

**Call for papers:**

**“Latin America School of Business Taught (LASBT)”**

"We only reviewed papers written in English. One reason for doing this is that theory in entrepreneurship originated in North America and Europe, two regions that have positioned themselves at the research frontier and have relatively mature research findings. Another reason is that English is popular in academia and papers published in English can easily circulate in different countries". (Lu, Lu, Lv, Huang, Li, Jian, & Reve, 2020, p. 924).

Is it time for the constitution of a Latin American School of Business Taught? To found it? To have our position? What contributions has Latin America made theoretically and empirically in Business, in the academic literature of Creativity, Management, Innovation, Entrepreneurship, Family Business, Business History, and other related disciplines? Where are we positioned in the history of global research and academic debates and where we should deserve to be?

It is time to be recognized, visible, for other academic fields, who until today, seem to care not much about us. Creating a new, distinctive school implies acknowledge what has been done, evaluate ethnocentrism, proposing regional theories, our reality. We live in a fertile and rich territory to explore. To contribute globally. What subjects are still pending to explore in our region? Where do we need to go? Historical time for our research community to stand out and raise its voice.   
Let us reflect, recognizing strengths, weaknesses, being inclusive with other regions as well.

So many opportunity areas. For example, Creativity studies are broad and heteroclites since the beginning of the last century since it has been a concept approached as the result of applied imagination (Ribot, 1901), from an increasingly utilitarian position (Bono, 1980), to more humanistic approaches such as Maslow (1994), psychosocial (Csíkszentmihályi, 1990) or based on tri-arctic intelligence like Robert Sternberg since the 1990s. In Latin America however, creativity scholars appear to remain scarce except for the contributions of Mauro Rodríguez Estrada (1936-2007).

Innovation has focused on opportunities to generate sustainable competitive advantages over a period until other companies outweigh these advantages (Sternberg & Arndt, 2015; Mothe & Nguyen, 2010). However, innovation goes beyond the economic and technological, since it has moved to other areas such as social or political and has positioned itself as a critical driver for local development in dissimilar contexts (Álvarez, Estrada & Palacios, 2016). What are the empirical and theoretical opportunities that emerge in innovation in Latin America based on territorial capital? How does the context in Latin America influence the development of innovation policies regionally and globally? What innovations trigger social and productive transformations, fighting social inequality in different industries, sectors, and types of organizations in Latin America? An area of opportunity for a global theoretical and empirically contribution.

Welter & Gartner (2017) point out the importance of contextualizing the different views on Entrepreneurship, contributing to a better understanding of this construct, reflecting critically on the current position between context and Entrepreneurship, and how it shapes theory and the environment feed on each other, giving rise to know the challenges that researchers face when dealing with the different facets of the contexts, methods and the theories required for this. Also, Shalley, Hitt, & Zhou (2015) mention the growing interest in integrating entrepreneurship into other areas of research, specifically creativity and innovation, which have existed independently. This suggests that entrepreneurship and management, in general, are increasingly seen under a kaleidoscope, with multiple edges. That is why Welter (2017) questions how we can contextualize the theories, and how it re-signifies the contexts for the public policies that support entrepreneurship. However, it is also pertinent to question the weight of historical environments. Therefore, this context acknowledgment is valid for other research areas.

Also, ethnocentrism has been playing a decisive role in which research has been done in our region, in most cases importing theories and research methods from the western hemisphere. Also, the language barrier has been always an issue. Maybe our researchers have been conformist, not wanting to take risks, or the educational/scientific system in our region does not reward enough original global regional contributions the researcher does.

Building LASBT on areas related to Business, especially under Covid-19 times, is historically more relevant than ever before. The conditions are extremely difficult, and new ways of approaching our reality are superlative. Each area should rescue research conducted between the 19th and 20th centuries until the present days, and state very clearly what has been its methodological, and epistemic position and key issues that are its concerns regarding our region.

This special issue has aim also to bring on the latest debates on each Creativity, Management, Innovation, Entrepreneurship, Family Business, Business History, and other related disciplines in Latin America. Each theme must recover the different perspectives researchers from this region had and have on both theoretical and empirical advances historically and at the same time the multiplicity of processes in the national and subnational spaces, to understand the future challenges for Latin America, and especially a view of its competitive future, a better understanding of this region in the global debate.

We invited you to build a team of researchers to write papers on Creativity, Management, Innovation, Entrepreneurship, Family Businesses, Business History, and other related disciplines, based on the following general questions:

1. How did X (X=area of research) emerge or born in Latin America?

2. Which has been the main contribution theoretically and empirically that Latin America has given to X regionally and globally?

2. What role does ethnocentrism has been playing in Latin America regarding X?

3. Which has been the academic and research personal experiences of the authors regarding this issue?

4. If it does not exist, What does it need to create a Latin American school of X?

5. What are the cultural, institutional, and social obstacles the Latin American researchers in X have that blocks their willingness

to explore the global academic arena? And the general context? Challenges?

6. What are the future opportunities in Latin America for X?

**Important Dates and guidelines**:

Notification to participate: November 5, 2020

Abstract (200 words max.): December 20, 2020

Author Guidelines: http://ojs.urbe.edu/index.php/telos/about/submissions

Final paper: April 25th, 2021

Telos review: May-July 2021

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Language: English or Spanish

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