• 55° Virutal International Congress #CLADEA2020 • 1st CLADEA Global forum • CLADEA CONECTA Program • Agreement CLADEA - BNI • MOU between CLADEA and PMI
Dear CLADEA members and friends,

We are at a juncture, where management of our business schools affects not only the development at the local level of each of our institutions, but also impacts the entire society regionally and globally. It is for this reason that the link between the Academy and Business is becoming more relevant today, since we must be aware of the profile of graduates that Latin America requires to improve its indicators of human, social and economic development.

It is necessary to emphasize our efforts to train leaders who guide their decisions in achieving business objectives, and at the same time improve the quality of life of people; This is based on an ethical and friendly commitment and behavior towards the environment.

At CLADEA we have developed services that allow us to strengthen education in the field of administration, seeking to achieve a greater link between the universities and business schools that are part of our network.

We are an organization that encourages collaborative work and peer-to-peer networking, assists academic institutions, disseminates knowledge and research in the area of administrative science and best management practices. To do this, we have signed agreements and developed alliances that provide tangible benefits to each of our member institutions. We invite you to use and take advantage of the services we offer, and to participate in the different activities organized for this year.

Let us unite all our efforts to continue strengthening business training and education, and continue to be the largest Latin American network of business schools in the region with global influence.

Andrés Toledo
Acuña

CLADEA
President

Dear CLADEA members and friends,

We are at a juncture, where management of our business schools affects not only the development at the local level of each of our institutions, but also impacts the entire society regionally and globally. It is for this reason that the link between the Academy and Business is becoming more relevant today, since we must be aware of the profile of graduates that Latin America requires to improve its indicators of human, social and economic development.

It is necessary to emphasize our efforts to train leaders who guide their decisions in achieving business objectives, and at the same time improve the quality of life of people; This is based on an ethical and friendly commitment and behavior towards the environment.

At CLADEA we have developed services that allow us to strengthen education in the field of administration, seeking to achieve a greater link between the universities and business schools that are part of our network.

We are an organization that encourages collaborative work and peer-to-peer networking, assists academic institutions, disseminates knowledge and research in the area of administrative science and best management practices. To do this, we have signed agreements and developed alliances that provide tangible benefits to each of our member institutions. We invite you to use and take advantage of the services we offer, and to participate in the different activities organized for this year.

Let us unite all our efforts to continue strengthening business training and education, and continue to be the largest Latin American network of business schools in the region with global influence.

Andrés Toledo
Acuña

CLADEA
President
CLADEA is an organization that advances considering the changes and challenges that different societies face. It is a challenging time, which involves joining efforts, strengthening research at a global level and promoting interaction between our members and the international academic community.

For this reason, we have been organizing our “55th Annual Assembly # CLADEA2020”, Virtual International Congress, which will take place virtually from October 20 to 24 and will give all our members new and important benefits for their institutions.

# CLADEA2020 will become the most important International Virtual Week dedicated to research and networking in the region. Learn about the benefits for authors that # CLADEA2020 offers.

▷ 11 Publishing Options:

- Journal of Economic, Finance and Administration, JEFAS
- Brazilian Administration Review, BAR
- Journal of Business Research, JBR
- Academia, Revista Latinoamericana Administración, ARLA
- Academy of Management Perspectives, AMP
- Revista Gestão & Tecnologia, G&T
- Revista Brasileira de Gestão de Negócios, RBGN
- Revista de Administración de Empresas, RAE
- Revista Ibero-Americana de Estrategia, RIAE
- Revista Estudios Gerenciales, EG

The best cases will be invited to participate in the evaluation process of the CLADEA-BALAS Case Consortium, for possible publication by Harvard Business Publishing.

"Business schools have the responsibility to train conscious leaders, entrepreneurs, innovators, capable of reinventing themselves and their organizations, to respond to the challenges of the environment and generate a positive and significant impact on their societies."

Nancy Matos, Ph.D.
Academic Chair / CLADEA 2020

Authenticated Certificate as Author

- Video recording of your presentation
- Networking with peers
- Access the Plenary Sessions, Parallel Sessions, Specialized Workshops of # CLADEA2020, etc.

Deadline for submission of papers: **June 30**

Join # CLADEA2020, an event that will strengthen research and education globally.

On May 28, the official launch of CLADEA CONECTA was carried out, a social impact program that links the Academy and Company. The virtual event had more than 250 participants, including deans, directors of business schools and researchers from member institutions of our network. Manuel Ortiz de Zevallos, Executive Director of CLADEA, announced the scope of the initiative, which will contribute to solving the problems faced by Latin American organizations and societies. In addition, it will promote the employability of students and research through the development of case studies.

In the program, companies or organizations will present the challenges they face and universities or business schools will propose alternative solutions, designed by students with the academic support of their teachers.

Companies will receive a certificate of social responsibility, consulting and also the possibility of recruiting talent. Academic institutions will be able to strengthen research, networking, develop case studies on real business problems and will have the option of publishing in specialized magazines. They will also promote the employability of their student community.

It is worth highlighting the participation in the event of Dr. Jorge Talavera, rector of ESAN University (Peru) and life member of the Steering Committee. The closing of the activity was in charge of Andrés Toledo, President of CLADEA.

Under the premise: Academy and Company, united promoting the development of the region, we invite you to be part of CLADEA CONECTA. For more information, please contact Pilar Ramos, program coordinator. E-mail: pramos@cladea.org / Info@cladea.org
On February 21, CLADEA signed a Collaboration Agreement with BNI Peru, an association of entrepreneurs that in Peru has 17 groups made up of approximately 50 entrepreneurs. It should be noted that BNI has a global presence, with representation in various countries.

This agreement fosters the Academy-Company link, since companies associated with BNI will form part of CLADEA CONECTA, a program aimed at providing solutions and support to the problems faced by public and private institutions, this through a technological platform that connects the institutions affiliated to CLADEA with the businessmen of the BNI network, who will propose challenges that the institutions - with the support of teachers and students - will seek to solve. Additionally, it seeks to promote employability as part of the sustainable development of society.

Francisco Pujol, National Director of BNI Peru, highlighted the benefits of this agreement and the collaborative work that will contribute to strengthening organizations at the regional level.

For his part, Manuel Ortiz de Zevallos, Executive Director of CLADEA, highlighted the importance of developing synergies with the business sector to facilitate the management of projects of social scope, which also add value to the member institutions of our network.

Photography: Francisco Pujol, National Director - BNI Peru and Manuel Ortiz de Zevallos, Executive Director - CLADEA
The Project Management Institute (PMI) and CLADEA signed a cooperation agreement for one year on March 27, with the aim of promoting mutual objectives and sharing, creating and distributing academic research; collaborate in events, as well as advance in the academic field of research in project management.

As part of the agreement, CLADEA and PMI have decided to initiate collaborative efforts in all CLADEA member business schools in Latin America, focusing on a specific set of services.

The main objective is to create content in local languages (Spanish and Portuguese) around research and teaching in Project Management. CLADEA will support PMI in holding two webinars through ProjectManagement.com (in Portuguese and Spanish). As well as, in the translation of three teaching cases. There will be reciprocal assistance from speakers at events and calls for papers. PMI will participate as a main speaker in one of the sessions of the 55th Annual Assembly # CLADEA2020, which will take place from October 20 to 24.

To increase recognition of the profession and PMI within universities and students; CLADEA will help promote PMI programs, memberships and certifications among its members through its email newsletter, mass mailings and social networks. It will allow obtaining information through surveys and focus groups, in order to better understand the resources necessary to teach Project Management in Latin America.

PMI will extend two benefits to CLADEA member institutions: a) A special discount package that combines PMI student membership and CAPM® certification and includes a complementary membership for teachers and b) For those institutions interested in applying for GAC accreditation (Global Accreditation Center) of PMI, the value of the letter of intent will be exonerated.
More than 300 attendees, including deans, directors and researchers from business schools, participated in the “1st CLADEA Global Forum”, called: Challenges of Business Schools in Times of Crisis. North American, European and Latin American perspectives.

The Virtual International Forum, organized on April 21, allowed to know various management strategies; as well as, challenges and opportunities of business schools in the current situation. The activity addressed three central themes, the first: Strategies during and post crisis of the European Business Schools, by Dr. Denis Lescop, Director, Montpellier Business School Programs (France). For his part, Dr. Jorge Talavera, Rector of ESAN University (Peru), presented the topic: Challenges and Opportunities of Business Schools in Times of Crisis: Latin American Approach. While Dr. Tom Robinson, CEO of AACSB International (USA), presented: When COVID-19 can affect the Academic Quality of Business Schools. Disruption and innovation.

Finally, Manuel Ortiz de Zevallos, Executive Director and Andrés Toledo, President of CLADEA, highlighted the massive participation of representatives of member schools in the event, reaffirming the commitment of our network to the development of services and activities that contribute to research and education in global business.

STRATEGIES DURING AND POST CRISIS OF THE EUROPEAN BUSINESS SCHOOLS

Denis Lescop
Director of programmes
Montpellier Business School
FRANCE

RETOS Y OPORTUNIDADES DE LAS ESCUELAS DE NEGOCIOS EN TIEMPOS DE CRISIS: ENFOQUE LATINOAMERICANO

Jorge Talavera
Rector
Universidad ESAN
PERÚ

WHEN COVID-19 CAN AFFECT THE ACADEMIC QUALITY OF BUSINESS SCHOOLS. DISRUPTION AND INNOVATION

Tom Robinson
CEO
AACSB International
EE.UU.
BNI México will be part of CLADEA CONECTA

Considering the collaboration agreement signed with BNI Peru, the launch for BNI Mexico of the CLADEA CONECTA Program was organized. During the activity, the scope, benefits and way of integrating the initiative were presented to more than 150 Mexican companies.

The presentation was in charge of Manuel Ortiz de Zevallos, Executive Director of CLADEA, who highlighted the notorious interest shown by the attendees, made up of CEOs, managers and administrators. He also thanked the participation of Dr. Raúl Montalvo Corzo, Director of EGADE Business School Guadalajara, Tecnológico de Monterrey, whose intervention allowed reinforcing the importance of joint work between the Academy and the Company as pillars that benefit organizations and society in general.
The “Link Class 2020” Program has reached more than 300 students between the undergraduate and graduate levels so far this year. Member institutions from 7 countries have participated. To date, nearly 55 teachers from 11 countries have registered, with the aim of promoting virtual internationalization in the classroom. Considering the current situation, where many teachers and students in the region teach and receive classes from their homes, this is a great opportunity that CLADEA offers for free to its affiliated institutions.

Those who have participated in the program, point out that the experience was beneficial and highlighted the satisfaction of their students. They also indicated that it is an interesting way to get to know different approaches and realities from other countries.

“Link Class” is one of the International Virtual Collaborative Learning programs of the e-learning Ecosystem called CLADEA COIL, which involves cooperation between two teachers located in different geographical locations, who participate, one as an exhibitor and the other with their students as recipients of a virtual class session on a particular subject. We invite you to participate in this experience. Just send an email to: coil@cladea.org
CLADEA Groups - affinity groups by theme

With the active participation of professors and researchers from member institutions of CLADEA, affinity groups have been organized with the aim of developing research with a global approach, allowing the collection of data that will feed our Latin American Observatory of Administrative Sciences and the analysis of new trends in business education, according to the following topics: Entrepreneurship, Internationalization, Women and Leadership at the Academy, Social Impact and Sustainable Development, Doctoral Students, Digital Transformation and Project Management.

The groups are currently investigating: Measurement of women’s participation in academia and equal opportunities (countries of participating institutions: Mexico, Chile, Ecuador, Uruguay, Costa Rica, Colombia, Peru and Argentina); Capacities of the universities of the region to be enterprising given the new post-covid juncture (participating countries: Puerto Rico, Mexico, Ecuador, Chile, Colombia); GEM Global Entrepreneurship Monitor and GUESSS Global University - Latin American Comparative (participating countries: Mexico, Costa Rica, Uruguay, Colombia and Chile); Entrepreneurial Spirit Student’s Survey (Costa Rica and Uruguay).

These investigations allow research professors to participate in various Call for Papers, academic events of international networks and in the Annual International Congress of CLADEA.

Likewise, as part of the virtual networking activities between academics, we have launched CLADEA Coffee Time, which will take place every Tuesday at 3:00 p.m. (Lima-Peru time). It will be a space for integration and relationship between academics.

To join the CLADEA Groups and / or Coffee Time, please send an email to: Proyectos@cladea.org
**WEBINARS HELD**

**Impact of Coronavirus in Latin America: learning for the day after**

On April 16, the fourth webinar of Cladea was held, called: “Impact of the Coronavirus in Latin America: learning for the day after, offered by Dr. Ignacio Bartesaghi, Dean of the Faculty of Administration of the Catholic University of Uruguay, which brought together more than 190 academics.

In this webinar the impact of the global crisis was analyzed, which is not only sanitary but also economic and social. The most vulnerable sectors and their effect on Latin America were evaluated, as well as the economic items that could be energized when recovery plans are initiated in each of the countries in the region. The data presented gave a perspective to take into account before the so-called new normality.

**New challenges for research in Latin America and digital transformation**

On May 13, our fifth webinar was organized, called: New challenges for research in Latin America and digital transformation, by professors Ernesto Amoros and Raúl Montalvo of EGADE Business School, said webinar exceeded 200 attendees.

The event allowed us to understand the need to develop and use technology to carry out relevant research for our stakeholders, not only in the business world, but at the social level, taking into account current problems. Likewise, the urgency of working in cross-sectional and multidisciplinary research was emphasized, using more dynamic elements to obtain results that generate an opportunity for improvement for society.
UPCOMING EVENTS:

Webinar: Retos y oportunidades de la educación y la investigación en emprendimiento post COVID-19
Date: June 18
Speaker: Izaias Martins
Ph.D en Emprendimiento y Administración de Negocios de la Universidad Autónoma de Barcelona
Profesor Asociado, Universidad EAFIT- Colombia
Time: 3:00 p.m. (Lima, Peru time)

Webinar: Rol de la sostenibilidad como reto para la nueva década
Date: July 6
Speaker: María José Murcia
PhD in Sustainable Business Management, Universidad de British Columbia y MBA de IAE Business School, Argentina
Time: 3:00 p.m. (Lima, Peru time)

2nd CLADEA GLOBAL FORUM
Date: July 2
Time: 10 a.m. – 12 m. (Lima, Peru time)

55th CLADEA 2020 Annual Congress
The future of work, social impact and the role of Business Schools
Virtual International Congress
Date: October 20-24