

**Ist MAUV INTERNACIONAL  
CONGRESS:  
AUDIT AS A TOOL OF INNOVATION, MANAGEMENT AND  
SUSTAINED GROWTH IN PUBLIC AND PRIVATE ENTITIES.**

## SUBSTANTIATION

Every human act that has transpired in the history begins with an idea. The generation of new ideas that will help to strengthen the public, private and third sector (NGOs), is essential in a reality where the only constant is change.

The application of these new ideas must be taken with a planned process that allows the correct application of the new models that seek to implement in organizations; management should be guided with clear objectives, measurable and realistic goals.

The audit, in its various forms, enables public and private entities the proper management of its operations and the ability to visualize new prospects and achieve through innovation.

Responding to this call, the “Maestría en Auditoría of the Universidad Veracruzana” has chosen to create this First International Congress, where professionals, students, teachers and experts to share their experiences and contributions of the various types of audits, as well as the advantages to improve management entities and especially innovate in them.

## GENERAL OBJECTIVE

Position the audit practice in its various forms, to strengthen public and private entities which will impact positively on the world in which we live.

## CONVOCATION

The "Maestría en Auditoría of the Universidad Veracruzana" is pleased to invite you to participate, from 7<sup>th</sup> to 8<sup>th</sup> of July, 2016, at the First MAUV International Congress: *Audit as a Tool of Innovation, Management and Sustained Growth in Public and Private Entities.*

Congress is divided into the following conditions for the submission of papers:

**Conference Presentations and Desk Speech**

**PLACE & DATE**

From 7<sup>th</sup> to 8<sup>th</sup> of July, 2016.

**Address:** Blvd. Manuel Ávila Camacho 4298, Costa Verde, Boca del Río, Ver.

**Ubication:** *Holiday Inn Hotel*

**<https://goo.gl/maps/GVKqdvUSEbp>**

**CONTACT**

**WEB:** <http://www.uv.mx/mauditoria/eventos/congresomauv/>

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**BASES**

**Generality**

- ⌋ The maximum number of authors on a speech is three and the maximum of speeches that can present an author is three.
- ⌋ Using Word as a word processor: record files with extension (.doc).

**Features of speeches**

- ⌋ The speeches must be the result of experiences, applications, theoretical research and/or empirical or innovative deployment models.

- Original, relevant, and professional rigor developed and/or academic.
- With an audit focus, accounting strategies, business strategies, innovative ideas applicable in the administration of public or private sector.

## Themes of speeches



### Desk I: Private Sector.

- Audits
- Management and Promises Business
- Corporate Finance
- Financial Strategies and/or prosecutors.
- Administrative improvements

### Desk II: Public Sector.

- Control of Public Resources in Mexico.
- A Transparent Government.
- Combating Corruption.
- Panorama of Economic Policy in Mexico.
- Panorama of Economic Policy in the World.

### Desk III: Audits and specialized areas.

- Specialized audits
- Development Management
- Productive Projects
- Positioning of audit in specialized areas
- Audit Challenges in Mexico and the World

## Formal Requirements



The Speech should be sent to a double-blind review. The Speeches presentations that include the following shall be accepted:

### Front page should include:

- Secondment institution
- Work title
- Name of the author and co-authors with email and phone numbers
- Selected theme
- Date and place of the congress

### The Speech should include:

- Abstract of 200 words maximum
- Three keywords.
- Identification of the Problem or Issue
- Goals
- Justification
- Contents of the Speech with numbered pages focused on the bottom, having as heading the title of the Speech.
- Arial script 12 points, 1.5 line spacing, margins 2.5 cm and 0.5 cm left indent. in the first line of each paragraph.
- Work must contain a minimum of 12 pages and a maximum of 20, considering abstract sheet, graphs, tables, references and any attachments.
- The sheets must be numbered in the central part of the lower one centimeter margin.
- References: Use “APA Format 6<sup>th</sup> Edition” for citations in the text and references.
- Language: The official conference languages are Spanish and English. You can submit jobs in either of these two languages.

Sending the Speech must be on the congress page by **EasyChair System**

### Evaluation of Speeches



Papers will be evaluated under a review process double-blind scientific rigor.

### Evaluation results



The results of the evaluation of the Speeches will be sent no later than **7<sup>th</sup> to 10<sup>th</sup> June 2016.**

### Indications for accepted Speeches



After being accepted the speeches, the speakers should send the file to the letter assignment of copyright so they can be included in the corresponding book (all authors of the speech must sign the letter) and make the corresponding payment.

The format for the transfer of rights and emails corresponding to the above indications will be provided upon acceptance of the paper.

Accepted Speeches will be published in a printed book with ISBN register as long as the payment is made and attendance is confirmed.

The inclusion of speeches in the book will be presented in the original language and delivered one in each speech. The request for more books would involve additional costs.

In case of being accepted the speech, but with observations or comments by the jury, they are forwarded to the author, to be incorporated into the text in the term indicated.

## Important Dates

Period for receiving speeches: **March 28<sup>th</sup> to June 6<sup>th</sup> 2016.**

The date for sending the letter of transfer of copyright will be sent no later than **June 13<sup>th</sup> 2016.**

The date for payment will be as limited on **June 13<sup>th</sup>, 2016** and made the payment of the account that you specify in the mail acceptance speech. **In case of not paying his speech will not be considered for the Congress or for the publication of the book.**

## Costs

Costs for the event will be:

### **Participation in presentation:**

- **\$ 3,500.00 Mexican pesos (includes up to 3 speakers for a particular subject).**
- **USD \$200.00\***

### **General public:**

- **\$ 2,300.00 Mexican pesos.**
- **USD \$140.00\***

### **Attending the conference as a college student and postgraduate programs:**

- **\$ 1,500.00 Mexican pesos (must be checked with valid ID).**
- **USD \$85.00\***

**\* Prices for Foreigners**

**Note: For the general public and students on the last day of payment will be July 6, 2016**

- ] **Costs for participation in speeches includes:** Access to lectures and speeches, certificate of participation with curricular value of 20 hours, congress materials, commemorative gift congress and access to toast closing ceremony for each of the authors and delivering a record book with ISBN (one book per speech submitted will be given).
- ] **Costs for the general public includes:** Access to lectures and speeches, certificate of participation with curricular value of 20 hours, congress materials, commemorative gift and access to congress closing toast ceremony. Prices after the day June 13<sup>th</sup>, 2016 until the day of the event will have an increase of 10% of its value.
- ] **Costs for college students and postgrades students includes:** Access to lectures and speeches, certificate of participation with curricular value of 20 hours, congress materials and commemorative gift. Prices after the day June 13<sup>th</sup>, 2016 until the day of the event will have an increase of 10% of its value.
- ] Taxes included. If you require a tax receipt please make us know when you make the payment.

The first 200 people (general public and students) to make payment will have the following benefits:

1. Preferential access to the speeches of their choice and can switch on the 3 desks of speeches.
2. Additional kit gifts.