title1

NAME AND SURNAME AUTHOR 1

NAME AND SURNAME AUTHOR 2

NAME AND SURNAME AUTHOR 3

*Email for each author separated by comas, all in the same line*

*University of each author (in italics) separated by comas and all in the same line*

Resumen

A summary up to 150 words should be translated into Spanish (in italics)

Palabras clave:

Please, include here 3 to 7 keywords in Spanish to identify the issue addressed in the study. Do not use italics

Abstract

Please, include here a brief summary of your study with extension up to 150 words. Note that the first page contains neither heading nor footnotes nor page number. Use italics.

Keywords:

Please, include here 3 to 7 keywords to identify the issue addressed in the study. Do not use italics.

# Introduction

Text in Times New Roman 11 points.

Text in Times New Roman 11 points.

# Heading

## Subheading 1

Text in Times New Roman 11 points.

## Subheading 2

Text in Times New Roman 11 points.

# Heading

## Subheading 1

Text

***3.2 Subheading 2***

Text in Times New Roman 11 points. Now you will see a Table and a Figure, that should be numbered. Tables and Figures can be written using a 9-point letter size and the titles are in bold letters.

TABLE 1

Title

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Source: Author (year)

figurE 1

Title

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| 9-points Times New Roman  |

Source: Author (year)

# Use as many headings and subheadings as you see fit. However, it is recommended to include a first section titled “Introduction” and the last section titled “Conclusions”.

# The paper will end with a list of bibliographic references, which will appear under the heading "References", without numbering.

# 4. Conclusions

The key conclusions, contributions, limitations and future research.

**References**

APA format

Alba, J. W., & Hutchinson, J. W. (2000). Knowledge calibration: What consumers know and what they think they know. *Journal of Consumer Research*, *27*(2), 123-156.

IBM Institute for Business Value (2021). 2021 CEO Study: Find Your Essential, report (accessed November 4, 2021), <https://www.ibm.com/thought-leadership/institute-business-value/c-suite-study/ceo>.