

INSTRUCCIONES PARA AUTORES:

PRME LAC 11TH MEETING

La Escuela de Negocios Centrum PUCP de la Pontificia Universidad Católica del Perú, será el host del encuentro anual del 11 PRME Capítulo Latinoamérica y el Caribe titulada: Educación en negocios responsables y con impacto en las ODS el cual se desarrollará en modalidad presencial en Lima, Perú. Se tendrá un Call of paper titulado: Educación en Negocios y su impacto en las ODS que busca artículos procurando integrar el conocimiento académico con la realidad empresarial. Se han programado 8 Tracks para presentar sus investigaciones:

Track 1	Negocios responsables y su lucha contra la pobreza, ODS 1, 2, 3 y 4
Track 2	Empresas que promueven la equidad de género ODS 5 y lucha por las desigualdades ODS 10
Track 3	Empresas y consumo responsable y ODS 12
Track 4	Negocios y su lucha por el cambio climático y el cuidado del medio ambiente ODS 13
Track 5	Empresas, negocios inclusivos y relaciones comunitarias, ODS 8 y 11
Track 6	Gestión empresarial: ética, cultura y liderazgo responsable con los colaboradores
Track 7	Emprendimientos sociales con impacto en las ODS
Track 8	Organizaciones éticas ODS 16 y alianzas sostenibles ODS 17: empresas, academia, gobierno y sociedad civil

Los trabajos deben ser originales y cumplir con los criterios que garantizan la calidad académica. El contenido de los trabajos queda bajo responsabilidad exclusiva de los autores.

Cada autor puede enviar hasta dos paper en cualquiera de los tracks indicados en categoría de autor o co autor.

Opción de publicación:

Los mejores papers serán propuestos para la Revista International Journal of Entrepreneurship and Innovation Management para la edición del 2023.

Aspectos a tener en cuenta para el envío del abstract:

El abstract puede ser escrito en español, inglés o portugués. El límite es de 4 autores por artículo. El documento completo a enviar tiene una extensión máxima de 1500 palabras escrito en Tamaño de papel A4 con letras times 12, interlineado "1,5". (mirar el ejemplo adjunto)

Estructura:

- Track al cual envían el abstract.
- Nombres y apellidos, universidad y afiliación y correo electrónico institucional de los autores.
- Título del paper (máximo 30 palabras)
- Resumen estructurado - mirar el ejemplo (máximo 500 palabras)
- Palabras clave (mínimo 4 palabras)
- Referencias en APA (al menos 5 referencias)
- Perfil de los autores (máximo 150 palabras por cada autor)
- Subir el archivo en PDF en el formato de google forms.

EXAMPLE

Track 8: Organizaciones éticas ODS 16 y alianzas sostenibles ODS 17: empresas, academia, gobierno y sociedad civil

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Title:

Business school model of social responsibility and sustainability and its impact on small- and mid-sized enterprises

Abstract:

Purpose: This study aims to define a business school model of social responsibility (SR) and sustainability and describe how the implementation of this model impacts on small- and mid-sized enterprises (SME) and stakeholders in the chain.

Design/methodology/approach: The model was built based on a conceptual analysis about the literary and documentary review in recognized databases of scientific publications and models of SR, accreditations and impact and quality report systems of business schools. The implementation of the model was based on a project that

involved Peruvian SME. Data were collected through surveys administered to the study population. The results were confirmed through in-depth interviews. Analytical-synthetic, inductive-deductive-analytical methods were used to present the SR model.

Findings: This model focused on the Sustainable Development Goals (SDGs), partnerships and solved relevant social and economic problems. It also allowed the growth of the micro entrepreneur, the family, the company, the society and other stakeholders in the chain.

Research limitations/implications: The model was validated in one business school but generated more results than the expected. It is recommended to replicate it in other organizations. It has been developed in pandemic and post-pandemic situations.

Practical implications

The model was based on many impact models that considered the SDGs and relevant alliance generation that involved stakeholders in the chain. It also contributed to the development of entrepreneurs and the society.

Social implications

The model benefited people, society and companies. The program aimed to train and formalize entrepreneurs and generate social and economic development.

Originality/value

This study allowed moving from theory to practice in topics of SR and sustainability. The main original aspect is that the model was based on the Unión de Responsabilidad Social Universitaria Latino Americana model; the Business Graduates Association, European Quality Improvement System, Business school Impact System, Global Reporting Initiative standards, the Responsible Business Conduct and the SDGs.

Keywords:

Business school, social responsibility, sustainability, RBC, SDGs, SME

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