

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

**UDEM**

Call for Papers for the

**XII Postgraduate Research Consortium ACACIA 2022**

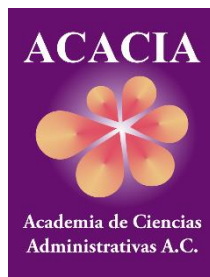
Related to the topic  
**“Innovation in the Digital Era: Strategic Agility and  
Transformation”**

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

San Pedro Garza García, Nuevo León, México

May 24th, 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.

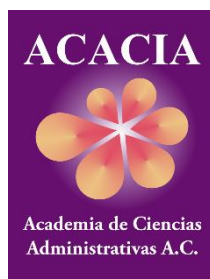
## Context for the Congress

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.

## 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.

**XXV International Congress on Administrative Sciences Research  
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ACACIA 2022**



| <b>Chapters for the XII Postgraduate Research Consortium</b>     |  |
|--|--|
| 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                      |  |

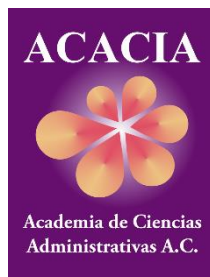
**Postgraduate Research Consortium format:**

The Consortium 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

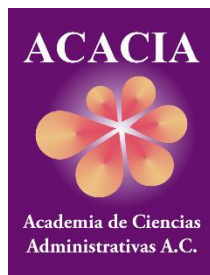
**I. Guidelines for speakers´ participation:**

The maximum number of speakers per presentation is one.

1. The maximum number of papers an author may present is only one (1)
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.



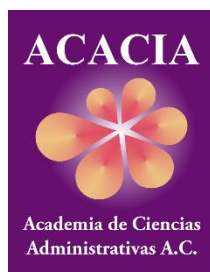
4. The minimum paper length is 10 pages and maximum length is 20, including summary, graphs, tables, references and all annexes. It must be sent in Word format (doc, docx).
5. Use Arial 12 font, 1.5 cm spacing and 2.5 cm margins (top, bottom, left and right), with centered numbering at the bottom of 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 Consortium.
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: Consortium 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. All proposals will be submitted to double blind peer-review.
9. The paper should be submitted for only one Research Consortium chapter, otherwise it will be automatically rejected



Deadlines and key dates:

|   |  |                            |
|---|--|----------------------------|
| Proposal submission   | November 15th, 2021  | Until February 11th, 2022. |
| Paper outcome notification  | December 1st, 2021   | Until March 11 th, 2022.   |
| Submission of accepted proposals with modifications   | A week after the author(s) have been informed of their paper outcome |                            |
| Final acceptance letter   | Februray 28th, 2022  | Until March 11th, 2022     |
| <b>Deadline for scheduling presentation date in the consortium (Registration and payment)</b> |  | Due May 13 th, 2022        |

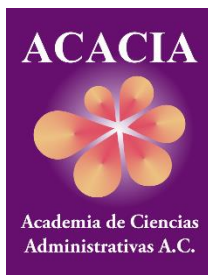
10. All proposals must be uploaded through the congress website <https://www.udem.edu.mx/es/institucional/congreso-acacia-2022>. The author will be able to follow his submission through the same website, or by email notifications.
11. Only those proposals that meet the format requirements and payment deadlines will be considered for presentation.
12. Papers for the different chapters can only be submitted by the author, no submissions will be accepted by other third parties.
13. Only those proposals meeting the aforementioned terms and conditions will be accepted. Any other circumstances which might arise will be evaluated by ACACIA´s Postgraduate Consortium Research committee.



## **II. Registration Fees**

| <b>Mexican pesos</b>  |   |   |  |
|---|---|---|--|
| <b>Category</b>   | <b>Early fee*<br/>From December<br/>6th 2021 to March<br/>1st, 2022</b> | <b>Regular fee*<br/>From February<br/>2nd, 2022 to<br/>March 21st, 2022</b> | <b>Includes</b>  |
| Participants in the Postgraduate Research Consortium<br><br>(Includes participation in the Conference)  | \$ 3,000**  | \$ 3,500**  | Registration, consortium kit, participation certificate, transportation during the Consortium, and coffee break. |
| All presentations in the Postgraduate Research Consortium (In person or online)<br>***<br><br>(Does not include participation in the Conference)  |   | \$ 1,500  | Registration, participation and presentation certificate, electronic journal with ACACIA's ISSN registration.    |
| Students only attend the Postgraduate Research Consortium   |   | \$ 400  |  |
| <p>*The student fee requires a valid and current student ID.<br/> **The fee include participation in the Postgraduate Research Consortium and registration to the XXV Congress ACACIA 2022.<br/> ***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> |   |   |  |

## **III. 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

#### **IV. 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/turismonl>

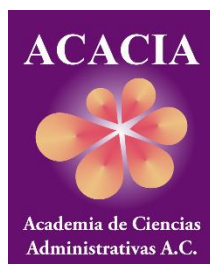
[https://www.instagram.com/nl\\_extraordinario/](https://www.instagram.com/nl_extraordinario/)

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

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

#### **VI. Congress Committee**

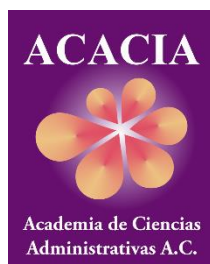
| <b>XXV International Congress on Administrative Sciences Research<br/>ACACIA<br/>Universidad de Monterrey</b> |   |
|---|---|
| President   | Dr. Carlos Atoche Kong.<br>Business School Dean                   |
| Congress General Coordinator  | Dr. Karla María Nava Aguirre<br>Global Business Academic Director |



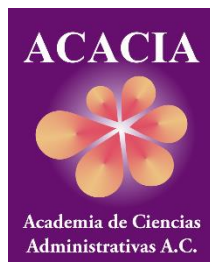
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| Coordinator for the Postgraduate Research Consortium and Junior Researchers Meeting               | Dr. Leticia Ramos<br>Dr. Sergio Madero   |
| ACACIA Academic Coordinators  | Dr. Mónica Lorena Sánchez Limón<br>ACACIA President<br>Dr. María Luisa Saavedra García<br>Chapter Vice-President |
| <b>Executive Committee 2018-2021<br/>Mexican Academy of Administrative Sciences, ACACIA, A.C.</b> |  |
| Dr. Mónica Sánchez Limón<br>Universidad Autónoma de Tamaulipas                                    | President  |
| Dr. María Luisa Saavedra García<br>UNAM   | Chapter Vice-President   |
| Dr. Sergio Manuel Madero Gómez<br>Tecnológico de Monterrey, Región Monterrey                      | Committee Vice-President   |
| Dr. Cesar Gurrola Ríos<br>UJED  | Secretary  |
| Dr. Gerardo Reyes López<br>Universidad Autónoma de Chihuahua                                      | Pro-secretary  |
| Dr. Alejandro Ibarra Yúnez<br>EGADE Business School   | Treasurer  |
| Dr. José Gerardo Ignacio Gómez Romero<br>UJED   | Pro-treasurer  |
| Dr. Martha Ríos Manríquez<br>UGTO   | Networking Committee   |
| Dr. Leonor Elena López Canto<br>UADY  | Admission Committee  |
| Dr. Arturo Briseño García<br>Universidad Autónoma de Tamaulipas                                   | Publishing Committee   |
| Dr. Francisco Ernesto Navarrete Báez<br>UNIVA   | Finance Committee  |
| Dra. Leticia Ramos Garza<br>Tecnológico de Monterrey, Región Monterrey                            | Postgraduate Research Consortium and Junior Researchers Meeting Committee  |

| <b>Chapter Managers</b> |                |
|-------------------------|----------------|
| <b>Chapter</b>          | <b>Manager</b> |





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



|  |  |
|--|--|
| Gender Studies                                     | Dr. Guadalupe Briano Turrent<br>Universidad Autónoma de San Luis Potosí    |
| Entrepreneurship, Business Creation and Incubation | Dr. Guadalupe Calderón Martínez<br>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](mailto:congreso.acacia2022@udem.edu)