



BALAS
The Business Association
of Latin American Studies
RIO 2012
ANNUAL CONFERENCE
Latin American Firms Competing
in the Global Economy

Hosted by PUC-Rio (Pontifical Catholic University of Rio de Janeiro)

CALL FOR PAPERS

March 28-30, 2012 - Rio de Janeiro, Brazil

Paper Submission Deadline: November 1, 2011

www.balas.org

Global competition is well-known to Latin American firms. As their domestic market has been contested by foreign competitors, opportunities abroad have also emerged and been exploited. While there have been noteworthy setbacks as well as remarkable triumphs, several challenges and prospects still remain. From both theoretical and managerial perspectives, it is important to understand what mistakes have been made, what courses have paid off, and what lessons have been learned. For the BALAS 2012 conference, we are particularly interested in contributions about the pattern of internationalization of Latin American firms – their trajectories and their management of geographically dispersed operations. Also, a discussion of the similarities and differences of Latin American firms vis-à-vis those of other continents as well as across Latin American firms themselves would be enlightening. Advancement of the implications for academic research, managerial practice and public policy would be greatly welcome. Besides inviting you to submit to the Conference Theme Tracks, BALAS also encourages submissions to the regular Conference Tracks. All papers submitted are to focus on the business or economic environment of Latin America or the Caribbean. Paper submission deadline is November 1, 2011.

Important notice

The Journal of Business Research and Academia / Revista Latinoamericana de Administración

will publish special issues with the best papers of the BALAS 2012 conference.

CONFERENCE THEME TRACKS

Strategies for Global Competitiveness

Impact of Public Policy on the International Expansion of Latin American Firms

GENERAL LATIN AMERICAN BUSINESS TRACKS

Accounting, Taxation and Management Information and Control Systems

Consumer Behavior

Corporate Finance

Culture, Social and Ethical Issues

Economic Environment and Regional Integration

Entrepreneurship and Family Business

Financial Markets, Investment and Risk Management

Human Resource Management

Information Technology Management

Marketing Management

Management Education and Teaching Cases

Supply-Chain and Operations Management

Programme Chair: Jorge Carneiro, PUC-Rio (jorgemtc@iag.puc-rio.br)

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