

## Research and Development at IAE

IAE has sought to make the vision concrete and perceptible in the way it understands its contribution to knowledge. For this, it has set the organizational context for an increase in the quantity and quality of research, seeking a balance between business relevance and academic rigor. IAE's interest is not only to achieve proficiency in each of these aspects, but also to adequately integrate them in each scholar. That is, to stand out as a School capable of handling the tension between business relevance and academic rigor.

IAE believes research should not only be an individual concern. Even though the School recognizes the key role of individual motivation for generating knowledge, it also considers that this should be strategically coordinated. Initiatives foster scholars' motivation and seek to coordinate knowledge creation through collaboration and cooperation. Thus, professors develop their R&D within their academic areas through specific research topics or in Research Centers. Among the specific research topics we highlight:

- Bottom of the Pyramid
- BIT - Business and Information Technologies
- Family Businesses
- Fashion & Design management
- Risk Management: a strategic approach
- Innovation & Technology management

IAE **Research Centers** are:

**Conflict Resolution & Negotiation Centre (Consensus):** To improve conflict management skills and abilities in the private, state-based and personal realms by means of an interdisciplinary approach.

**Enova Thinking:** Learning network for thoughtful action to speed up sustainable business growth and socioeconomic development in Latin America

**Entrepreneurship:** To inspire, train and guide new generations of entrepreneurs. To promote the entrepreneurship spirit seeking to create value through successful and innovating companies and spreading this spirit to all institutions in society, old or new, public or private, profit or non profit oriented.

**Governance & Transparency:** To actively promote business ethics and transparency through research, design, implementation and dissemination of integrity-based compliance programs both locally and regionally.

**Government, Business, Society, and Economics (GESE):** To foster interaction and cooperation between public sectors, companies and NGOs (Non Governmental Organizations) through teaching and research.

**Guía Laboral Talent & Management in Latin America:** To generate knowledge on Best Practices in Management and talent in Latin America.

**Media & Entertainment Industry (CIMEL):** To detect, promote and generate knowledge about the media & entertainment industry in the region.

**Standard Bank Centre for Family-Business Balance (ConFyE):** To explore and promote the best work-family balance practices deployed by Latin American companies and executives to contribute to business competitiveness by enhancing people's commitment to their organizations.

IAE's **Research Department** counts with an Academic Director and an Executive Director.

Roberto Vassolo, the **Academic Director**, defines research at the School as “To link two worlds whose logic, objectives, and timing are completely different: the academic and the professional; to build a bridge between theory and practice. The challenge is to generate knowledge that is relevant and brings solutions to managers’ problems, and at the same time is created rigorously, guaranteeing that it is true knowledge. Research will be submitted to two tests: the relevance test, that is, whether the information is useful for executives’ daily work and strategy; and the “rigor” test, whether it brings truth closer.”

Luis Dambra, **Executive Director**, mentions that “Our research priority today must be regionalization. Since global models are not always applicable to our region, it is our duty to create knowledge on those models, and how they must be adapted to our regional reality... For this, the first thing we must change is our cultural vision. We must understand that we must no longer be simple transmitters of developed countries; we must generate our own models. “