



**UDEM Business School and the Mexican Academy of
Administrative Sciences (ACACIA)**

UDEM

Call for Papers for the

**XXV International Congress on Administrative Sciences
Research**

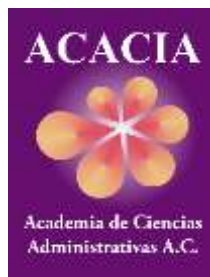
Related to the topic
**“Innovation in the Digital Era: Strategic Agility and
Transformation”**

To be held at the ESTOA Building of the Universidad de Monterrey.

San Pedro Garza García, Nuevo Leon, Mexico

From May 24th-27th, 2022.

**XXV International Congress on Administrative Sciences Research
“Innovation in the Digital Era: Strategic Agility and Transformation”
ACACIA 2022**



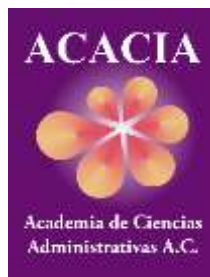
Objectives:

- To build and spread knowledge regarding innovation's transformative relevance in the Administrative Sciences under the topic: **“Innovation in the Digital Era: Strategic Agility and Transformation”**.
- To foster a favorable environment for the meeting of researchers, academics, students and professionals in the Administrative Sciences and related disciplines in order to analyze and discuss the new trends of the Digital Era and organizational innovations.
- To create a space for the submission of research projects from undergraduate and postgraduate students, in order to encourage the interest on science, technology and research, generating knowledge that promotes strategic innovation in public and private organizations, which in turn will help face disruptive environments in a competitive manner.
- To motivate the publication of the best submitted research projects in the journal *Teoría y Praxis de ACACIA* and other high-quality national and international indexed academic journals.

Context for the Congress

Nowadays, top management, counselors, executives and businessmen face one of the biggest challenges in their organizations due to the pandemic generated by COVID-19. Amongst these new challenges we find the new working at a distance practices or *home office*, different business hybrid models, the change of the role of human capital in business, as well as new organizational responsibilities towards society in the economic and social post-pandemic recovery. The post-COVID 19 world needs organizations which can swiftly adapt through innovation and continuous digital transformation to be able to grow and consolidate in the market. Interaction with different *stakeholders*, including the government and academia will be key during this transformational process, not only for Mexico but for the international community at large.

**XXV International Congress on Administrative Sciences Research
“Innovation in the Digital Era: Strategic Agility and Transformation”
ACACIA 2022**



Topics for the Congress

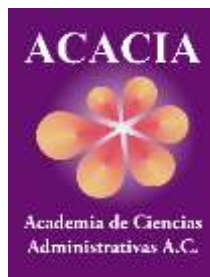
ACACIA welcomes research proposals for its nineteen chapters which offer new approaches for analyzing public and private organizations' adaptation to the new competitive environment.

Chapters for the XXV International Congress on Administrative Sciences Research	
1. Operations Administration, Engineering and Systems Management	11. Marketing
2. Education Management	12. Research Methods
3. Strategic Management	13. Small and Medium Enterprises
4. Knowledge Management	14. Organizational Change and Development Processes
5. Regional Development and Sustainability Management	15. Organizational Theory
6. Public Administration	16. Fiscal accounting and auditing
7. Cultural, Social and Philosophical Administrative Issues	17. Business Legal Issues
8. Economics and Finance	18. Gender Studies
9. Innovation and Technology Management	19. Entrepreneurship, Business Creation and Incubation
10. Leadership, Human Capital and Behaviour	

Congress format:

The Congress will be hybrid, which means that the speakers will get to decide how best to present in a synchronic way. Those speakers which can attend on-campus will be welcome at Universidad de Monterrey, and those that cannot travel to the main campus will be able to present on-line. In-person attendance at Monterrey will be conditioned to the authorizations and recommendations of the local health and government authorities

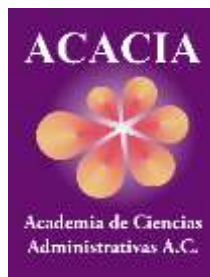
XXV International Congress on Administrative Sciences Research
“Innovation in the Digital Era: Strategic Agility and Transformation”
ACACIA 2022



I. Guidelines for speakers' participation:

The maximum number of speakers per presentation is three.

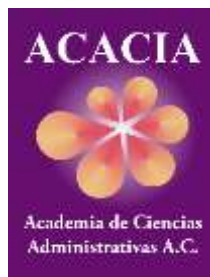
1. The maximum number of papers an author may present is two (2)
2. Proposals may be submitted in Spanish, English or French.
3. The paper must be unpublished, an outcome of theoretical or empirical research, and submitted with partial or final conclusions. In all cases, research must be original, relevant and developed with strict scientific and methodological rigor.
4. The minimum paper length is 15 pages and maximum length is 25, including summary, graphs, tables, references and all annexes. It must be sent in Word format (doc, docx).
5. Use Arial 12 font, 1.5 cm spacing and 2.5 cm margins (top, bottom, left and right), with centered numbering at the bottom of the page. The paper's title is the main heading.
6. All proposals that do not fulfill the previous format requirements will not be considered for the Congress.
7. Proposal must be sent in two files:
 - a. **File 1.** Full paper: title, summary of maximum 250 words, no more than three keywords, introduction that includes objective and research problem, theoretical framework, analysis of results, conclusions and references in APA 6 format. In this file the authors' name will not be included.
 - b. **File 2.** Cover Page: Congress information, paper's title, author(s) information ordered by contribution, phone number and email of the main author and institutional affiliation. Note: Please write down the chapter in which you are participating.
 - c. When choosing your chapter, you should take into account the working guidelines for the keywords.
8. No proposals will be accepted that are submitted at the same time for the V Encuentro de Jóvenes Investigadores and/or the XII Coloquio de Posgrado.
9. Author(s) who transfer their papers' rights for publication (Copyright Transfer Agreement) should include a copy of their official identification (INE, DNI or passport).
10. All proposals will be submitted to double blind peer-review.
11. The paper should be submitted for only one Congress chapter, otherwise it will be automatically rejected



12. Deadlines and key dates:

Proposal submission	November 15th, 2021	Until January 16th, 2022.
Paper outcome notification	December 1st, 2021	Until March 1st, 2022.
Submission of accepted proposals with modifications	A week after the author(s) have been informed of their paper outcome	
Final acceptance letter	February 14th, 2022	Until March 11th, 2022
Copyright Transfer Agreement submission	March 14th, 2022 at the latest.	Only those articles with the author(s) signature by the required date will be published in the electronic journal with ISSN.
Deadline for scheduling presentation date in the congress (Registration and payment)		Due March 21, 2022

13. All proposals must be uploaded through the congress website <https://www.udem.edu.mx/es/institucional/congreso-acacia-2022>. The author will be able to follow his submission through the same website, or by email notifications.
14. The best proposals for each chapter will receive special recognition and the right to be published in the *Revista Ciencias Administrativas, Teoría y Praxis* or any other journals in collaboration with ACACIA.
15. The Academy for Administrative Sciences will grant the award “Raúl Conde” to the best Congress proposal with a special recognition for quality, contribution and scientific and methodological rigor.
16. Those proposals with methodological and scientific rigor, as dictated through double-blind peer-review, and selected for each chapter will be published in an ACACIA electronic journal with ISSN.
17. Only those proposals that meet the format requirements and payment deadlines will be considered for presentation and publication.

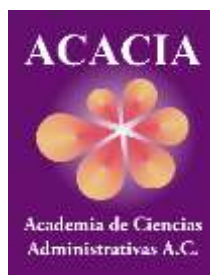


18. Papers for the different chapters can only be submitted by the author or co-authors, no submissions will be accepted by other third parties.
19. Only those proposals meeting the aforementioned terms and conditions will be accepted. Any other circumstances which might arise will be evaluated by ACACIA's Coordinación Académica del Congreso and Vicepresidencia de Capítulos.

II. Presentation of books and journals

Amongst the Congress activities, there will be room for the presentation of printed or electronic books and journals relevant for administrative sciences within the following considerations:

1. The presentation must be registered and submitted to the Congress website <https://www.udem.edu.mx/es/institucional/congreso-acacia-2022> under the Presentación de libros y/o Revistas section. You must include: front page, authors, edition date, official book or journal index in pdf file, writing down the name and general information of the presenter.
2. Printed and online books and journals from renowned publishers will be accepted. For books, publishing houses must be registered in CANIEM (Cámara Nacional de la Industria Editorial Mexicana) or its international equivalents, and for journals they must be indexed in Latindex, Redalyc, Scopus and/or SSCI.
3. Editing date for the book must be 2020 onwards.
4. Presentation will be in a special session, with an allowed time of 10 minutes per work.
5. It is recommended donating to ACACIA and the Universidad de Monterrey a sample of the submitted work.
6. Registration for publications will be from April 1st to 22nd, 2022.
7. Acceptance of presentations will be confirmed by April 29th, 2022 at the latest.
8. The Congress will not allow the presentation of publications which have not been registered.
9. Any scheduling or circumstances not considered in this Call is competence of the Coordinación Académica del Congreso.



III. Registration Fees

Mexican pesos			
Category	Early fee* From December 6th 2021 to March 1st, 2022	Regular fee* From February 2nd, 2022 to March 21st, 2022	Includes
Presenters	\$ 4,500	\$ 5,500	Registration, congress kit, participation and presentation certificate, electronic journal with ACACIA's ISSN registration, welcome cocktail, transportation during the Congress, official picture, cultural night, gala dinner and two meals.
Participants	\$ 4,500	\$ 5,500	Registration, congress kit, participation certificate, welcome cocktail, transportation during the Congress, official picture, cultural night, gala dinner and two meals.
Companion	\$ 3,000	\$ 3,500	Cultural night, gala dinner and two meals.
Student presenters**	\$ 3,000	\$ 3,500	Registration, congress kit, participation and presentation certificate, electronic journal with ACACIA's ISSN registration, welcome cocktail, transportation during the Congress, official picture, cultural night, gala dinner and two meals.
Student participants**	\$ 3,000	\$ 3,500	Registration, congress kit, participation certificate, welcome cocktail, transportation during the Congress, official picture, cultural night, gala dinner and two meals.
Assistant Students**	\$400	\$500	Right to attend the main sessions of the congress chapters, main congress conference and participation certificate.



Mexican pesos			
All online presentations***		\$1,500.00	Registration, participation and presentation certificate, electronic journal with ACACIA's ISSN registration.
All online participants without presentation***		\$500.00	Registration and participation certificate.
<p>*ACACIA members have a 15%discount. **The student fee requires a valid and current student ID. ***There will be a scholarship fund for a group of online presenters and participants, merit based, which could exempt them from the registration fee.</p>			

IV. Payment Methods

Through the website <https://www.udem.edu.mx/es/institucional/congreso-acacia-2022> the participant can choose the payment method (e-commerce)

- a. UDEM Services website (debit and credit cards, transfers)
- b. Bank account deposit in US Dollars or Mexican Pesos

V. Accommodation

Through the website <https://www.udem.edu.mx/es/institucional/congreso-acacia-2022> you will have accommodation choices with special discounts for congress participants as well as other entertainment options.

Important links:

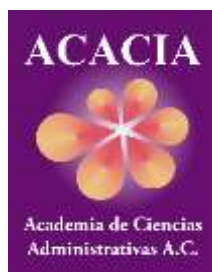
<https://nuevoleon.travel/>

<https://www.facebook.com/turisonl>

https://www.instagram.com/nl_extraordinario/

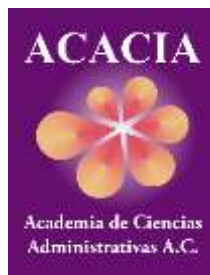
Se sugiere descargar en sus dispositivos la app Pasaporte Nuevo León:

<https://www.pasaportenl.app/bienvenido/descubre-nuevo-leon>

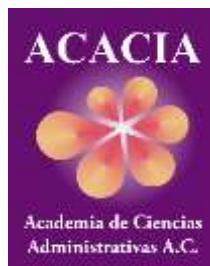


VI. Congress Committee

XXV International Congress on Administrative Sciences Research ACACIA Universidad de Monterrey	
President	Dr. Carlos Atoche Kong. Business School Dean
Congress General Coordinator	Dr. Karla María Nava Aguirre Global Business Academic Director
Coordinator for the Coloquio Doctoral and Encuentro de Jóvenes Investigadores	Dr. Leticia Ramos Dr. Sergio Madero
ACACIA Academic Coordinators	Dr. Mónica Lorena Sánchez Limón ACACIA President Dr. María Luisa Saavedra García Chapter Vice-President
Executive Committee 2018-2021 Mexican Academy of Administrative Sciences, ACACIA, A.C.	
Dr. Mónica Sánchez Limón Universidad Autónoma de Nuevo León	President
Dr. María Luisa Saavedra García UNAM	Chapter Vice-President
Dr. Sergio Manuel Madero Gómez ITESM-Monterrey	Committee Vice-President
Dr. Cesar Gurrola Ríos UJED	Secretary
Dr. Gerardo Reyes López Universidad Autónoma de Chihuahua	Pro-secretary
Dr. Alejandro Ibarra Yúnez EGADE	Treasurer
Dr. José Gerardo Ignacio Gómez Romero UJED	Pro-treasurer
Dr. Martha Ríos Manríquez UGTO	Networking Committee
Dr. Leonor Elena López Canto UADY	Admission Committee
Dr. Arturo Briseño García Universidad Autónoma de Tamaulipas	Publishing Committee
Dr. Francisco Ernesto Navarrete Báez UNIVA	Finance Committee
Dra. Leticia Ramos Garza ITESM-Monterrey	Postgraduate Colloquium



Chapter Managers	
Chapter	Manager
Operations Administration, Engineering and Systems Management	Dr. Jaime Garnica González Universidad Autónoma del Estado de Hidalgo
Education Management	Dr. Patricia Hernández García Universidad Autónoma de San Luis Potosí
Strategic Management	Dr. Karla María Nava Aguirre Universidad de Monterrey
Knowledge Management	Dr. Carlos Enrique Atoche Kong Universidad de Monterrey
Regional Development and Sustainability Management	Dr. Lorena Álvarez Castañón Universidad de Guanajuato
Public Administration	Dr. Juan Carlos Centeno Maldonado Universidad de Coahuila
Cultural, Social and Philosophical Administrative Issues	Dr. Ruth Noemí Ojeda López Universidad Autónoma de Yucatán
Finance and Economics	Dr. Christian Bucio Pacheco Universidad Autónoma del Estado de México
Innovation and Technology Management	Dr. Carlos Enrique Atoche Kong Universidad de Monterrey
Leadership, Human Capital and Behaviour	Dr. Carlos Colín Flores Universidad Anáhuac
Marketing	Dr. Judith Cavazos Arroyo Universidad Popular Autónoma de Puebla
Research Methods and Models	Dr. Consuelo García De la Torre Universidad de Monterrey
Small and Medium Enterprises	Dr. Arcelia Toledo López IPN CIIDIR Oaxaca
Organizational Change and Development Processes	Dr. Laura Arminda Garza González Universidad Autónoma de Aguascalientes
Organizational Theories	Dr. María Luisa Saavedra García Universidad Nacional Autónoma de México



Fiscal Accounting and Auditing	Dr. Teresa Vargas Vega Universidad Autónoma del Estado de Hidalgo
Business Legal Issues	Dr. Ana Laura Medina Conde Universidad Autónoma de Tlaxcala
Gender Studies	Dr. Guadalupe Briano Turrent Universidad Autónoma de San Luis Potosí
Entrepreneurship, Business Creation and Incubation	Dr. Guadalupe Calderón Martínez Universidad Nacional Autónoma de México

VII. General Information

For more information regarding the 2022 ACACIA Congress, please enter the website <https://www.udem.edu.mx/es/institucional/congreso-acacia-2022>
Congress email: congreso.acacia2022@udem.edu