

V SYMPOSIUM OF BUSINESS AND INTERNATIONAL DEVELOPMENT

Trends in Emerging Markets

May 8 & 9, 2024

Medellin, Colombia

Emerging markets encounter various challenges, including the disparate growth of developed countries, the volatility of the dollar affecting foreign direct investment and inflation rates, fluctuations in interest rates, rising oil prices, shifts in supply chains to nearby locations, recent changes in valuations by the MSCI and the IMF¹. In addition, factors such as the recovery in Chinese demand, electoral tensions in 2023 in countries such as Argentina, Turkey, Thailand, and along with over 50 countries will set for elections in 2024 including the United States, Mexico, Russia, Ukraine, among others, make the economic outlook for Latin America in 2024 a topic of interest for the World Bank². This endeavor aims to examine trends, benefits and comparative and competitive advantages of Latin American countries and companies, with a specific focus on Colombia, and to explore best practices and business transformations that contribute to capacity building for competitiveness and appropriate investment policies in emerging markets.

The V Symposium on Business and International Development organized by the Politecnico Grancolombiano and EAFIT University will delve into the dynamics and "Trends in Emerging Markets". Participants are invited to consider the implications, complexities and opportunities that Colombia as well as other countries defined as emerging markets – based on rapid growth and investment- in particular potential countries for emerging markets in Africa and Asia and those classified in the MSCI Index³, presents. This event aims to provide a platform for discussion among academics, policymakers and business leaders. It encourages academic and empirical or applied research in international business (IB), exploring the nature of the different dynamics of emerging markets and the rapid changes leading to foreign and trade policy adaptations tailored for the competitiveness of emerging market multinational enterprises (EMNEs).

The Symposium will address critical dimensions, such as the transformation of emerging markets to align with the current global context, mitigating geopolitical risks, as well as the study of the relationship between academia and business from the concepts and practices that delve into theoretical and empirical approaches to IB, area studies and theories of emerging markets. Additionally, discussions will encompass the evolution of cities as robust and favorable environments for sustainable tourism, the risks and opportunities of the tourism industry of emerging source markets, Lastly, the impact of digital transformation on trade and logistics which has played a pivotal role in the development of emerging markets will be explored.

¹International Monetary Fund (IMF) (2023). World Economic Outlook 2023. <https://www.imf.org/es/Publications/WEO/Issues/2023/10/10/world-economic-outlook-october-2023>

² World Bank (2023). Global Economic Prospects 2024. <https://www.bancomundial.org/es/publication/global-economic-prospects>

³ MSCI (2023). Market Classification 2023. <https://www.msci.com/our-solutions/indexes/market-classification>

Track 1. Trends in emerging markets and business growth

Track chair: Juliana Correa

This track delves into proposals addressing the strategies used by Colombian companies for market entry and consolidation in emerging countries in Africa and Asia, particularly in the field of Cultural Adaptation and Contextualization. This field aims to analyze how companies are facing and adapting to the cultural, regulatory, and economic variances inherent in these developing markets. Additionally, it seeks to explore the innovative practices adopted by companies within the context of Business Innovation in Emerging environments. This examination is crucial for understanding how companies sustain their competitiveness and ensure sustainability amidst evolving commercial landscapes. Within the domain of Sustainability and Corporate Social Responsibility, it becomes relevant to examine the business strategy of Colombian companies in emerging markets contributing to sustainable development on a global scale, along with the unique opportunities these markets offer for business growth. This track includes topics such as:

- Study of IB with emphasis on the analysis of the economic, commercial, cultural and technological growth within emerging markets
- Responsible governance
- Digitalization in the international environment
- International complexity vs Local complexity
- International relations of Colombia with Emerging Markets in Asia and Africa

Track 2. Academia and Business

Track chair: Irma Liliana Vásquez

This track welcomes academic contributions related to teaching, learning, pedagogy and international business (IB) education across diverse academic levels -undergraduate, specialization, executive education, master's degree, MBA, DBA programs- all aimed at training future business leaders. The primary objective is to provide a forum for sharing concerns, problems, opportunities, solutions, and sharing knowledge and perspectives concerning the relationship between academia and business. This involves concepts and practices that delve into theoretical and empirical approaches to IB, area studies and theories of emerging markets. This track aims to improve pedagogical practices, to foster the internationalization of the curricula, and to promote the use of different digital, interactive, multimedia and artificial intelligence tools, that stimulate teaching innovation, skill development, and learning within intercultural and transcultural classrooms, particularly with emerging market countries. This track covers topics such as:

- Experiential learning, simulations, role-playing games, problem-based learning, teaching and case study design
- Internationalization of the business school, collaborative online international learning (COIL), mirror classes, international virtual exchange, cross-cultural classrooms with a focus on emerging markets
- Gender equality in IB study in Emerging Markets
- Future of IB education

Track 3. Tourism and Internationalization of cities

Track chair: Alexander Balzan

This track provides a dynamic platform to engage in discussions and analysis the crucial role of tourism in the development of emerging markets. It centers around key topics such as tourism sustainability, ecological practices and social responsibility for more sustainable and ethical tourism. Gastronomy will be explored as a distinctive and attractive element of local cultures, its potential to boost tourism and promote cultural heritage. Examinations of Tourism infrastructure, its facilities and tourist services will be a focal point, emphasizing practices of emerging economies to attract a greater number of visitors, as well as Colombia's potential to allure visitors from these economies. This panel also examines the promotion of destinations, effective strategies for marketing tourist destinations, especially in the current digital and media context, and tourism management in emerging markets, its challenges and opportunities in the administration and planning of tourism in these contexts. This track addresses topics such as:

- Sustainability in tourism, ecological practices and social responsibility.
- Strategic management in tourism; online travel; and tourism marketing
- Global hospitality and consumer behavior
- Interculturality and gastronomic tourism
- Entrepreneurial tourism

Track 4. Trade, international logistics and digital transformation

Track chair: Diana Valdés & Clara Velásquez

This track invites a debate on how emerging markets have been able to overcome challenges such as the slowness recovery of some more developed markets from the Covid-19 Pandemic crisis, diminished imports from emerging and developing markets, the looming risk of increased protectionism measures due to factors like offshoring, nearshoring and digital internationalization. We welcome submissions that analyze the growth and evolution of trade and the export base in emerging markets, the opportunities for diversification of the exportable supply in emerging markets based on global demands, the conditions for the internationalization and sustainability of Small and Medium Enterprises (SMEs) from emerging countries, the reflections on ratified and projected trade agreements, the studies on infrastructure for international trade and the logistics chain. This track covers topics such as:

- Growth and evolution of trade and the export base in emerging markets
- Opportunities for exportable supplies diversification in emerging markets based on global demands and successful cases
- Conditions for the internationalization and sustainability of SMEs born in emerging countries
- Reflections on existing and future trade agreements
- Digital and physical infrastructure for international trade and the logistics chain.

Important Dates

January 30, 2024	Call for Extended Abstract Opens
March 17, 2024	Deadline to Submit Extended Abstracts
April 5, 2024	Acceptance or Rejection Notifications (sent by email to the individual who submitted the proposal) Registration Opens
April 26, 2024	Registration Deadline to remain in the Program
May 2, 2024	Deadline to Submit complete papers (Optional)
May 8 & 9, 2024	Symposium dates (in-person event in Medellin, Colombia)

Registration Fee and Certificates

The event has no cost to participate as a speaker or attendee, however, it is necessary to register between April 5 and 26, 2024 at the [link](#). Participants as speakers and attendees will receive their respective certificate after the Symposium.

Guidelines for Extended Abstracts

A maximum of two presentations will be allowed per proponent (as author or co-author) in different tracks. The presentation proposal is an Extended Abstract type and must be sent through the [link](#), where you will provide the following information:

- The thematic track that best fits your Extended Abstract.
- Title of the paper, the abstract should not exceed 500 words, include the problem and objective of the research, methodology, main results and conclusions (if it is a complete research), (4 -6) keywords, references (excerpt).
- Brief profile of each proposer(s), covering academic training, professional experience (max. 150 words), institutional affiliation; provide the email of the main corresponding author
- Proposals are welcome in either Spanish or English
- Check spelling and grammar before submitting your proposal.

The Scientific Committee is only responsible for evaluating the scientific quality of the works. All proposals require a formal, in-person presentation according to the Symposium Program. The abstracts presented at the Symposium will be published in a Conference Proceedings with ISBN.

Optionally, the main authors of accepted proposals will be asked to send the complete document (research in progress or completed), in word format, before **May 2, 2024**.

Guidelines for publication in a research book

Depending on the quality of the documents received, they will be recommended and invited for publication as a book chapter resulting from research. Submissions in this category are subject to the guidelines established by the Publisher. To inquire about this option, do not hesitate to contact the Organizers to the email: simposioendi@poli.edu.co

Limits and restrictions for submitting Extended Abstracts

Submission limit: Before adding a name of your proposal, verify if that person does not exceed the restriction of two papers per proposer (as author or co-author), each proposal must be registered in different thematic tracks.

Submission Responsibility: The author of accepted single-author proposals, or at least one author of accepted multi-author proposals, agrees to register for the conference and present the proposal. Personal requests for variation of time slots will not be accepted and the author(s) will be assigned specific time slots.

Plagiarism: Authors must ensure that submitted articles are their own work and appropriate credit must be given to all sources, including any prior work of the authors themselves.

Program Committee

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