that your browser has cookies and Javascript enabled. Please add "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, inclusive of all materials, including appendices and references.
- 2) **Shorter manuscripts, work-in-progress, or abstracts** – Submissions are appropriate to receive feedback from participants and allow interaction with other researchers with similar interests. Shorter papers should be 2,500 to no more than 5,000 words, abstracts no more than 200 words.
- 3) **Special Topic/Panel Sessions** – We invite special topic/panel sessions, which can be in a variety of 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 abstract is published unless authors indicated otherwise at the time of 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 successful submission of their paper through **Microsoft CMT**. All manuscript submissions will be subject to a blind review process and will be 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.

### **Organizers**



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