



CALL FOR PAPERS

Research Papers and Free Themes

“VI Congress of Latin American Marketing”

On behalf of “Universidad Privada Boliviana” (UPB), it is a pleasure to invite you to participate in the “VI Congress of Latin American Marketing”, to be held in Cochabamba – Bolivia in May 21st and 22nd, at UPB. The congress central theme is: “Marketing in Latin America”. This theme emphasizes the role of management in the face of technological and scientific changes of the global market introduced by the digital era and new knowledge in marketing, whose application in Latin America is different from other markets.

The congress has been structured in interesting spaces for discussion, such as:

- Lectures by the distinguished keynote speakers
- Presentations by special guests from the academic and business sectors, both from Bolivia and other countries
- Presentation of selected works, the result of the recent work of teachers and researchers
- Other meetings of the stakeholders

We look forward to your participation in the VI Latin American Congress of Latin American Marketing “Latinomkt 2015”, this would be a great opportunity to come together and develop collaboration efforts.

Paper Submission

All finished paper submissions will be evaluated considering its originality, and / or research content / technical depth, correctness and relevance of the congress.

Presentations of finished papers will be chosen based on technical merit, interest, applicability, the correlation between a rigorous methodology and a coherent and balanced technical program. The accepted papers will be published in the UPB journal Research & Development. Prospective authors



are invited to submit the abstract or extended full text, including results, tables, figures and references. Please send full text paper (.doc or .docx) to latino.mkt@upb.edu

Submit the original in digital format (latino.mkt@upb.edu) and two hard copies by certified mail (Universidad Privada Boliviana / Casilla 13967/ Av. Cap. Victor Ustariz km 6,5 / Cochabamba - Bolivia). The work shall be constructed according to APA standards of technical-scientific writing.

The format will be double-spaced letter size and no more than 12 pages, written in Word size 12 and with margins of 1 inch. The cover will have the theme: "Proposal Paper for the VI Latin American Congress of Marketing", paper title, authors, if appropriate designation of the responsible author (should be more than one), contact details, local address, e-mail and contact telephone notification (in case of foreigners with full features). Place and date of manufacturing.

Presentation features:

- A. Title.- should be concise (no more than five words) and descriptive.
- B. Name(s) Full (the given name and surname) of author(s) and two of his academic degrees if applicable.
- C. Name of the institution where the work was performed (university, institution or organization) and / or business affiliation of each author.
- D. In a footnote the name of the person responsible for the work.
- E. At the beginning or cover sheet, source of, if any, type of support received, equipment used and date of completion.
- F. Any finding of the work that is essential or specific recommendations are the responsibility of the authors.
- G. If several authors a responsible author who must be designate who will be notified about the outcome of the evaluation process. If there could be more than six authors, publishers may ask those responsible the degree of contribution of each.

- H.** The order in which the authors are listed is their responsibility.
- I.** The abstract will have between 150 and 250 words and should be divided into specific paragraphs; background and objectives. Material and methods, results and conclusions.
- J.** Keywords, three to six words that help identify the subject of the paper.
- K.** Abbreviations or initials cannot be used in the title, abstract or text and must be explained at the conclusion of these.
- L.** Final discussion: explain the meaning of their findings and their limitations or implications for future research. Relate your findings with other studies on the subject or relevant articles.
- M.** Measurement units: all measurements or data should be expressed in conventional units, the use of units is optional and should use brackets.
- N.** Illustrations and photographs should be added in an attached file in digital .jpg format with high resolution.
- O.** Charts, Tables and charts should be prepared in Excel and inserted in the original Word document, if they were already published should cite the original source.
- P.** Acknowledgements, are collaborations that do not justify authorship and are of technical or financial assistance, advice or reviews.
- Q.** Conflict of interests: authors should demonstrate whether they had or has business relationship, or received funds for conferences or other whose products or services may be related to the subject of the article. In the same way that they should state if they had institutional financial support (indicating organization or institution that made the contribution).
- R.** References should be placed completely, in triple space and in the order they are cited in the text according to APA standards.



5. Personal communications will not be used, they are cited in the text in convenient location.

Please follow these instructions carefully. Abstracts that are not properly prepared will not be considered for presentation. No last minute corrections will be accepted.

Exposure during the conference:

The Scientific Committee designated by Congress will be defined by an internal committee of the UPB of pre-assessment and external committee composed of five international keynote speakers invited to this event.

Designated authors will be informed about the decision of acceptance or rejection of their work, either by telephone or e-mail as soon as possible after receipt.

The titles and abstracts accepted for presentation will be included in the conference program, or else, a space for exhibiting them during the congress will be determined.

Authors of abstracts accepted for presentation, must be registered in Congress and pay the registration fee in it.

Important Deadlines

Those interested in presenting papers or cases that must be evaluated and considered for presentation at the 6th Congress of Latin American Marketing "Latinomkt 2015" should note the following dates:

- Deadline for submission: Friday, February 20, 2015
- Authors will be notified if their works have been selected for presentation on Friday, March 27, 2015



- If the document has comments, the deadline for submitting the final version of the documents reviewed: Friday, April 17, 2015.

I thank you in advance for your participation.

Best regards,

Agustín Iturricha Ph.D.

Director the Scientific Committee
VI Congress of Latin American Marketing