



CALL FOR PAPERS

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**.

Important dates:

- **June 15th:** Deadline for submission of extended summaries.
- **July 15th:** Notification of acceptance and delivery of suggestions for improvement.
- **August 15th:** Deadline to submit the final extended abstract for the conference annals.
- **October 19th to 21st:** Holding of COINGES 2022.

Thematic tables of the congress

In line with the central theme of this fourth COINGES edition, the following tables have been organized for the presentation of papers:

Marketing and commercial management.

In this space, works related to the relationship between organizations and their target audiences will be exhibited through marketing, content management, digital communication, product and brand development, *influencer* marketing, online marketing, B2B and Industrial Marketing.

Financial management

At this table, the presentations will address issues of calculation and simulation of credit risks, *fintech*, cryptocurrencies, decentralized finance, monetary policy, consumer credit, financial value of technological development, and national and regional economies.

Logistics management, operations and projects

This space will include works on smart products, quality management, tourism management, supply chain management, smart logistics, automation, *blockchain* applied to logistics and global value chains.

Diversity Management

This table will present works on the management of diversity and organizational inclusion, such as gender equality in organizations, ethnic-racial equity standards, cultural diversity management, technological management and vulnerable populations, as well as work environments safe and free from discrimination.

Direction, governance and strategy

Space in which research will be presented on transformation, change and organizational culture, new business models, resilience, natural disaster management and health emergencies.

Ethics and sustainability

This table will deal with studies on smart contracts, B companies, responsible growth and inclusive development, sustainability and its competitive advantages, social entrepreneurship and innovation as drivers of change, as well as risk and fraud management.

Management in higher education

Table in which works on new methodologies for teaching and learning management, university management, internationalization of the curriculum in Business Schools, management of the relationship between the university and interest groups will be presented.

Entrepreneurship, innovation and family businesses

Space dedicated to research related to entrepreneurial development, start-ups, entrepreneurial ecosystem, innovation management, organizational growth, succession plans and family businesses.

Those interested in presenting papers related to the above topics are encouraged to participate in this VI International Congress of Management Sciences by submitting extended abstracts.

The accepted and presented documents will be included in the annals of COINGES and the most outstanding ones will be considered for publication in [360: Revista de Ciencias de la Gestión](#), journal of the Academic Department of Management Sciences of the PUCP.

About the extended summary

- Extended abstracts will be submitted through [EasyChair](#).
- Extended summaries are expected to contain an introduction, methodology, and results obtained or expected, as well as a final discussion, if applicable.
- They must include keywords and references.
- They must be presented in PDF format up to 3000 words (without references) and may be in Spanish or English.
- The authors must be identified with their names, surnames, emails, affiliation and Orcid ID on the first side of the document to be sent. In the text of the proposal there should be no hints about the authors.
- You must indicate the thematic table to which you are applying.
- Extended abstracts will go through a double-blind peer review and will have three possible responses: rejected, accepted with comments, and accepted.
- Abbreviations must be defined the first time they are used and must not be included in the title.
- Each author may send a maximum of 2 papers to the thematic tables for evaluation.
- The proposals sent for the presentations in thematic tables do not exempt the author from participating in the Doctoral Consortium.

About the final extended summary

- If the extended summary is accepted, you will have the opportunity to submit a new version.
- The document must be original, not previously published or under evaluation for publication in an academic journal.
- The text is presented with single line spacing; font type and size Times New Roman 12; italics are used instead of underlining (except in URL addresses); and all illustrations, figures, and tables are placed at the appropriate places in the text, not at the end.
- The citation must adhere to the APA format, seventh edition and the references must, as far as possible, include the DOI or URL.
- The list of references should be alphabetical and chronological if necessary. More than one reference from the same author in the same year must be identified by letters "a", "b", "c", etc. placed after the year of publication.
- It is expected that, if the extended summary was accepted with comments, these have been considered in the presentation of the final document.

If you have any questions, you can contact 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.