

B·A·L·A·S

The Business Association of  
Latin American StudiesPRESIDENT'S  
NEWSLETTER

President, Esteban R. Brenes

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Brenes of BALAS

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**CALL FOR PAPERS**2010 Conference hosted by  
ESADE**EXECUTIVE SECRETARY****Victoria Jones**

UT San Antonio

[balas@utsa.edu](mailto:balas@utsa.edu)**2010 PROGRAM CHAIR****Xavier Mendoza, ESADE**[balas@esade.edu](mailto:balas@esade.edu)

## 2010 CONFERENCE

PAPER SUBMISSION  
DEADLINE

NOVEMBER 1, 2009

## Encouraging Research

**BALAS Expands publishing outlets**

It has been four months since our last meeting in Guadalajara sponsored by EGADE, Instituto Tecnológico de Monterrey. It was a wonderful meeting and we are looking forward to see you again soon.

Per the request of our membership, we intend to send out more frequent short updates on news related to BALAS. This note is a response to your request.

As you probably know the *Journal of Business Research*, Vol. 62, Number 9, September 2009 is a special issue of papers from the BALAS Conference. We have a total of 11 papers and 22 authors from many schools.

I would like to inform you that we are already working in the next Special Issue from the UNIANDÉS, Bogotá and EGADE, Guadalajara BALAS conferences. Professor Luis Sanz from INCAE Business School is leading the process and we again have the support of the *Journal of Business Research*.

We will continue with this line of work to make sure that BALAS becomes a real and sustainable venue for refereed journal publications (ISI) from our members' best papers. As a matter of fact, next year we will have two venues, one from the *Journal of Business Research* and one from *Academia*. *Academia* is now an ISI journal. Both journals expressed their interest in supporting BALAS plans.

We are very enthusiastic about the next Conference "Coming Age of Regulation and Corporate Response" which counts with the leadership of Professor Xavier Mendoza as Chair and the sponsorship of ESADE Business

School. The Conference will be held in Barcelona, Spain, March 24-26, 2010.

Please, submit your papers as soon as possible, the deadline is NOVEMBER 1<sup>st</sup>, 2009. Papers can be submitted from the BALAS web site: [www.balas.org](http://www.balas.org)

Sincerely yours,

Esteban R. Brenes  
BALAS President 2009-2011  
INCAE

## 2010 Conference

**26th Annual  
Conference Hosted by  
ESADE**

The 2010 BALAS Conference will discuss *The Coming of Age of Regulation & Corporate Response* in Latin America. Four special tracks will be added related to this theme that include: Non-market strategies, Knowledge & Innovation Management, CSR & Sustainable Development and Public-private partnership. Special panels are also being proposed on such topics as "Multilatinas," Implications of the Crisis on Management Education, Open Innovation, and Latin America in the Next Decade: Challenges and Opportunities. The conference will include several invited distinguished business leaders and scholars and well as the open competitive paper sessions.

As always, the conference will provide an outstanding opportunity to network with others who share your interest in the business environment of Latin America.



**ESADE**  
Business School  
Ramon Llull University

The 2010 BALAS Annual Conference will be hosted by ESADE Business School in Barcelona, Spain, March 24-26. Papers will be accepted that relate to the business and economic environment of Latin America and the Caribbean. ESADE is consistently ranked as one of the top business schools in the world and is particularly well-known for their internationally-focused, entrepreneurial and socially-responsible programs.



## Paper submission deadline November 1, 2009

for additional information: [www.balas.org](http://www.balas.org)

### GENERAL LATIN AMERICAN BUSINESS TRACKS

- Accounting, Taxation and Management Control Systems
- Consumer Behavior
- Corporate Finance
- Cultural, Social & Ethical Issues
- Economic Environment & Regional Integration
- Educational Management & Teaching Cases
- Entrepreneurship
- Financial Markets, Investment and Risk Management
- Human Resource Management
- Information Technology Management
- Marketing Management
- Strategies for Global Competitiveness
- Supply Chain & Operations Management

### CONFERENCE THEME TRACKS

- Non-market strategies
- Knowledge & Innovation Management
- CSR & Sustainable Development
- Public-private partnership