

29th ENANGRAD – SCIENTIFIC PROGRAM
THEMATIC AREA DESCRIPTORS
ENANGRAD Senior and ENANGRAD Junior

1	Public Administration, Government, Third Sector	Public administration. Management of non-profit institutions. Fundraising and funding sources. Public policies. Public budget. Innovations in public administration. Administrative reform. Participatory budget management. Social control of public administration. Third sector. Social responsibility.
2	Entrepreneurship, Startups, Innovation	Business plans. Entrepreneurial attitude. Entrepreneurial ecosystem. Venture capital and funding sources. Startups. New technologies applied to management. Canvas. Design Thinking.
3	Teaching, Research and Training	Teaching Cases. Educational technologies. Active methodologies. Educational management. Teacher training. Reflections derived from investigative exercises in Administration (research). Teaching and learning in Administration.
4	Strategy	Strategic administration. Corporate governance. International competition. Business networks. Stakeholder management.
5	Organizational Studies	History of Administration. Critical thinking. Gender, race and diversity. Organizational behavior. Conflict management. Organizational structures.
6	Finance	Corporate finance. Financial market. Investment and risk management. Controllership and strategic accounting.
7	People management	Remuneration strategies. Recruitment, selection and retention of talents. Soft skills. Leadership. Careers. Incentives structure. Executive training.
8	Marketing	Consumer behavior; Marketing administration. Relationship marketing. Internal marketing. Digital marketing.
9	Operations and Logistics	Production management. Distribution, logistics and supply chain; Materials management. Quality and productivity management.
10	Social and Environmental Sustainability	Corporate social responsibility. Impacts of organizations on the environment. Social issues.

		Triple Bottom Line.
11	Information Technology	Integrated management systems. Artificial intelligence. IT project management. New technologies applied to management.