



Building Digital Bridges for International Business in Latin America and the World

9th Annual AIB-LAT Conference – March 14–16, 2019

Cochabamba, Bolivia

The rise of digital technology has brought new challenges and uncertainties to companies; however, it also created new opportunities to do business with organizations in different places of the world. Digital technology allows companies, consumers, business partners, and governments to create connections (digital bridges) by interacting and collaborating in digital space. Using multiple digital platforms such as Facebook, Twitter, Whatsapp, and others, international business has never been more accessible and available for companies. These companies could use digital platforms in an attempt to interact with other firms across geographic boundaries and open new markets, reach potential customers more efficiently, and promote goods and services internationally at a fraction of cost from more traditional mechanisms. The transition towards a more digitalized society and business environments brings crucial questions about the future of MNEs. Are digital platforms equally advantageous for all companies in all industries? Are digital platforms used differently in MNEs from advanced versus emerging countries? What would be the effects of MNEs not adopting and adapting to new digital platforms?

To address these and other related issues, the Latin American Chapter of the Academy of International Business (AIB-LAT) announces its 9th Annual conference “Building Digital Bridges for International Business in Latin America and the World”, to be held in Cochabamba, Bolivia at UPB-Universidad Privada Boliviana from **March 14-16, 2019**.

We cordially invite you to submit papers related to the conference theme. Papers more broadly based on international business and Latin America will also be welcomed. The review of manuscripts for the conference will be led by Program Chair **Marcelo J. Alvarado-Vargas** (University of Toledo, USA), with support from the track chairs listed below:

- Innovation and Global Value Chains: **Moacir de Miranda Oliveira, Jr.** (USP, Brazil)
- CSR, Sustainability and Corporate Governance: **Miguel A. Montoya** (Tecnologico de Monterrey, Mexico)
- International Human Resources and Diversity: **Michel Hermans** (IAE, Argentina)
- Entrepreneurship and Family Business: **Santiago Mingo** (UAI, Chile)
- FDI and Internationalization: **Keith J. Kelley** (University of Michigan-Flint, USA)
- Institutions and International Business: **Diego Finchelstein** (UDESA, Argentina)
- International Management and Marketing: **Melanie Lorenz** (Florida Atlantic University, USA)
- International Business in Latin America and the Caribbean: **Cyntia Vilasboas Calixto** (FGV, Brazil)

Full Paper Submission Deadline: September 15, 2018.

Communication of Decisions: November 12, 2018.

Additional Scholarly Activities: The AIB-LAT conference in Cochabamba will also feature academic events specifically designed for Ph.D. students and young scholars who want to receive developmental feedback from experienced researchers on their current research projects. Additional information and application procedure will be available later. Pre-Conference activities chair is **Patricio Duran** (UAI, Chile).

Founded in 1993, **Universidad Privada Boliviana** (UPB) has been ranked as the best business school in Bolivia for the past four years. Its full time MBA programs and EMBA programs ranks UPB among the best business schools in Latin America. UPB’s Olave School of Business has national presence in Bolivia’s most important cities with campuses in Cochabamba, La Paz and Santa Cruz.

Cochabamba, located in Bolivia’s heart, is known as the “The Garden City” because of its spring-like temperatures. Cochabamba a.k.a. “La Llajta” (word in Quechua for town) is among Bolivia’s most economically, socially, and culturally progressive cities. Cochabamba is a city of contrasts: modern and colonial architecture co-existing in harmony in many of the city’s districts; international and national cuisines make Cochabamba a place to visit; Cochabamba’s “Cristo de la Concordia” located atop San Pedro Hill is visible from all locations in the city and it has become an iconic place to visit.

Conference Host Chair: **Sergio Garcia-Agreda** (UPB, Bolivia)

Chapter Chair: **Maria Alejandra Gonzalez-Perez** (Universidad EAFIT, Colombia)

Visit <http://www.aib-lat.org> and www.aiblat2019.org for more information in the coming weeks. Submit questions to lat2019@aib.msu.edu