

IFSAM 2010

Latino-American Management Forum

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This forum aims to promote researches carried out on managerial practices initiated in Latino-American countries (North America Central and South America) and to give rise to increasing scientific partnership with teacher-researchers from these countries.

The emphasis will be put on dimension which could be a priori considered as specific and /or characteristic of the Latino-American world; i.e.:

- The predominant importance of family businesses (capital and governance in the hands of families) and its consequences on the sustainability of enterprises and employment;
- The role played by companies in the increasing of the employees' educational level and well-being considered as part and parcel of social responsibility;
- The impacts of the crisis since 2008 on companies in Latino-American countries with regard to their business relations with North-American enterprises severely affected by the crisis (impacts on the repatriation of activities so far sub-contracted by the United States on the return of Latino-American workers to their country following the loss of their job);
- The competitive strategies of national small and medium size firms in order to ensure their survival development in such a crisis situation.

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Dr Pedro Solis Pérez, Dra Giovanna Mazzotti Pabello, Dra Claudia González Pérez, Dra Blanca López Villareal : La tétranormalisation dans les universités mexicaines : les cas de la UAM et de la UV .

Dr Cuauhtémoc Perez Llanas, Dra Hilda Dávila, Dra Martha Margarita Fernandez Ruvalcaba : Planification stratégique dans les universités publiques : les défis de son application au Mexique.