

XXVII CONGRESO XXVII CONFERENCE
ACEDE2017 ARANJUEZ

Estrategia, Cambio y Redes Empresariales
Strategy, Change and Business Networks

18 - 20 JUNIO • JUNE 18th - 20th

Strategy, Change and Business Networks

XXVII ACEDE Conference 2017
XXVII Congreso ACEDE 2017

June 18th-20th, 2017



Aranjuez Royal Palace

The Organizing Committee

of the 27th ACEDE Conference encourages the national and international scientific community working in the Management disciplines to contribute to knowledge development and management practice through the submission of papers to be presented at the Conference, which will be held from the 18th to the 20th of June, 2017, in Aranjuez (Madrid, Spain).

More information about the Conference at:

<http://acede.org/congreso/>

Main Features

- **PLENARY SESSIONS**, paper sessions, discussion sessions and doctoral workshops
- **SOCIAL PROGRAM** for networking in the city of Aranjuez, declared **World Heritage City by the UNESCO**, as an exceptional witness
- **INTERNACIONALIZATION**: both **English** and **Spanish** will be considered official languages. Then, a significant number of sessions will develop in English.

NEW

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Key dates and deadlines

Submission dates

Between November 14th 2016 and January 12th 2017

Confirmation of accepted papers

March 15th, 2017

Reduced price registration

Up to April 25th, 2017

Conference

June 18th-20th, 2017



ASOCIACIÓN CIENTÍFICA DE ECONOMÍA Y DIRECCIÓN DE LA EMPRESA

Desde 1990 contribuyendo al Desarrollo de la Economía de la Empresa

About us...

An association of university scholars

whose main objective is to improve the **scientific research** in all the areas of **Management** and to spread such knowledge among students and business practitioners.

Founded in 1990, ACEDE has consolidated its role as meeting point of Management and Business Administration scholars who are committed to promoting the rigorous research and teaching in a wide range of Management areas such as Strategic Management, Human Resources, Entrepreneurship, International Management of firms, Family firms, Operations, Corporate Finance and Marketing among others.

Our goals

Create and disseminate the most rigorous knowledge in the Management of firms and Institutions of any kind

Facilitate the exchange of ideas and experiences providing at the same time collaboration opportunities for mutual enrichment

Promote a fruitful dialogue with the business community to improve the management of organizations

Among the main activities...

Ever since its first edition held in 1991 at the University of Alcalá de Henares in Madrid, all ACEDE Conferences have been hosted by the main Spanish universities.

ACEDE Conference

The **main purpose** of the Annual Conference is to provide a space for debate and reflection about latest Management topics, with a deep sense of academic and scientific rigor.

Since 1991...



About the 27th edition...

A Royal Site and Villa...

The 27th ACEDE Conference will be held in Rey Juan Carlos University Campus in **Aranjuez** (Madrid, Spain), **World Heritage City by the UNESCO** since 2001.



An Alliance...

between two Universities in Madrid, both trying to put the best of their own teams, resources, capabilities and knowledge at the stake to achieve a common goal which would be more difficult to reach alone.

A Challenge...

- Growing **internationalization**
- Scholars from **different countries**
- Both **English and Spanish**, official languages

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cont.

The 27th edition:

Challenges faced by the firms in a dynamic and complex context

Under the generic theme **Strategy, change and business networks** the Conference focus on current context challenges stemming from different aspects, such as an endless economic crisis, the globalization of markets, the accelerating pace of technological innovations or the demographic and cultural changes affecting the new generations.

To confront this situation of permanent **change** and continuous adaptation, firms need to use their integrative strategic thinking to choose the adequate **strategy** that enables them to contemplate the whole picture and join in a coherent way:

- Technological and organizational innovation
- Business portfolio restructuring
- New business creation
- Reconsideration of past and obsolete organization and corporate policies.
- Continuous changes in organizations, people and management.

All these relevant topics are currently in the agenda of firms and society.

But, what's more...

Firms are not easily able to face the challenges without cooperating with external agents through **business networks**, in order to achieve the resources and capabilities they need under the best possible conditions.

This has led to a growing interest in alliances, cooperation agreements and institutional collaboration, either at a national or international level, which can enable the companies to face such a dynamic and complex context.



Governor's House (Juan de Villanueva, architect. XVIII-XIX centuries). The venue for the paper sessions.

Goals

1.

Create an open space for discussion and scientific debate to improve the knowledge and understanding of Management of firms and Organizations.

2.

Promote the link between the Academia and the business practice through the generation of ideas and useful conclusions with important implications.

3.

Encourage high quality and rigorous research by fostering the debate and the constructive criticism.

4.

Promote the scientific networking among scholars, professors and business practitioners interested in Management.

5.

Build bridges and open new channels of communication between the world of business, the scientific community and the *political institutions of our environment*.



Carlos III Royal Theatre in Aranjuez, the venue for the plenary sessions

Conference Structure

Thematic meetings of ACEDE's Special Interest

Groups-SIGs: during the Pre-Conference, the different SIGs will organize meetings to address several topics related to teaching, research and knowledge transfer to society.

Plenary sessions: they will consist of keynote speeches and round tables discussions within the framework of the contents referred to in the title of the Conference.

Parallel paper sessions: oral presentations will be organized by areas in different meeting rooms. The committee will assign to each paper a discussant. This will ensure a valuable feedback. Three to four working papers will be presented per session.

Interactive paper discussion sessions: papers will be presented in an abbreviated form without audiovisual means. They will be debated subsequently by the rest of the members of the table.

Doctoral workshops: small group meetings which provide a forum for constructive debate in order to improve the quality of the thesis projects presented. The thesis projects will be orally presented and will be organized by theme areas.

Suggested topics

1. Entrepreneurship
2. Operations and technology management
3. Internationalization
4. Organizational design
5. Strategy
6. Finance
7. Knowledge management
8. Innovation management
9. Corporate governance and corporate social responsibility
10. Marketing
11. Human resources and organizational behaviour
12. Family firms
13. Teaching innovation
14. Other topics (specific realities)

Any doubt?

Please, contact with the Conference organization at:

sistema@congresoacede.org



REMEMBER...

Conference website is already available and will be often updated before the Conference:
<http://acede.org/congreso/>

And...

Submit and present your paper in **English!**

Engage the Conference!



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Old Pavia Barracks (XVIII century), venue for Special Interest Groups meetings

Looking forward to seeing you in Aranjuez!