



Pontificia Universidad  
Católica del Ecuador | Sede  
Ambato



**Invitation to the 1<sup>st</sup> Andean Forum of Economics, Business and  
Entrepreneurship  
Pontifical Catholic University of Ecuador,  
Ambato Campus**

The Committee for Research, Postgraduate Studies and Academics at the Pontifical Catholic University of Ecuador (PUCE) in Ambato would like to invite all businesses, professionals, researchers and students, both domestic and international, to participate in the 1<sup>st</sup> Andean Forum of Economics, Business and Entrepreneurship, to be hosted in our university from the 24<sup>th</sup> to the 26<sup>th</sup> of April 2019.

**Objective of the forum**

To provide a space to facilitate the exchange of ideas between businesses, academics and civilians of diverse branches of economics, business and entrepreneurship from Ecuador, the Andean Region and countries of all continents in order to develop the knowledge and practical experience gained from the successes of their businesses.

**Events and activities:**

- I. Keynote address from recognized experts in the areas of economics, business and entrepreneurship.
- II. Practical workshops related to the areas of economics, business and entrepreneurship.
- III. Opportunity for negotiations between domestic and international businesspeople and diplomatic delegations
- IV. Presentation of and debates about talks by university researchers, research centres and leading national and international institutes on issues related to economics, business and Andean entrepreneurship.



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## **Conference topics, practical workshops and papers:**

### **Keynote addresses:**

- International Economics and Effective Business Strategies
- Economics and Climate Change
- Foreign Trade
- International Finance
- How to create a successful business
- Trends and prospects in Andean business and entrepreneurship: Ecuador Case Study
- Trends and prospects in Andean business and entrepreneurship: Peru Case Study
- Trends and prospects in Andean business and entrepreneurship: Colombia Case Study
- Commercial relations between the European Economic Area and Ecuador: Italy Case Study
- How to do business with Asian countries: China Case Study
- How to do business with North American countries: US Case Study

### **Practical workshops**

- Creation of credit unions and banking co-operatives
- Virtual companies, a real business option in the 21<sup>st</sup> century
- Legal structure of companies
- Intellectual property, trademarks and patents in Andean businesses
- Tax legislation updates
- Labour legislation updates
- Leadership and human resources administration

### **Talks:**

- Leadership and human resources administration



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- Intellectual property for business
- Business English
- Successful experiences in business
- Virtual companies, a real business option
- Social media and online marketing for businesses
- Mental health and business environments
- Employer branding
- Impact of the global economy on business and entrepreneurship
- Trends and prospects in Andean businesses and entrepreneurships
- Legal structure of companies
- Coaching, an alternative to success in business and entrepreneurship
- Social Responsibility in business and entrepreneurship
- Economically healthy companies

### Who can participate?

- Private and government-owned companies
- Entrepreneurs
- Teachers and researchers
- Graduates of Business Administration, Accounting and Finance, Psychology, Law, Systems Engineering, Tourism, or similar disciplines
- University students

### Requirements for the presentation of research papers:

- Those who are interested in presenting papers should send the complete work, indicating the general objectives, a summary of the theoretical and methodological analysis, the methodology employed, and the findings or expected results. In the case of business professionals, it is hoped that you can recount your experiences in your place of work.
- The papers should be sent to the following email address:  
[ene@pucesa.edu.ec](mailto:ene@pucesa.edu.ec)
- The papers must be sent by March 25<sup>th</sup>, 2019



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- The papers should be a maximum of 15 pages, including references and bibliography. They should be sent in a Word format, with upper, lower, left and right margins of 2.5 cm, using single-spaced 12pt Arial font under APA norms.
- Every paper presented should include a cover page, which should contain the name and affiliation of the author(s) of the paper (up to a maximum of four per paper), area of study (pertaining to the aforementioned subject areas), email address and the title of the work. Names should not appear on all further pages. At the start of the text, up to six key words should be indicated, which will facilitate the categorization of the paper. The papers should be comprised of the following sections:
  - Cover page (title of the paper, authors, affiliations, email addresses and areas of study)
  - Summary or Abstract with key words
  - Introduction (brief background information, problems, objectives, relevance)
  - Development (literature review, methodology employed and results)
  - Conclusions
  - References/Bibliography
  - Appendix, if required
- From April 10<sup>th</sup>, 2019, the authors of the selected papers will be notified, at least one of whom will have to personally argue for the paper's subsequent publication
- Languages of the forum: All of the papers and talks presented should be in Spanish, Portuguese or English
- The accepted works will be published in the ISBN book *Perspectivas de los Negocios y Emprendimientos Andino* (Perspectives of Andean Business)

### Registration:

Deadline for registrations: April 10<sup>th</sup>, 2019

### Registration cost:

\$ 100.00 (one hundred American dollars) for professionals and general public

\$ 80.00 (eighty American dollars) for teachers, researchers and alumni of PUCE

\$ 60.00 (sixty American dollars) for undergraduate students of PUCE

\$ 60.00 (sixty American dollars) for undergraduate students of other universities

The registration cost includes: refreshments, Forum materials, certificate of attendance and presentation, as well as a publication in the ISBN book.

### Forms of payment for registration:

Registration and payment options for the event are available online at

[www.pucesa.edu.ec](http://www.pucesa.edu.ec)

### Honor Committee

MSc. Jorge Núñez Grijalva, Prorector, Pontifical Catholic University of Ecuador, Ambato Campus

MSc. Diego A. Jiménez Bósquez, Academic Director, Pontifical Catholic University of Ecuador, Ambato Campus

### Forum President

Ph.D. Osmany Pérez Barral, Postgraduate and Research Co-ordinator,  
[operez@pucesa.edu.ec](mailto:operez@pucesa.edu.ec)

### President of the Scientific Committee

Ph.D. Varna Hernández Junco

Professor-Researcher, [vhernandez@pucesa.edu.ec](mailto:vhernandez@pucesa.edu.ec)

### Logistics Co-ordinator

Mg. Andrea del Carmen González Bucheli

[agonzalez@pucesa.edu.ec](mailto:agonzalez@pucesa.edu.ec)

### Forum link

<http://pucesa.edu.ec/ene/>