



# CALL FOR PAPERS

## ***Learning from Uncertainty: Building a Resilient and Sustainable Latin America and the Caribbean***

12<sup>th</sup> Annual Conference of the Academy of International Business (AIB)  
Latin America and the Caribbean Chapter (AIB-LAC)

**July 1 – 3, 2022**

**Miami, United States**

<http://www.lac.aib.world>

The discussion of uncertainties in the world has been a persistent agenda in business and academia, involving financial crisis, political instability, institutional changes, and conflicts. A "new normal" usually settles following turmoils and changes the *status quo*. Although the consequences of some crises are circumscribed to the country where the events originated, others disseminate well beyond borders. The coronavirus pandemic is such a case. Its spread worldwide directly impacted local communities, mainly in health, social, and economic parameters. A "new normal" established an unusual behavior around the world. People are practicing physical and social distancing, using masks and other hygienic products. Traditional businesses started to execute rapid changes related to home-office, e-commerce, or creating innovations and new business models. Traditional universities and schools implemented online and then, hybrid classes while producing new teaching methodologies. Public institutions employed digitalization to continue providing public services to their population. Local governments increased intervention with restrictions of business hours, people's movement, or even closing borders. All these changes affected economies, social lifestyles, health conditions, consumer behavior, and the way of doing local and global business.

In this way, the current period of uncertainty and a "new normal" scenario bring extraordinary challenges and opportunities to international business researchers, particularly in Latin America and the Caribbean (LAC). This region has undergone a long history of uncertain times with political-economic instability. At the same time, LAC firms and organizations have developed many competencies to navigate turbulent waters, such as a strong survival instinct, frequent and flexible changes in short periods of time, business model innovation, and an internationalization strategy to offset risk in the home market. But, what about now with this "new normal" situation and uncertainty period? What kind of learning did LAC firms and organizations have during this uncertainty period? How do LAC entrepreneurs, firms and organizations behave? What kind of transformation needs to be done by LAC firms and organizations? What are the challenges and opportunities for LAC entrepreneurs, firms and organizations regarding environmental, social, health, political, and economic issues? What are the strategies adopted by LAC firms to prosper and compete globally? What are the main changes in LAC's consumer behavior and business models with these uncertain times? Which innovations emerge during this uncertainty period?



To address these and other related issues, the Latin American & Caribbean Chapter of the Academy of International Business (AIB-LAC) announces its **12<sup>th</sup> Annual Conference**, "*Learning from Uncertainty: Building a Resilient and Sustainable Latin America and the Caribbean*," to be hosted by **Florida International University (FIU)** at its Downtown campus on Brickell Avenue in **Miami**, from **July 1-3, 2022**.

We want to highlight that the main **2022 AIB Conference** will be held from **July 5-9, 2022**, in **Miami** at the **Intercontinental Hotel** (0.9 miles from FIU Brickell). It is an excellent opportunity for AIB-LAC members to attend the main AIB Conference at a reasonable cost and with much value added (e.g., network, knowledge, activities, among other benefits). Additionally, there is the traditional US holiday on **July 4, Independence Day**. It is a unique chance to experience *in situ* this important cultural and political celebration.

We cordially invite you to submit your research related to the conference theme. Also, research more broadly based on international business, and its particularities in the Latin America and the Caribbean regions will be welcome. The review of manuscripts will be coordinated by the conference Program Chair Professor **Mário Henrique Ogasavara** (ESPM, Brazil), with support from the track chairs listed below.

Conference Tracks	Track Chairs
Innovation and Digital Transformation	Juan Velez-Ocampo, <i>Universidad de Antioquia, Colombia</i> Moema Pereira Nunes, <i>Feevale, Brazil</i>
Global and Regional Supply Chains	José Satsumi López, <i>Tecnológico Nacional de México-ITV, Mexico</i> Sabina Mlodzianowska, <i>Universidad de Lima, Peru</i>
Environmental, Social and Governance Issues in IB	Fabiola Monje-Cueto, <i>UPB, Bolivia</i> Ana Maria Gomez-Trujillo, <i>CEIPA Business School, Colombia</i>
International HRM, Global Leadership, and Diversity	Maria Beamond, <i>RMIT University, Australia</i> Jase Ramsey, <i>Florida Gulf Coast University, USA</i>
Entrepreneurship and Family Business	Indianna Minto-Coy, <i>University of West Indies, Jamaica</i> Maria Elo, <i>University of Southern Denmark, Denmark</i>
International Business in Latin America and the Caribbean	Ivan Garrido, <i>Unisinos, Brazil</i> Cathy Rubiños, <i>Universidad del Pacífico, Peru</i>
Political, Financial and Economic Environments and Institutions	Diego Finchelstein, <i>Universidad de San Andrés, Argentina</i> Jacobó Ramirez, <i>Copenhagen Business School, Denmark</i>
Teaching and Learning in IB	Karla Maria Nava-Aguirre, <i>Universidad de Monterrey (UDEM), Mexico</i> Cynthia Calixto Casnici, <i>University of Leeds, UK</i>
Global and Regional Strategy	Carlos Rodriguez, <i>INCAE, Costa Rica</i> Guido Rojer, <i>University of Curaçao, Curaçao</i>
Research Methods in IB	Silvio Vasconcellos, <i>ESPM, Brazil</i> Juan Carlos Sosa Varela, <i>Universidad Ana G. Méndez, Puerto Rico</i>
International Marketing and Consumer Research	Constanza Bianchi, <i>Universidad Adolfo Ibáñez, Chile</i> Melanie Lorenz, <i>Florida Atlantic University, USA</i>
Conference Theme " <i>Learning from Uncertainty: Building a Resilient and Sustainable Latin America and the Caribbean</i> "	Maria Alejandra Gonzalez-Perez, <i>Universidad EAFIT, Colombia</i> Elizabeth Moore, <i>Northeastern University, USA</i>



## Important Dates

- **Full Paper Submission Deadline: January 24, 2022**  
All submissions will be handled through the AIB online submission system. Please refer to the detailed submission instructions page for additional information on how to prepare and submit your submission. Submission system: <https://meetings.aib.msu.edu/lat/2022/>
- **Target Communication of Decisions: March 1, 2022**

## Conference Host Institution

### Florida International University (FIU) Business

The International Business programs at FIU Business are recognized as being among the best in the US. The College has established international prominence through partnerships with over thirty distinguished foreign universities and an advanced study abroad program. Our undergraduate IB program is currently ranked second by *US News & World Report* (2020, 2021) and our international MBA program is ranked third (2021). Numerous other programs are also [highly ranked](#), including Real Estate (#1), MSHRM (#2), Online MBA (#10) and Masters in Marketing (#10), among others. Our faculty and doctoral students maintain strong commitments to the Academy of International Business (AIB), the Academy of Management (AOM), and the Strategic Management Society (SMS) through publishing, editing, reviewing, and maintaining a presence in conference involvement and organizational offices. The International Business faculty at FIU includes thought leaders in the field and numerous current and past officers of AIB, AIB-LAC, AOM, BALAS, IABS, Iberoamerican AOM, and SMS, among other. Significant international business expertise is housed throughout all departments within the college. We are excited to serve as host of the 2022 AIB-LAC annual meeting and look forward to welcoming you to Miami.

**William Newburry**, FIU  
*Conference Host Chair*

## Further Information

- AIB-LAC website: <http://www.lac.aib.world>
- AIB events website: <https://www.aib.world/events/>
- Program Chair: **Mário Henrique Ogasavara**, *ESPM, Brazil*
- Pre-Conference Chair: **Michel Hermans**, *IAE-Universidad Austral, Argentina*
- Conference Host Chair: **William Newburry**, *Florida International University (FIU), USA*
- Chapter Chair: **Jorge Carneiro**, *FGV EAESP, Brazil*
- Communication officer: **Diana Bank Weinberg**, *TCU, USA*