

**REPORT ON THE IV WORLD CONFERENCE OF IFSAM
ON JULY 13th-16th 1998**

in Alcalá de Henares

1. Introduction

On July 13th-16th, and after two years of preliminaries, has taken place the IV World Conference of IFSAM under the theme: *Globalisation: Impact on Management, Education, Research and Practice.*

The organisation has been carried out by a technical team within the organisation of the Fundación General of Alcalá's University.

The Scientific Committee was constituted by the professors:

- Alain Burlaud, France
- Carolyn Dexter, USA (+)
- Juan J. Durán, Spain
- Giorgio Eminente, Italy
- Santiago García Echevarría, Spain
- Arne Kinserdal, Finland
- David Lamond, Australia
- Arto Lathi, Finland
- Klaus Macharzina, Germany
- Guido Meller, Chile
- Tasuku Noguchi, Japan
- Yvon Pesqueux, France
- André Petit, Canada
- Juan José Renau (+), Spain

- Kendall Roth, USA
- Nasir Sapag, Chile
- Dong-Shui Su, P.R. China
- Joan E. Van Aken, The Netherlands
- Chen Zhicheng, P. R. China

There have been sent invitations to all the IFSAM's Associations.

2. Development of the IV World Conference

The IV World Conference has been developed in the foreseen data of July 13th-16th 1998 under the theme: *Globalisation: Impact on Management, Education, Research and Practice*. The programme that has integrated so much the scientific area as the cultural one and has been developed in its wholeness with an opening ceremony at the Paraninfo (16th Century). This ceremony was accompanied by a concert offered to the delegates by the University's Chorus.

The IV World Conference has been structured in six plenary sessions, six panels and 36 parallel sessions.

310 participants have participate and the key speakers from the national and international world were represented by:

- Excmo. Mr. Cristóbal Montoro, Secretary of State for Economy and Finances
- Mr. Carlos Álvarez, President Fremap
- Mr. Rodrigo Becerra, Director I&D - Informatic El Corte Inglés
- Mr. Luis Gamir, President, Consejo Consultivo de Privatizaciones
- Mr. Javier Herrero, Chief Executive, Iberdrola, S.A.
- Mr. Adolfo Ibarra, Marketing and Alliance Director Southwest Region Sap Spain.
- Mr. Akio Miyabayashi, Minolta Co. Ltd.

- Mr. Eduardo Montes Pérez, Chief Executive, Siemens, S.A.
- Mr. Ricardo Morado, General Manager
- Mr. Javier Ramiro Regueira, General Manager – Regional Organisation of Latin America Philips
- Mr. Pedro Rivero, President, Unesa
- Mr. Alfredo Sáenz, President, Banesto
- Mr. Pedro Torres, President, Retevisión

Scientific contributions have exceeded 180 and scientists from all the countries have participated.

People who chaired the panel sessions were:

- Prof. Dr. Alain Burlaud, France
- Prof. Dr. Robert House, USA
- Prof. Eric Griette, France
- Prof. Félix Varela, Spain
- Prof. Guido Meller, Chile
- Prof. César Camisón, Spain
- Prof. Joan E. van Aken, The Netherlands
- Prof. Toshio Takahashi, Japan
- Prof. Nicola Bellini, Italy
- Prof. Hans Hinterhuber, Austria
- Prof. Alejandro Orero, Spain
- Prof. Koji Okubayashi, Japan
- Prof. Luis Alberto Martino, Argentine
- Prof. Tony Schellinck, Canada
- Prof. Luis Gómez Mejías, USA
- Prof. Richard Mowday, USA
- Prof. Rolf A. Lundin, Sweden
- Prof. Lee Sang, USA
- Prof. Erkki Heellborg, Finland
- Prof. Miguel Ángel Martínez, Spain

- Prof. Chen Zhichen, P. R.China
- Prof. André Petit, Canada
- Prof. Akio Mori, Japan
- Prof. Santiago García Echevarría, Spain
- Prof. He Zhi-yi, P.R. China
- Prof. José Antonio Gonzalo Angulo, Spain
- Prof. Victor Haines, Canada
- Prof. Minoru Murata, Japan
- Prof. Pawan Budhwar, United Kingdom
- Prof. Yvon Pesqueux, France
- Prof. Carolyn Dexter, USA (Apologize)
- Prof. Félix Cuesta Fernández, Spain
- Prof. Greg Bamber, Australia
- Prof. Juan José Durán Herrera, Spain
- Prof. Jacques Rojot, France
- Prof. David Lamond, Australia
- Prof. Horst Albach, Germany
- Prof. Eberhard Dülfer, Germany
- Prof. Julián Chaparro Peláez, Spain
- Prof. Lessley Sooklal, Canada
- Prof. Luis Riveros, Chile
- Prof. Rafael Pampillón, Spain
- Prof. Masaru Ushiyama, Japan

All the contributions have been presented as it was foreseen in the program and the environment was quite cordial and pleasant.

3. Publications of the IV World Conference

There have been developed three publications:

The abstracts have been gathered in a book: *Globalisation: Impact on Management, Education, Research and Practice* edited by Ediciones Díaz de Santos with an extent of 262 pages where all the scientific contributions have been enclosed.

1. Ediciones Díaz de Santos in a CD ROM has published all these contributions in their wholeness.
2. The contributions of the key speakers have been published afterwards under the title: *Globalización* by Ediciones Díaz de Santos with an extent of 109 pages.

4. Spreading in the media of the IV World Conference.

News of the Conference has been reflected in many papers, radio and TV stations. A document with all of them was delivered to the IFSAM's Secretary.

It could be said that along those three days the economic press has talked permanently about the contributions developed at the Conference.

5. Financing of IV World Conference

Financing has been quite balanced and it was structured as follows:

Total expenses	24.022.411 ptas.
Fees	14.380.326 ptas.
Sponsors	9.636.007 ptas.

Other incomes	6.078 ptas.
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Financing controlling and auditing has been carried out by the Fundación General of Alcalá's University that has presented the accounting with all the corresponding documents.

6. Global evaluation

The IV IFSAM Conference has been developed accordingly with the foreseen program and within total normal conditions in a quite cordial environment. There have been scientific contributions and first line key speakers and there has been used, in the cases of the latest, a simultaneous translation English-Spanish and viceversa.

This IV World Conference has pointed out the level of demands presented by IFSAM from so much the scientific point of view as of its presence in marketing research.

I think that Alcalá's University has been a meeting point for all the representantives and those present that will keep a pleasant memory of it.