

IV IFSAM World Conference

ALCALÁ DE HENARES
(SPAIN)
JULY 13 - 16, 1998

Globalization: Impact on Management, Education, Research and Practice

Call for Papers

Submission Deadline: December 1, 1997

The process of Globalization of the economy is a primary factor to be considered by managers and scholars in their work. While there are different interpretations of the process, they all require a change in viewpoint from that of the isolated firm to one of a firm located in a global context and the resulting interdependence this generates. The globalization process underscores the need for radical change in institutional dimensions of the firm as well as human behavior. We acknowledge, more than ever, the requirement to accept change, be flexible and invest in training and education. Undoubtedly, globalization presents new possibilities for social and economic activities.

SUBMISSION AND SELECTION OF PAPERS

Papers must follow these specifications:

1. No longer than 20 pages (DIN A-4 format), including title page, exhibits, figures, footnotes, and 2-page abstract. They must be written in English, in Times New Roman font, pitch 12. Margins will be 2 cm from the sides, and 3 cm. from top and bottom. They will be printed on one side and edited on MS-Word 6.0 format.
2. The name/s of the author/s should be placed only on the title page, to ease selection of papers (blind review). Title page should additionally include complete address, telephone and fax numbers, and e-mail of every author.
3. Submission should include 4 printed copies, and a copy (MS-Word 6.0 format) in a 3.5" disk.
4. All submissions should include a self-addressed envelope.

Papers should be sent to your association's program chair listed below. If your national association is not a member of IFSAM, send your papers to the conference organizer.

Submission Deadline: December 1, 1997.

Papers will be review by members of each national association according to their standard selection practices

A proceedings will be published of the abstracts of selected papers and a summary of the Congress.

All presentations will be in English, the official language of IFSAM.

All accepted papers must be presented by one of the authors and at least one author of accepted papers must register for the conference.

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What is IFSAM?

The International Federation of Scholarly Associations of Management (IFSAM) promotes worldwide development of management research and teaching. The aim of IFSAM is to be a catalyst in the fields of international management and business.

Means to achieve these goals include:

- ☒ Organizing international Conferences and World Congresses
- ☒ Providing any other means to facilitate the exchange of information to make results of research in management and business available throughout the world - it is planned to publish a journal of management research with contributions from the international community of business scholars
- ☒ Promoting and encouraging the establishment of national associations of scholars of management, where such an organization does not exist

UNIVERSIDAD DE ALCALÁ



The University.

It dates back to the end of the 12th century when King Sancho IV of Castilla founded a University College, after the request of the Archbishop of Alcalá. The *Universidad Complutense* was formally created by Cardinal Francisco Jiménez de Cisneros in 1499 and became the humanist center of the Spanish Renaissance in the 16th century. After a period of decline during the 18th century, in the 19th century the University was transferred to Madrid. In the second half of the 70's the University was re-established, reviving the outstanding University tradition of the city of Alcalá de Henares.

The University has 3 main locations from where it provides its educational services. The city of Alcalá de Henares, the main campus at Alcalá de Henares (located outside the city) and the campus at the city of Guadalajara. Most of the administrative buildings and some schools and research centers of the University are in the city of Alcalá. The main building (Rectorado) is located in the *Colegio Mayor de San Idelfonso*, being an architectural jewel of the Spanish Renaissance. The School of Economics and Business Administration is located in another historic building in the old part of Alcalá, the *Colegio de Mínimos*, that dates back to the 16th century.

The city.

Alcalá de Henares is located 30 km (20 miles) from Madrid and about 17 km (10 miles) from Barajas international airport. The city can easily be accessed by car (following highway Nacional II), by train or bus (direct connections from Madrid). It belongs to the *Comunidad Autónoma de Madrid*, Madrid Region, and has a population of 200,000 inhabitants. Alcalá has an wonderful history -the Romans called it Complutum and its present name is of Arab origin. It has many monuments that beautify the city, which are all of them part of the Spanish national heritage. Alcalá is the home-town of important Spanish historical figures including Miguel de Cervantes, writer of *El Quijote*, Spain's most widely known son.

For information on the Congress, please contact:

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Hotel Reservation Form

Complete this form to make a hotel reservation.

Please, return this form, before April 1, 1998, to:

Att: Ms. Ana Alcocer
Paseo de la Estacion 10
28807 Alcala de Henares
Madrid, Spain

or fax it to:

Att: Ms. Ana Alcocer
Fax: +34 1 880 27 83

Please, I would like to make a hotel reservation:

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Hotel Cisneros***
Hotel Melia Avenida de América****

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