



CALL FOR PAPERS

9th International Symposium of Management and Marketing

10th ESPM Management Conference

<http://www2.espm.br/pesquisa/espm-symposium>

November 10-11, 2014 / Sao Paulo, Brazil

“Marketing, Strategy and Innovation in the Process of Firm Internationalization”

The ESPM (*Escola Superior de Propaganda e Marketing*) invites researchers, executives, faculty members and students who investigate issues related to the management field, in general, and international business, in particular, to submit papers or teaching case studies to the **9th International Symposium of Management and Marketing** and **10th ESPM Management Conference (2014 ESPM Symposium/Conference)**.

We invite theoretical/conceptual papers and empirical work that draw on qualitative or quantitative methods, as well working papers on any of the following conference theme tracks:

- 1) International Marketing
- 2) International Strategy
- 3) International Innovation
- 4) Education, Management Research and Case Studies

We will accept papers written in Portuguese, Spanish or English. All papers will be double-blind refereed. Copies of all the accepted papers will be published in the 2014 ESPM Symposium/Conference Proceedings. Detailed guidelines for the submission of conference papers is available on the conference website: <http://www.espm.br/simposioespm>

The **best two papers of each conference theme track** will be indicated under **fast track** to the following Brazilian academic journals:

- **InternexT** – Revista eletrônica de Negócios Internacionais da ESPM (<http://internext.espm.br>)
- **Remark** – Revista Brasileira de Marketing (<http://www.revistabrasileirmarketing.org>)
- **RAEP** – Revista Administração: Ensino e Pesquisa da ANGRAD (<http://www.angrad.org.br/revista/>)
- **RAI** – Revista de Administração e Inovação (<http://www.revistarai.org/rai>)

The 2014 ESPM Symposium/Conference is also pleased to host the **1st ESPM Doctoral Consortium**. It provides to the selected doctoral students the opportunity to discuss their research with distinguished Brazilian faculty members while promoting the integration, network and exchange of ideas with other doctoral students in the international business field.

1. The Event

The 2014 ESPM Symposium/Conference will take place at ESPM - Prof. Francisco Gracioso Campus located in São Paulo, Brazil, during **10-11 November 2014**. In the morning period, the international symposium will receive distinguished guests, such as an international speaker as well as Brazilian faculty members and executives of multinational firms to participate in special panels related to the conference theme. In the afternoon period, it will take place the presentation sessions of the selected papers and the doctoral consortium session. We welcome all academic and executive communities to attend this event.

2. Symposium/Conference Theme

Marketing, Strategy and Innovation in the Process of Firm Internationalization

Recently, it should be noted that beyond the focus of the domestic market, a number of companies are allocating their attention to international markets. Therefore, it becomes increasingly important to investigate how this internationalization process of multinational companies has been developed in this global scenario. This process mainly involves aspects related to international marketing, strategy and innovation. Within this scope, the ESPM promotes the **9th International Symposium of Management and Marketing** and **10th ESPM Management Conference** aiming at: understand the academic contributions - Brazilians and international researchers - that are consolidating in the international business field; disseminate the findings and stimulate new empirical research on issues that are more likely to have fast development; discuss the validity of theories formulated in other contexts; propose new theoretical frameworks and models. The event also seeks to align the academic findings to the professionals who are engaged in international business and have particular interest in the political and business environment in Brazil.

3. ESPM

ESPM is an educational institution with 63 years focused on undergraduate courses in Marketing, Management, Advertising, Journalism, Design, International Relations, and Information Systems in Communication and Management. The institution also offer masters (MSc) and doctoral (Ph.D.) programs in Communication and International Management.

4. International Guest Speaker



Prof. Pervez Ghauri
(King's College London)

The international guest speaker is **Prof. Pervez Ghauri**. Currently, he is Professor of International Business at King's College London in the United Kingdom. He has been visiting professor at Lunds University (Sweden); Heinrich-Heine University (Germany); Robert-Schuman University (France); Copenhagen Business School (Denmark); Michigan State University (USA); University of Valencia (Spain); and University of International Business and Economics (China). Professor Ghauri serves as consultant for the International Trade Centre (ITC/UNCTAD) in Geneva, Airbus Industries (France), Ericsson (Sweden), Norwegian Export Council (Norway), the Foreign Investment Agency at the Ministry of Foreign Affairs (Netherlands) and Thomas, Shook & Bacon (UK). He sits on the Board of Directors of the Centre of International Business at Leeds University Business School (UK).

5. Conference tracks

The papers submitted to the **2014 ESPM Symposium/Conference** will be accepted in the form of theoretical/conceptual papers, empirical papers, and teaching cases studies resulted from original research in the following topics:

Tracks	Track Chair	Description
Track #1 International Marketing	Vivian Strehlau (ESPM)	Global marketing; Marketing knowledge building; International marketing and innovation; Product and brand management; Marketing channels management; Strategic communication management; Consumer behavior; Digital marketing; Retail marketing; Corporate ethics and marketing; Marketing, corporate social responsibility and sustainability in corporations.

Tracks	Track Chair	Description
Track #2 International Strategy	Frederico Turolla (ESPM)	Internationalization strategies; International business and emerging countries; Foreign direct investment in Latin America; Multilatinas and multinationals from emerging countries; Scenarios construction and business strategy; Corporate strategy and sustainable development; Alliances and strategic networks; Methodologies for strategic planning; Implementation, control and strategy evaluation.
Track #3 International Innovation	Felipe Borini (ESPM)	Innovation in the international context in subsidiaries, multinational companies, manufacturing and service companies; Diffusion of innovation; Innovation management in the international environment; Management of technological innovation, collaborative innovation, sustainable innovation; Innovation and learning in emerging economies; Innovative business models; Policy and strategic management of science, technology and innovation; Innovation and export; Innovation and national systems; R&D in international environment; Innovation transfer.
Track #4 Education, Management Research and Case Studies	Manolita Lima (ESPM)	Internationalization of education – mobility of people, mobility of courses and programs, institution building and campus outside the country of origin; Epistemology and organizational studies; Approaches, methods and techniques of research in organizational studies; Training for teaching; Didacticism and innovative methods in management education; Resources focused on learning; Higher education: courses, programs and institutions organization; Teaching case studies.

6. Submission guidelines

There are three types of submissions: (1) Academic Papers; (2) Teaching Cases Studies; (3) Doctoral Consortium. The details of the submission format can be accessed at <http://www2.espm.br/pesquisa/espm-symposium>

7. Double-blind referees

A committee of referees will be formed by each theme track. The review of submitted articles as well as cases studies will follow the double blind review system. For the doctoral consortium, a committee of referees will be formed. The evaluation of the thesis project will consider the following points: research problem and objective; literature review; methodology and references.

8. Requirements for papers' publication in the Conference Proceedings

The publication of selected papers in the conference proceedings requests the conference registration (at least one of authors). If the registration is not made within the deadline stated in the program schedule, the paper will not be included in the conference proceedings. Please check carefully if all inputs data are correct in the online submission system (title, author's name, institution, e-mail) in order to avoid any mistyping. Note that your typed information will be used in the conference proceedings.

9. Registration fees

There are no registration fees to attend the conference. But we ask for a symbolic contribution of two kilograms of non-perishable food that will be donated to a charity institution.



10. Important dates

The papers should be submitted using the online submission system available at <http://sistemas.espm.br/symposium>, in the period from **01 July 2014** to **15 August 2014** until 23:59 (GMT – Brasilia time zone).

Description	Important dates
Paper submission opens	1 July 2014
Paper submission deadline	15 August 2014
Notification of acceptance for submitted papers	29 September 2014
Online registration opens	29 September 2014
Deadline for registration for authors with accepted papers	17 October 2014
2014 ESPM Symposium/Conference	10-11 November 2014

11. Organizing Committee

General Coordinator

Marcos Amatucci (ESPM)

Symposium Chair

Thelma Valéria Rocha (ESPM)

Conference Chair

Mário Henrique Ogasavara (ESPM)

Symposium/Conference Co-Chair

Alan Jezovsek Kuhar (FGV)

Antônio Augusto de Miranda Grieco (FGV)

Doctoral Consortium Chair

Eduardo Eugênio Spers (ESPM)

Scientific Committee

Ricardo Zagallo Camargo (ESPM)

Thelma Valéria Rocha (ESPM)

Mário Henrique Ogasavara (ESPM)

Ilan Avrichir (ESPM)

Mateus Canniatti Ponchio (ESPM)

Conference Secretariat

Rossana Orte André

Jocileide Andrade Marques de Melo

Liliane Matias de Almeida

Juliana Chini

12. Contact

More information can be found on the event website: <http://www2.espm.br/pesquisa/espm-symposium>.

If you need further information, please send your message to congresso2014_info@espm.br.

Looking forward to seeing you here in Sao Paulo!