



Consejo Latinoamericano de Escuelas de Administración - CLADEA

**Annual Assembly
2016**



INNOVATION IN BUSINESS SCHOOLS

Medellín - Colombia
"Most Innovative City, Urban Land Institute"

From the 2nd to the 4th of October 2016
Intercontinental Hotel Movich



www.cladea2016.org - www.ascolfa.edu.co



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WELCOME LETTER

Welcome to the CLADEA 2016 Congress

Throughout its tumultuous history, Latin-American thought has sought for a common interest, a collective solution to the problems of our specific realities; the understanding of each context in relation to the nature of the countries that conform it; a pertinent inspiration directed to specific environments considering the types of companies, the regional diversity, the geography, and the diverse development conditions.

In such regard, CLADEA regroups its members in order to find in our cohesion the understanding of our differences. For this reason, since the creation of CLADEA, the Colombian business schools have always been present. Today, Colombia is the country with the most members, including almost 50 associates, all of which are also members of ASCOLFA, the Association of Colombian Business Schools. On account of this union, we will be your hosts in 2016.

From the 2nd to the 4th of October 2016 will take place the **51st Annual Assembly of CLADEA 2016**, organized by ASCOLFA together with the Colombian schools associated with CLADEA and ASCOLFA in the city of Medellín, Colombia. In 2013, the city was granted the award for the most innovative city. Medellín is also known as the city of eternal spring and it is the second most important city in the country.

The primary focus of the event will be **“INNOVATION IN BUSINESS SCHOOLS”**, and its main purpose will be to share our experiences and our theoretical and practical advances both in the academic field and in the social and entrepreneurial sectors. We expect to gather more than 750 participants from all over the world and visitors from all the countries that are part of CLADEA. The main speakers that are invited are recognized worldwide for the themes they proposed. In addition, will be present at the Entrepreneurial Track the CEOs of Latin-American companies, known as “Multilatinas”, and in the Deans’ Track international academic panelists with a considerable experience in the subject matters of our Schools.

Simultaneously, other already traditional events will be taking place. On this occasion, we will give more notice to the XIV Doctoral Colloquium; the XIII Assembly of the Association of Directors of Information Centers, which will be involved in all CLADEA 2016 activities; and the Research Track, for which the following themes have been selected: Innovation in education and curriculums, Social responsibility and innovation processes, Innovation methodologies, Development of financing instruments and financial management systems, Innovation and sustainable development, Leadership and change management in innovation, Technology management and innovation, Entrepreneurship and innovation, Internationalization and innovation.

We will be waiting for you in Medellín, Colombia. The event will be organized in the Intercontinental Hotel Movich, whose hosting, logistics and convention capabilities will guarantee your confort and the success of our Assembly.

CHAIRMAN CLADEA 2016



MEDELLÍN, YOUR HOST

In the midst of a mountain chain and with a spring weather all year round, **Medellín** is the capital city of the department of Antioquia; a capital of technology, industry, education and sport in Colombia.

Medellín counts with the unique contrast of a lively metropole in rapid and steady development, and at the same time an exuberant and vibrant wild life. In the city converge tradition and transformation, making it the ideal center for important ventures guided by innovation and entrepreneurship.

¡MEDELLÍN HAS BEEN AWARDED!

- Medellín, one of the “**100 Resilient Cities**”, Rockefeller Foundation, 2014.
- **Sustainable city**, World Wildlife Foundation – WWF, 2014.
- Medellín “**City of the Year**” **Most Innovative City**, Urban Land Institute, Citi Group and Wall Street Journal, 2013.
- **Rising Star**, Travelers’ Favorites Awards, Gogobot, 2013.
- **Medellín: Third best tourist destination in Latin-America**, Readers Choice Award, Condé Nast, 2013.

REGISTRATION

1. I AM THE AUTHOR OF A PRESENTATION THAT WAS ACCEPTED, WHAT ARE THE REGISTRATION FEES FOR A PRESENTATION?

PAYMENT DEADLINE: 19TH OF AUGUST 2016

AUTHORS	US\$
AUTHOR MEMBER of CLADEA	US\$ 590
AUTHOR NOT MEMBER of CLADEA	US\$ 650
AUTHOR STUDENT, participant in the doctoral colloquium	US\$ 300

2. I AM NOT THE AUTHOR OF A PRESENTATION, BUT I WISH TO PARTICIPATE IN THE EVENT AS AN ATTENDEE, WHAT ARE THE REGISTRATION FEES?

EARLY APPLICATION DEADLINE: BEFORE THE 19TH OF AUGUST 2016

ATTENDEES	US\$
ATTENDEE MEMBER of CLADEA	US\$ 590
ATTENDEE NOT MEMBER of CLADEA	US\$ 650
ATTENDEE STUDENT	US\$ 300

NORMAL APPLICATION: UNTIL THE 16TH OF SEPTEMBER DE 2016

ATTENDEES	US\$
ATTENDEE MEMBER of CLADEA	US\$ 700
ATTENDEE NOT MEMBER of CLADEA	US\$ 790
ATTENDEE STUDENT	US\$ 300

The fees include conference material, welcome cocktail, coffee breaks, lunches and cultural gala dinner.

AGENDA IN PROGRESS Abril 5 de 2016

TIME	SUNDAY - OCTOBER, 2nd.									
8:00 to 18:00	EAFIT UNIVERSITY: ENGINEERING BUILDING					INTERCONTINENTAL HOTEL				
	BLOCK 19 - 8th FLOOR					EARLY REGISTRATION - ALL DAY - Hotel lobby				
	Conference room 805	Conference room 806	Conference room 807	Conference room 808	Conference room 810	Conference room 817	Alternate rooms			
	DOCTORAL COLLOQUIUM					CLUSTER OF DIRECTORS OF INFORMATION CENTERS IN LATIN AMERICA				
19:00	OPENING COCKTAIL - INTERCONTINENTAL HOTEL									
TIME	MONDAY, OCTOBER 3rd									
07:00	LATE REGISTRATIONS									
7:15 to 8:45	PANEL: DOCTORATE DEGREES IN LATIN-AMERICA PANEILLISTS: Dimitris Assimakopoulos, President of EDAMBA. Vicenta Sierra, PhD Director in Management Sciences at ESADE. Ajay Vinze, Associate Vice Provost for the Graduate College at ASU. Claudia Patricia Álvarez Barrera, Academic Coordinator for the PhD in Management at EAFIT University. Moderator: Nancy Matos, ESAN University – Peru									
9:00 to 9:45	OFFICIAL OPENING CEREMONY OLGA PIZARRO STIEPOVIC, PRESIDENT OF CLADEA OCTAVIO IBARRA CONSUEGRA, PRESIDENT OF ASCOLFA AND CHAIRMAN OF CLADEA 2016 GINA PARODI, MINISTER OF EDUCATION Governor of Antioquia or Mayor of Medellín (to be confirmed)									
9:45 to 10:15	BREAK									
10:15 to 11:30	OPENING PLENARY LECTURES DISRUPTIVE INNOVATION LUIS SOLÍS: Director Advanced Learning Innovation Program at Instituto de Empresa (Madrid, Spain)									
11:30 to 12:45	INNOVATION AND COMPETITIVENESS JAIME BUENO MIRANDA: Presidential Advisor for the System of Competitiveness and Innovation.									
12:45 to 14:00	LUNCH BREAK									
TIME	CALL FOR PAPERS				SCHEDULE	PARALLEL SESSIONS				
	TRACK 1	TRACK 2	TRACK 3	TRACK 4		CONFERENCE ROOM A	CONFERENCE ROOM B	CONFERENCE ROOM C		
14:10 to 14:30	1	2	3	4	14:30 to 16:00	MULTILATINA PLENARY CONFERENCE FROM ACADEMICS TO INNOVATIVE MANAGEMENT- SPEAKER: MARIO ALBERTO NIÑO (NUTRESA) (to be confirmed)	ASSEMBLY MEMBERS OF LATIN-AMERICAN COUNCIL OF SCHOOLS ADMINISTRATION - CLADEA	EFMD (confirmed)		
14:30 to 14:50	5	6	7	8				EMERALD (confirmed)		
14:50 to 15:10	9	10	11	12						
15:10 to 15:30	13	14	15	16						
15:30 to 16:00	QUESTION ROUND									
16:00 to 16:30	COFFEE BREAK				16:00 to 16:30	COFFEE BREAK				
TIME	TRACK 1	TRACK 2	TRACK 3	TRACK 4		CONFERENCE ROOM A	CONFERENCE ROOM B	CONFERENCE ROOM C		
16:30 to 16:50	17	18	19	20	16:30 to 18:30	RUTA N: INNOVATIVE EXPERIENCE FROM THE REGIONAL TO THE NATIONAL SPEAKER: ALEJANDRO FRANCO RESTREPO - DIRECTOR GENERAL RUTA N	MEMBER ASSEMBLY OF THE LATIN-AMERICAN COUNCIL OF BUSINESS SCHOOLS - CLADEA	PEREGRINE GROUP SERVICES (confirmed)		
16:50 to 17:10	21	22	23	24				FINANCIAL TIMES (to be confirmed)		
17:10 to 17:30	25	26	27	28						
17:30 to 17:50	29	30	31	32						
17:50 a 18:20	QUESTION ROUND									
19:30	CULTURAL ACTIVITY - ORQUIDEORAMA									
TIME	TUESDAY, OCTOBER 4th									
8:30 to 9:45	PLENARY CONFERENCE: FROM ACADEMY TO HEARTFUL MANAGEMENT CARLOS RAÚL YEPEZ - PRESIDENT OF BANCOLOMBIA (Confirmed)									
9:45 to 11:00	PLENARY CONFERENCE: INNOVATIVE PROJECTS IN LARGE ORGANIZATIONS IGNACIO DE LA VEGA, MANAGING DIRECTOR BABSON GLOBAL & INSTITUTO DE EMPRESA IE (Confirmed)									
11:00 to 11:30	BREAK									
11:30 to 12:30	PLENARY CONFERENCE AACSB TOM ROBINSON: CEO of AACSB - INVITED BY CLADEA'S EXECUTIVE OFFICE									
12:30 to 14:00	LUNCH BREAK									
TIME	PARALLEL LECTURES				SCHEDULE	PARALLEL SESSIONS				
	TRACK 1	TRACK 2	TRACK 3	TRACK 4		CONFERENCE ROOM A		CONFERENCE ROOM B		
14:10 to 14:30	33	34	35	36	14:00 to 15:00	PLENARY CONFERENCE MULTILATINA FROM ACADEMICS TO GLOBAL MANAGEMENT JORGE MARIO VELASQUEZ- PRESIDENT OF ARGOS (to be confirmed)		CAREER DEVELOPMENT FOR WOMEN IN CORPORATIONS AND THE ACADEMY Olga Pizarro, President of CLADEA and Director of Graduate Studies, Universidad del Desarrollo - Chile		
14:30 to 14:50	37	38	39	40						
14:50 to 15:10	41	42	43	44	15:00 to 16:00	PLENARY CONFERENCE MULTILATINA				
15:10 to 15:30	45	46	47	48						
15:30 to 16:00	QUESTION ROUND									
16:00 to 16:30	COFFEE BREAK				16:00 to 16:30	COFFEE BREAK				
TIME	TRACK 1	TRACK 2	TRACK 3	TRACK 4		CONFERENCE ROOM A		CONFERENCE ROOM B		
16:30 to 16:50	49	50	51	52	16:30 to 17:30	PLENARY CONFERENCE: INNOVATION IN BUSINESS SCHOOLS SPEAKER: PAULO ROBERTO MOTTA		AACSB (confirmed)		
16:50 to 17:10	53	54	55	56						
17:10 to 17:30	57	58	59	60	17:30 to 18:30	DISCUSSION: QUALITY PROCESSES AND CONTINUOUS IMPROVEMENT IN BUSINESS SCHOOLS GUESTS: DEAN OF CARLETON UNIVERSITY (OTTAWA, ONTARIO, CANADA). DEAN OF THE UNIVERSITY OF PUERTO RICO IN RIO PIEDRAS. BRAZILIAN UNIVERSITY DEAN.				
17:30 to 17:50	61	62	63	64		SIMULADORES DE NEGOCIOS				
17:50 to 18:20	QUESTION ROUND									
19:30	CLOSING DINNER									

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OFFICIAL OPERATORS OF THE ASSEMBLY CLADEA 2016



COMUNICACIONES EFECTIVAS

Reservation: **Verónica Naranjo, Director of Ticket and Housing**
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A STAR ALLIANCE MEMBER

AVIANCA OFFICIAL AIRLINE

Avianca like official airline of the Assembly Cladea 2016, offers important discounts for the trip to Medellín.