



COINGES 2022

About COINGES

The **International Congress of Management Sciences (COINGES)** is an event that brings together the management community and integrates the academic and professional world in its different participation alternatives such as master and doctoral presentations, academic presentations, poster exhibitions, workshops, among others. Its main objective is to connect and bring the knowledge generated in research closer to the practice of organizational management given its transformative potential.

COINGES, organized by the [Academic Department of Management Sciences - PUCP](#), maintains, in all its editions, a perspective that distinguishes and intertwines different transversal, functional, sectoral and industrial approaches that are part of the field of study of Management Sciences. To do this, it takes into account the progress and development of organizations that are closely related to this discipline and the Peruvian and Latin American environment.

In line with this proposal, the different thematic axes that COINGES has known, in its still short history, have raised challenging questions that for Management Sciences represent the future of organizations.

What is the contribution of Management Sciences in the fourth industrial revolution?

Industry 4.0 is the term we use to refer to the impact that issues such as: the digitization of processes, trends due to generational changes, the insertion of artificial intelligence in organizational dynamics, storage and massive data processing have on managerial dynamics. As well as augmented reality and decentralization of operations. The use of these technologies has promoted a significant increase in work productivity, enabling a greater state of well-being in organizations.

From the academy we are presented with the great opportunity to rethink a new challenge: adapting to the changes that derive from technological development and that make it possible to generate knowledge for the design of innovative organizational strategies that allow generating greater value for organizations and the community society in general.

Under this scenario, the [Academic Department of Management Sciences - PUCP](#), invites researchers, teachers, students and professionals of Management and related Sciences to present their posters related to the theme "**Industry 4.0 management and digital transformation**" of the IV International Congress of Management Sciences - COINGES, which will take place in the city of **Lima from October 19 to 21, 2022.**

Keynote Speakers

Dr. Roberto Gutiérrez (Colombia)

Roberto Gutierrez, Ph.D. in sociology from Johns Hopkins University, he has been an Associate Professor at the Faculty of Administration of the Universidad de los Andes (Bogotá, Colombia) since 1995. For five years, Roberto coordinated the Social Enterprise Knowledge Network (SEKN), a network of ten universities created in 2001. Roberto is currently Editorial Director of the CLADEA BALAS Case Consortium (CBCC) case collection.

Dra. Cristina Sambrook (United Kingdom)

Prior to joining the Business School, Cristina had an international career as a consultant and project manager; she lived in several countries and worked in Romania, Israel and UK on political campaigns, foreign investments and law. She was adviser to the Romanian Chief Negotiator with the EU during Romania's accession negotiations, as well as consulting freelance on anti-corruption legislation and strategy for various NGOs (Israel, UK).

Her current interests lie in the area of cross-cultural communication, leadership, personal branding and international marketing strategy.

Dr. Santiago Mingo (Chile)

Santiago Mingo has a Doctorate in Business Administration from Harvard University. He is currently an Associate Professor at the Adolfo Ibáñez University Business School in Santiago de Chile. His research examines how the business and institutional environment affects corporate strategy, global strategy, and entrepreneurial activity. Much of his work focuses on emerging economies.

Call for papers

The Academic Department of Management Sciences - PUCP, invites researchers, teachers, students and professionals of Management and related sciences to share their research findings related to the theme "Industry 4.0 management and digital transformation" of the IV International Congress of Management Sciences - COINGES, which will take place in the city of Lima from October 19 to 21, 2022.

<https://coinges.pucp.edu.pe/convocatoria/call-for-papers>

Doctoral Consortium

In the context of the IV International Congress of Management Sciences - COINGES 2022, doctoral students are invited to present their doctoral research projects to participate in the Doctoral Consortium in Management Sciences of the Pontifical Catholic University of Peru to be held on October 19, 2022 in Lima – Peru.

<https://coinges.pucp.edu.pe/convocatoria/coloquio-doctoral>

Call for posters

The Academic Department of Management Sciences - PUCP, invites researchers, teachers, students and professionals of Management and related sciences to present their posters related to the theme "Industry 4.0 management and digital transformation" of the IV International Congress of Management Sciences - COINGES, which will take place in the city of Lima from October 19 to 21, 2022.

<https://coinges.pucp.edu.pe/convocatoria/call-for-posters>

Costs and registration

Registration fees for the IV International Congress of Management Sciences | "Industry 4.0 management and digital transformation" are detailed in the following table:

			Virtual		Presencial	
			US\$ (Dollars)		US\$ (Dollars)	
Public			15 JUN - 15 JUL	16 JUL - 15 AUG	15 JUN - 15 JUL	16 JUL - 15 AUG
Registration	Doctoral Colloquium		100	120	120	140
	Speakers		80	100	90	110
	Assistants	External	40	60	50	65
		PUCP-RPU Community	20	30	30	45

Registration

Early registration: Until July 15, 2022

Regular registration: Until August 15, 2022

▶▶▶ The registration and payment platforms will be enabled from June 15, 2022.

Payment Methods

- Bank account deposit
- Bank account transfer
- Debit/credit card