



CALL FOR POSTERS

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, and 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 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.**

Important dates:

- **June 15th:** Extended deadline for submissions
- **July 15th:** Notification of acceptance and guidelines for posters
- **August 15th:** Deadline to submit the final poster
- **October 19th to 21st:** COINGES 2022

About the poster proposal

- The poster exhibition will take place throughout **October 20**
- Posters related to good organizational practices, technology implementation experiences, change management and digital transformation, among others related to the theme of COINGES 2022, will be accepted.
- The poster proposal must be submitted in PDF format including:
 - Name of the organization or institution
 - Name of the coordinator or responsible of the Project
 - Telephone, address and email
 - Title of the poster
 - Summary up to 250 words, which must indicate the general theme of the project to be presented and whether it is a completed project, in process, initiative, etc.

- General description about the combination of visual and text elements in the final design of the poster. A draft or mockup of the poster design may be included.

Poster submission

- Posters must be sent through the [EasyChair](#) platform.
- For inquiries write to the email: Congreso.gestion@pucp.edu.pe

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.

Thus, the first edition of the Congress had as its theme "Innovation Management and Innovation in Management", where the importance of assuming the need for innovation was convened, not only as a matter that concerns the capacity of organizations to carry it out, but to the academic discipline itself to incorporate this transversal and unavoidable consideration for its own theoretical, methodological and empirical development. The second edition, in turn, had the theme "New trends and frontiers of Management", which in itself directly installs the concern for the renewal of approaches and styles of thought to take charge of the complexity of organizational matters. In the case of the III COINGES, the theme delved into the concerns of Management around its transformative dimension and its future perspective in relation to that great horizon of human development in contemporary societies that is given by the Sustainable Development Goals.

About the Academic Department of Management Sciences PUCP

The Academic Department of Management Sciences (DACG) of the Pontifical Catholic University of Peru, created on December 19, 2005, brings together the faculty of our university, who, due to their dedication to study, research, teaching and social responsibility are related to the field of management sciences. Attached to the Faculty of Management and Senior Management (FGAD), the Department serves all the academic units in which activities related to the area of management are carried out.