



# Diversification in the Era of Non-Normal

**10th Annual Conference of the Academy of International Business (AIB) Latin America and the Caribbean Chapter (AIB-LAC formerly known as AIB-LAT)**

**March 11-14, 2020  
Trinidad and Tobago**

The scale of change businesses will face in the next decade or so will likely surpass that of the past half-century. This increasing pace of change is challenging our old assumptions and changing the way we do business creating an environment where uncertainty has become the new normal.

Thus, leading and achieving success in globalized markets in the near future—where exponential change, volatility, uncertainty and disruption are the new norm—could be a challenge for managers and executives will be facing.

We have seen that the continued decline in commodity prices and sluggish growth in the global economy pose several economic, social, and political challenges for the Caribbean and Latin American region. These uncertainties, coupled with the region's volatility and over-reliance on a small number of foreign markets, are compelling governments and businesses to seek market expansion opportunities across national borders. In light of these challenges, the interest in diversification has gained increased momentum in the region where numerous stakeholders have voiced their appeals for the inclusion of diversification, innovation, and entrepreneurship within the region's developmental agenda.

Through effective diversification, *a risk-reduction strategy that involves adding product, services, location, customers and/or markets to your company's portfolio to set you apart from the competition should help* MNEs and SMEs alike to pursue pioneering and effective expansion strategies to capitalize on the opportunities in today's globalized and uncertain environment. Though diversification firms can propel the region's competitive advantages and reduce the management complexities managers are facing today.

To address these and other related issues, the Latin American & Caribbean Chapter of the Academy of International Business (AIB-LAC) announces its 10th Annual conference "Diversification in the Era of Non-Normal", to be held in Trinidad and Tobago, hosted by The Department of Management Studies, The University of the West Indies (St. Augustine Campus) from March 11-14, 2020.

We cordially invite participants you to submit your research related to the conference theme. But research more broadly based on international business, Latin America and the Caribbean regions will also be welcomed. The review of manuscripts will be coordinate by the conference Program Chair Professor Ronaldo Parente (Florida International University), with support from the track chairs listed below.



## CONFERENCE TRACKS

- Innovation and digital transformation - Dinorá Floriani (UNIVALI) & Afonso Fleury (USP)
- Global and regional supply chains - Miguel Cordova (PUCP) & Karla Maria Nava (Universidad de Monterey)
- Sustainability and CSR - Peter J. Gallo (Creighton University) & Ivan Montiel (Baruch College)
- International HRM and diversity - Miguel R. Olivas-Luján (Clarion University), Isis Olimpia Gutiérrez Martínez (Universidad de las Américas Puebla) & Andri Georgiadou (Equality Inclusion and Diversity Center)
- Entrepreneurship and family business - Santiago Mingo (U. Adolfo Ibáñez) & Carla Bustamante (Universidad Adolfo Ibáñez)
- International Business in Latin America and the Caribbean - Elizabeth Moore (Northeastern University)
- Teaching and learning in International Business - Andres Velez-Calle (Universidad EAFIT)
- Political, financial and economic environments and institutions - Diego Finchelstein (Universidad de San Andres) & Erica Salvaj (Universidad del Desarrollo)
- Different grounds of diversification - Meena Rambocas (UWI)
- Services and tourism - Acolla Lewis-Cameron (UWI)

## IMPORTANT DATES

- **Full Paper Submission Deadline:** September 15, 2019

All submissions will be handled through the AIB online submission system. Please refer to the detailed submission instructions page for additional information on how to prepare and submit your submission.

- **Communication of Decisions:** December 15, 2019

## PRE-CONFERENCE ACTIVITIES

The expanded two-day pre-conference (March 11-12) on the island of Tobago will feature academic events specifically designed for Ph.D. students and scholars who want to receive developmental feedback from experienced researchers on their current research projects. In the first day, pre-conference will focus on academic and teaching development through (i) Research Crowdsourcing and (ii) Teaching and Global Exchange sessions. The second day includes more traditional sessions as JIBS PDW and Doctoral Consortium.

Additional information and application procedures for each session will be available soon.



## **Local Host: The University of West Indies (UWI)**

The UWI is the leading provider of higher education in the English-speaking Caribbean. With four campuses across the Caribbean region (Cave Hill in Barbados, Mona in Jamaica, St. Augustine in Trinidad and Tobago, and the Open Campus), the UWI serves over 45,000 students and over 120,000 alumni. Rated as the number one Caribbean university, the UWI is respected internationally for its quality in higher education and pioneering efforts in innovation, research, and knowledge creation. The UWI is ranked among the top 5% of universities worldwide in teaching, research, knowledge transfer, and international outlook by the 2019 Times Higher Education (THE) World University Rankings. The UWI St. Augustine campus offers several undergraduate and postgraduate programs in a wide range of disciplines including Engineering, Humanities & Education, Law, Medical Sciences, Science and Technology, Food and Agriculture, and Social Sciences. As a beacon of the Caribbean, the UWI is committed to the region's development and improving the economic and social welfare of the Caribbean people. More information on the UWI is available at <https://sta.uwi.edu/>

## **Trinidad and Tobago**

Trinidad and Tobago is one of the Caribbean's most vibrant and culturally distinctive countries. Located just off the northeastern coast of South America, Trinidad and Tobago is the most southern island in the Caribbean. The twin island republic is admired for its economic prosperity, cultural diversity, and innovativeness. The country has a relatively small population of just over 1.4 million people and according to the World Bank reports, has one of the highest incomes per capita in the Caribbean and Latin American region. Trinidad and Tobago is the land of festivals. Its rich cultural diversity is reflected in the unique blend of different ethnic groups. Trinidad and Tobago, the birthplace of the steel pan has gained international accolades for its world-famous carnival. Information on Trinidad and Tobago is available from <http://www.tourism.gov.tt>

## **Further Information:**

- Program Chair: **Ronaldo Parente**, Florida International University (FIU)
- Conference Host Chair: **Meena Rambocas**, The University of the West Indies (UWI), St Augustine, Trinidad and Tobago.
- Chapter Chair: **Maria Alejandra Gonzalez-Perez**, Universidad EAFIT, Colombia.
- Pre-conference Chair: **Cyntia Calixto**, FGV, Brazil.

Visit <http://www.lac.aib.world> or <https://aib.msu.edu/events/chaptermeet.asp> for more information in the coming weeks.