Welcome from AIB–LAT Chair

Dear AIB–LAT 2016 Participant,

Welcome to São Paulo and the sixth AIB–LAT annual conference, our largest and most developed conference to date. This year's conference has been organized with our local host, the Faculty of Economics, Administration and Accounting (FEA) of the University of São Paulo (USP), who have done a fantastic job. In particular, I wish to extend my thanks along with that of the AIB–LAT Executive Committee to Moacir de Miranda Oliveira Jr. and his support team at USP for their outstanding organizational efforts. Without their efforts, this event would not be possible. Thank you! As was also the case in prior years, I would thank everyone who played a role in organizing the conference. Many of these (but certainly not all) are listed elsewhere in the program. This conference is truly a team effort and everyone's efforts are truly appreciated.

A key feature of the AIB–LAT is the inclusion of participants from throughout Latin America and the world. This year, we have program participants from five continents including attendees from Latin America (Argentina, Brazil, Chile, Colombia, Mexico and Peru), North America (Canada and the United States), Europe (Bulgaria, Finland, France, Germany, Italy, Portugal, Spain, Sweden, Switzerland and the United Kingdom), and the Pacific Rim (China and New Zealand). Please take this opportunity to meet your colleagues from around the region and the globe! Of all the AIB's 18 chapters, AIB–LAT may have the broadest geographic scope – covering the South American continent plus Mexico and the Caribbean. Given our common “international business” research focus, this scope provides us a fantastic opportunity to use our conference to further our research interests.

The following program pages provide details regarding the conference sessions. We really hope that you enjoy the conference, including the mix of keynote panels, panels, competitive and interactive sessions. Our plenary speakers include both exemplary academics and world class leaders of some of the most prominent multilatinas that are driving our field of study. Once again, we thank our hosts at the Faculty of Economics, Administration and Accounting (FEA) of the University of São Paulo for organizing an exceptional event.

Best regards,

William Newbury
AIB–LAT President/Chapter Chair
Dear Colleagues,

This year we are honored to host the AIB–LAT’s annual conference. Ever since the beginning of the creation of the Latin American chapter of AIB in 2008, University of Sao Paulo has been actively involved.

To chair this annual conference will be an opportunity of exposing to leading International Business academics the Sao Paulo City, a cosmopolitan, melting pot city, home of the largest Italian, Arab and Japanese diasporas, with examples including ethnic neighborhoods of Bixiga, Mercado and Liberdade respectively. São Paulo City is the capital of Brazil's most populous and wealthiest state. It exerts strong regional influence in commerce, finance, arts and entertainment and a strong international influence. Having the largest economy by GDP in Latin America and Southern Hemisphere, the city is home of the São Paulo Stock Exchange. The city has cultural, economic and political influence both nationally and internationally.

We would like to acknowledge University of Sao Paulo, School of Economics, Business and Accounting – University of São Paulo (FEAUSP) and the Business Administration Department of FEAUSP, our department, for their support for this event; and also to authors, keynote speakers, panelists, reviewers, panel organizers, track chairs, and best papers selection committee for the manuscripts to be presented in the conference.

Finally, we would like to encourage all attendees to enthusiastically participate in the sessions, panels and social events over the next days, since it would be an unprecedented opportunity to build and maintain long lasting academic relationships in order to advance research in International Business in the region.

Thank you for being part of the 2016 AIB-LAT Conference!!!

Moacir de Miranda Oliveira Jr
AIB-LAT 2016 Local Chair
Dear AIB–LAT 2016 Conference Participant,

We are delighted to welcome you to this great opportunity to house the AIB–LAT Chapter Conference at FEA/USP. Of course we have to express to many people the gratitude for this happening, but Moacir Miranda Oliveira deserves our special thanks for coordinating since the beginning all the efforts to achieve this important event.

The School of Economics, Business and Accounting is deeply honoured with your attendance and we wish that you will enjoy all the activities planned for the conference.

Adalberto A. Fischmann

Dean of School of Economics, Business and Accounting – University of São Paulo
Dear AIB-LAT 2016 participants,

FEA/USP Business Administration Department is pleased to welcome the AIB-LAT Chapter Conference 2016. This Conference promises relevant discussions and contributions for the development of our region. The agenda contains very hot topics regarded to the theme of International Business as well as a significant number of specialists and students addressing them.

We greatly appreciate and thank the conference scientific committee, our keynote speaker, our session chairs, our panel members, our submitters and reviewers, the AIB conference support staff, the Department of Business Administration, all participants, and everyone who has contributed to make this conference possible.

Welcome to Sao Paulo and to the University of Sao Paulo.

Roberto Sbragia
Head of the Business Administration Department, FEA/USP
AIB-LAT 2016 Program

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AIB–LAT Chapter Executive Committee

• **Dr. William Newburry, Chapter Chair/President**, Florida International University, United States
• **Dr. Armando Borda**, ESAN University, Peru
• **Dr. Diana Bank**, Berlin School of Economics and Law, Germany/Mexico
• **Dr. Lou Ann Barclay**, University of the West Indies, Jamaica
• **Dr. Maria Alejandra Gonzalez-Perez**, EAFIT University, Colombia
• **Dr. Moacir de Miranda Oliveira Jr.**, Universidade de São Paulo, Brazil
• **Dr. Ronald Rivas**, Canisius College, United States/Peru
• **Dr. Leonardo Liberman, Past President**, Universidad de los Andes, Chile

Organizing Committee

• **Conference Chair**
  Moacir de Miranda Oliveira Jr., Universidade de São Paulo, Brazil
• **Competitive and Interactive Track Chair**
  William Newburry, Florida International University, United States
• **Doctoral Consortium Chair**
  Wlamir Gonçalves Xavier, Eastern New Mexico University, United States & UNISUL, Brazil
• **Conference Management Team**
  Dra. Leila Lage Humes, Universidade de São Paulo
  Eloisa Alessio, Universidade de São Paulo
  Dr. Augusto Nishimura, Universidade de São Paulo
• **Conference Coordinator**
  Universidade de São
• **Academic Program Assistants**
  Emily Corbin, Florida International University, United States
AIB-LAT 2016 Program

Katherine Pardón, Florida International University, United States

Conference Reviewers

We would like to thank our reviewers for helping to enhance the scientific quality of the AIB–LAT’s annual conference.

- **Afonso Fleury**, University of São Paulo
- **Angela Da Rocha**, Pontifical Catholic University of Rio de Janeiro
- **Artur Gomes de Oliveira**, Sergipe Federal Institute of Education, Science and Technology
- **Cláudia Buhamra Abreu Romero**, Universidade Federal do Ceará
- **Cléber da Costa Figueiredo**, ESPM
- **Denilde Oliveira Holzhacker**, ESPM/International Relations
- **Diego Finchelstein**, EAN–Universidad de San Andres
- **Eduardo Atmando**, FIA Business School
- **Eduardo Gomes Carvalho**, CEFET
- **Elias Pereira Lopes Junior**, Getulio Vargas Foundation – FGV/EAESP
- **Eric Cohen**, Unicamp
- **Flavio Hourneaux Junior**, Nove de Julho University
- **Florian Fleming**, Technische Hochschule Deggendorf
- **Francisco Isidro Pereira**, Universidade Federal do Ceará
- **George Bedinelli Rossi**, ESPM
- **Gerald McDermott**, University of South Carolina
- **Gilmar Masiero**, University of São Paulo
- **Guillermo Ruiz Pava**, Universidad de los Andes
- **Henrique Correa da Cunha**, FURB – Fundação Universidade de Blumenau
- **Jase R. Ramsey**, Saint Louis University
- **Jianyu Ma**, Robert Morris University
AIB-LAT 2016 Program

- Jose Godinez. Merrimack College
- Jose Siqueira. Davenport University
- Juan Velez–Ocampo. Universidad EAFIT
- Julio Araujo Carneiro–da–Cunha. UNINOVE
- Karen Esteves. University of São Paulo
- Kavita Miadaira Hamza, FEA USP
- Luciana Marques Vieira. Unisinos Business School
- Luis Oliveira. University of São Paulo, Polytechnic School
- Luiz Ricardo Kabbach de Castro. Universidade de São Paulo
- Maria–Alejandra Gonzalez–Perez. EAFIT
- Marilia Bonzanini Bossle. UNISINOS
- Marlon Fernandes Rodrigues Alves. University of São Paulo
- Mauricio Jara–Bertin. Universidad de Chile
- Melanie P. Lorenz. University of Alabama
- Moacir de Miranda Oliveira Jr.. University of São Paulo
- Moema Pereira Nunes. Pontifical Catholic University of Rio Grande do Sul – PUCRS
- Mohamed Amal. FURB/ and Columbia University New York
- Raphael Almeida Videira. ESPM
- Renata Giacomin Menezes. FUMEC
- Reynaldo Dannecker Cunha. ESPM
- Rodrigo Cintra. ESPM
- Ronald M. Rivas. Canisius College
- Ronald Scott Wolf. Universidad EAFIT
- Alandey Severo Leite da Silva. Universidade de Fortaleza
- Simone Vasconcelos Galina. University of São Paulo
- Taeyoung Yoo. Hankuk University of Foreign Studies
- Thiago José de Chaves. UFSC
- Veneta Andonova. AUBG/Universidad de los Andes
- Vicente Lima Crisóstomo. Universidade Federal do Ceará
- William Newburry. Florida International University
AIB-LAT 2016 Program

- Yun Chu, Robert Morris University

Best Paper Selection Committee

- Jorge Carneiro (PUC-Rio, Brazil) – jorgemtc@iag.puc-rio.br

- Maria-Alejandra Gonzalez-Perez (Universidad EAFIT, Colombia) – mgonza40@eafit.edu.co

- Wlamir Gonçalves Xavier (Eastern New Mexico University & UNISUL, USA) – wlamirxavier@gmail.com
Best Paper Finalists

CROSS-CULTURAL EFFECTS ON PRO-ENVIRONMENTAL ATTITUDES AND BEHAVIORS
- Cláudia Buhamra (Universidade Federal do Ceará, Brazil) - buhamra@ufc.br
- Michel Laroche (John Molson School of Business – Concordia University, Canada) - buhamra@ufc.br
- Golam Mohammad Aurup (John Molson School of Business – Concordia University, Canada) - buhamra@ufc.br
- Sofia Batista Ferraz (Universidade de São Paulo, Brazil) - buhamra@ufc.br

THE MODERATING ROLE OF GROUP AFFILIATION ON THE INTERNATIONALIZATION OF FIRMS FROM LATIN AMERICA
- Cláudia Frias Pinto (Fundação Getulio Vargas – EAESP, Brazil) - claudia.frias.pinto@gmail.com
- Manuel Portugal Ferreira (ESTG-IP Leiria & Universidade Nove de Julho, Portugal) - manuel.portugal.ferreira@gmail.com
- Maria Tereza Fleury (EAESP - Fundação Getulio Vargas, Brazil) - mtereza.fleury@fgv.br
- Dan Li (Indiana University, USA) - lid@indiana.edu

THE ROLE OF INDUSTRY FACTORS AND INTANGIBLE ASSETS IN COMPANY PERFORMANCE IN COLOMBIA
- Veneta Andonova (AUBG/Universidad de los Andes, Bulgaria and Colombia) - vandonova@aubg.edu
- Guillermo Pava (Universidad de los Andes, Colombia) - ga.ruiz10@uniandes.edu.co
## AIB-LAT 2016 Program

**AIB–LAT São Paulo, Brazil**

**Program at a Glance**

**February 18–20, 2016**

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<th>Session</th>
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<td>Ruy Leme</td>
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<td>12.00 – 18.00</td>
<td>Company Visits</td>
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<td>10.30 – 11.00</td>
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<td></td>
<td>11.00 – 12.15</td>
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<td>Panel 2 - Internationalization and Creative Industries</td>
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<td>Panel 3 - Internationalization of R&amp;D, Inward and Outward</td>
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<td>Interactive 3</td>
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<td>Panel 4 - Multinationals from Latin America</td>
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<td>Panel 5 - ESPM Panel - What is Different in Latin America?</td>
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<td>Panel 6 - Roundtable: Can Latin American Firms Compete</td>
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<td></td>
<td></td>
<td>Globally?</td>
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<td>19.30 – 12.00</td>
<td>Gala Dinner</td>
<td>Jockey Club</td>
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AIB-LAT 2016 Program

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# AIB-LAT 2016 Program

## AIB–LAT São Paulo, Brazil

### Program at a Glance

#### February 18–20, 2016

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<tr>
<td>08:30 – 17:00</td>
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<td>12.00 – 13.15</td>
<td>Panel 7 – PENSA-USP: Innovation in Global Agribusiness Chains</td>
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<td>Panel 8 – Institutional Voids in Latin America</td>
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<td>20-Feb</td>
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<td>Panel 9 – Conducting High Quality Research in Latin America</td>
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<td>Panel 10 – Linking Multilatina Strategy to Context</td>
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<td>Competitive 8</td>
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<td>Panel 11 Online Teaching Trends and Innovation for International Business Education</td>
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<td>18.30 – 19.00</td>
<td>Conference Closing</td>
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**AIB-LAT 2016 Program**
AIB-LAT 2016 Program

Thursday, February 18, 2016

Doctoral Consortium – 08:00 – 12:00

Wlamir Gonçalves Xavier – Eastern New Mexico University
Felipe Borini – University of Sao Paulo– FEA/USP
Fernanda Cahen – FEI/SP
Lou Anne Barclay – University of the West Indies

Faculty Panelists:

Wlamir Gonçalves Xavier
Assistant Professor of Management at Eastern New Mexico University, United States, with a dual appointment at UNISUL University, Brazil. His research focuses on the business group phenomenon in emerging countries and non-marketing strategies. He has been a visiting scholar at the University of Paris Dauphine, the Wharton School and the Copenhagen Business School. Wlamir's academic work has been recognized on several occasions including the "Emerald Publishing Award for Best Paper on Emerging Markets" in the European International Business Academy Conference – EIBA/2012 and "Best Thematic Paper Award" in the Academy of International Business South East US Chapter Conference – AIB-SE/2012.

Maria–Alejandra Gonzalez–Perez
Full Professor of Management at Universidad EAFIT (Colombia), the Vice–President of the Academy of International Business (AIB), coordinator of the Colombian universities in the virtual institute of the United Nations Conference for Trade and Development (UNCTAD) (2009–present), and Editor–in–Chief of the business journal AD–minister. She is the past Head of the Department of International Business and former Director of the International Studies Research Group at Universidad EAFIT (Colombia). Prior to her positions in Colombia, she worked as a researcher in various organisations such as the Centre for Innovation and Structural Change (CISC), Irish Chambers of Commerce, and the Economics of Social Policy Research Unit (ESPRU) in Ireland.
AIB-LAT 2016 Program

Ronaldo Couto Parente

Associate Professor at the Florida International University. He holds a Ph.D. degree in Strategic Management & International Business at the Temple University, Philadelphia and ME degree in business administration at the University of Tampa. Dr. Parente is the Associate Editor of the Management Research Journal and Vice President of the Ibero-American Academy of Management. He currently serves on the Editorial Review Board of the Journal of International Business Studies (JIBS), Thunderbird International Business Review (TIBR), Global Strategy Journal (GSJ), Cross-Cultural Management Journal (CMJ), and the Journal of International Management (JIM). He is an elected board member at the European Academy of International Business (EIBA) and has been elected for a leadership role with the Global Strategy Interest Group at the Strategic Management Society (2014-2016).

Mário Henrique Ogasavara

Full Professor and the Head of the Postgraduate Program in International Management at ESPM Sao Paulo (Brazil). He received his PhD and Master's degree at the University of Tsukuba (Japan). Avocational Lecturer at Steinbeis University (Germany). He developed his postdoctoral fellowship at the National University of Singapore. Associate Coordinator of the Asian Studies Program (ProAsia) at the University of Sao Paulo, Brazil. Member of the Scientific Committee (Academic Division of Organization Strategies) of the Brazilian Academy of Management (ANPAD). Regional Coordinator of the Society for Global Business & Economic Development (SGBED). His main research interests include internationalization and innovation of Asian and Brazilian multinational firms, subsidiary performance, expatriation, and entry mode strategies.
Felipe Monteiro

Assistant Professor of Strategy at INSEAD. He obtained his PhD in Strategic and International Management at the London Business School. His research focuses on global open innovation and on knowledge processes within multinational corporations (MNCs), in particular, on how MNCs access external knowledge across organizational, technological and geographic boundaries. Felipe is also leading a research project on foreign direct investment strategies of MNCs headquartered in the BRIC (Brazil, Russia, India and China) countries. His research has been published in top academic and managerial journals and won or was nominated to prestigious awards at the Academy of International Business, at the Academy of Management and at the Strategic Management Society. Professor Monteiro was a member of the Samsung Advanced Institute of Technology’s CORE Global Expert network, a small group of leading academics advising Samsung in the area of global innovation management, from 2009 to 2011, expatriation, and entry mode strategies.

Julio Araujo Carneiro da Cunha

Full Professor at Nove de Julho University, Brazil. His main research interests are inter-organisational networks, strategy and governance, organisational performance evaluation systems, information and knowledge management, and sports management. He is PODIUM Sport magazine's editor, Leisure and Tourism Review and ad hoc reviewer for 32 scientific journals. As publication of scientific papers has altogether 31 publications in journals, 3 book chapters and 54 articles published in conference proceedings and conferences.

Jorge Carneiro

Professor of Strategy and International Business at the Pontifical Catholic University of Rio de Janeiro, Brazil. He obtained his PhD in Business Administration from the Federal University of Rio de Janeiro. Editor-in-Chief of the Brazilian Administration Review. Member of the Scientific Committee of the Strategy Division of the Brazilian Academy of Management (ANPAD), member of the Board of the European International Business Academy (EIBA) and member of the Executive Committee of the Business Association of Latin American Studies (BALAS). He has published in the Journal of Business Research, Latin American Business Review, Engineering Economics and Brazilian Administration Review, among other journals.
Rodrigo Bandeira de Mello

is Associate Professor of competitive strategy at the business school of the Getulio Vargas Foundation (FGV) in São Paulo, Brazil. He is also visiting professor at the University Paris Dauphine and Lyon III, in France, where he teaches business and government relationship and strategy for emerging markets. Rodrigo has just finished his sabbatical year as a visiting scholar at the MIT Political Science department for the 2014-2015 academic year. His interests include competitive strategy, political-based competitive advantages in emerging economies, and the genesis, development and internationalization of business groups.

Paulo Roberto Arvate

He is currently researcher at the C-Micro (FGV) and professor at the School of Management at the Getulio Vargas Foundation of São Paulo (EAESP). He holds a PhD degree and master degree, in economics both at the University of São Paulo (USP). Developed part of his doctorate at the University of California, Los Angeles (UCLA) and was a visiting professor at Michigan State University (MSU).

Doctoral Students:

- Reynaldo Dannecker Cunha (ESPM, Brazil) – rcunha@espm.br
- Henrique Correa da Cunha (FURB – Universidade Regional de Blumenau, Brazil) –henriquecorreadacunha@gmail.com
- Jefferson Marlon Monticelli (UNISINOS, Brazil) – jeffmarlon@hotmail.com
AIB-LAT 2016 Program

- Jose Luis Huesca Dorantes (The University of Auckland, New Zealand) – j.huesca@auckland.ac.nz
- Jurema Tomelin (FURB, Brazil) – jurema.tomelin@gmail.com
- Maria Laura Maclennan (Fea USP, Brazil) – laura.maclennan@usp.br
- Mariana Bassi Sutter (FEA USP, Brazil) – mbsutter@gmail.com
- Paula Porto (PUC-RIO, Brazil) – paulappontes@gmail.com
- Ricardo Floriani (FURB, Brazil) – rfloriani1980@gmail.com
- Ricardo O. Oliveira (ESPM, Brazil) – ricoliveira@hotmail.com
- Zake Sabbag (ESPM, Brazil) – zake.sabbag@gmail.com

Company Tours – 12:00 – 18:00
Friday, February 19, 2016

Formal Conference Opening – 08:45 – 09:00

- **Adalberto Américo Fischmann** (University of São Paulo, Brazil) – aafischm@usp.br;
- **Roberto Sbragia**, Head of Business Administration Department (University of São Paulo, Brazil)
- **William Newburry**, AIB–LAT Chapter Chair; (Florida International University, USA) – newburry@fiu.edu
- **Moacir de Oliveira Jr.**, 2016 AIB–LAT Conference Chair (University of São Paulo, Brazil)

Opening Executive Plenary: Innovation and Global Value Chains in Latin America – 09:00 – 10:30

- Moderator: **Moacir de Oliveira Jr.**, 2016 AIB–LAT Conference Chair (University of São Paulo, Brazil)
NELSON KRAHENBUHL SALGADO

Vice President Strategy and Institutional Relations at Embraer. Degree and Master’s degree in Engineering, University of São Paulo; PhD, Computational Mechanics, United Kingdom; MBA, Fundação Getulio Vargas, SP. Former Visiting Professor, Aeronautical Engineering Div., Instituto Tec. de Aeronáutica. With Embraer since 1987, spent 10 years in the Engineering Department. Has held executive positions on corporate functions such as Strategic Planning, Economical and Financial Planning and Mergers and Acquisitions. 2012–2014, CEO, Visiona Tecnologia Espacial, a joint venture company formed by Embraer and Telebras. In February 2014, re–joined Embraer as Vice President, Institutional Relations and Sustainability. In January 2016, appointed as Vice President, Strategy and Institutional Relations.

Lourdes Casanova

Senior Lecturer and Academic Director of the Emerging Markets Institute at the Johnson School of Business at Cornell University, formerly at INSEAD, specializes in international business with a focus on emerging markets multinationals. Appointed in 2014 as one of the 50 most influential Iberoamerican intellectuals by Esglobal. A Fulbright Scholar with a Masters degree from the University of Southern California and a PhD from the University of Barcelona. Visiting professor at Haas School of Business at the University of California at Berkeley, Judge Business School at University of Cambridge and at the Latin American Centre at the University of Oxford, University of Zurich, and Universidad Autónoma de Barcelona and consultant of the Inter–American Development Bank. Taught, directed executive programs at INSEAD for senior managers from multinationals including Telefónica, BBVA and Cemex and the Brazilian Confederation of Industries.
Andre Clark Juliano

Executive VP of International Business at Camargo Corrêa, responsible for Camargo Correa’s International Operations and New Business Development - Heavy Infrastructure Construction -- Hydropower Generation -- O&G Projects. Before joining Camargo Correa he was a Senior Associate at Booz Allen Hamilton and the Paper Business General Manager at Votorantim Celulose e Papel S.A. and a Logistics Manager at Igaras S.A. He holds an engineering degree at University of São Paulo and a MBA in Finance and Ops Management.

Max von Zedtwitz

He runs the GLORAD Center for Global R&D and Innovation with offices in Shanghai, Silicon Valley, Heilbronn, Kaunas, and St. Gallen. He is a professor and lecturer at various universities in Europe and China. He is a former Vice President with PRTM Management Consultants, where he was co-responsible for their global R&D practice and an overall lead for global product development and China innovation projects. Before joining PRTM, he was Managing Director of AsiaCompete Int’l, a business intelligence firm, and held full-time professor appointments at Tsinghua and Beijing University in China, Skoltech in Moscow, and IMD in Switzerland. He has led more than sixty consulting engagements in R&D, technology and innovation strategy, product development operations, global strategy, productivity improvements, product lifecycle management, organizational road-mapping and design, corporate incubation, start-up management, international management, China business and corporate M&A.
Marcelo Nobrega
Human Resources Director of McDonalds Brazil.
He has fifteen years of experience as a Human Resources executive at multinational corporations in the Oil & Gas, Fast Moving Consumer Goods and Transportation Services segments. He is involved in various areas such as change management, organizational and leadership development, performance management, recruitment, compensation and benefits, staffing, employee and labor relations.

Fredrik Tell
He is Professor and Chair of Business Studies at Uppsala University and a Visiting Professor in Business Administration at Linköping University. His research and teaching centers around the implications of innovation and knowledge integration for firm strategies, competitiveness and organizations. He has focused on the evolution of the Electrical Engineering industry, but also involved in research projects in the Aerospace, Automotive and Telecommunication industries. Currently he serves as a co-editor of the scientific journal Industrial and Corporate Change.
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Andre Favero

He is a Business Director at Apex-Brasil. Previously he was a Consultant in public policies and microtargeting to management and election campaigns at Ideas Intelligence Consulting and Director of Export Competitiveness at Secretaria de Comércio Exterior. His was an undergraduate Studies in Law, International Trade at Universidade Federal de Santa Catarina and holds a MBA in Foreign Affairs and International Trade Negotiations at Fundação Getulio Vargas

BREAK – 10:30 – 11:00

PARALLEL PANELS – 11:00 – 12:15

Panel 1: Multilatinas and International Business

Alvaro Cuervo-Cazurra

He is Professor of International Business and Strategy at Northeastern University. He studies the internationalization of companies, with a special interest in emerging market multinationals. He also analyzes governance issues, with a special interest in corruption in international business. His research papers appear in leading academic journals, such as Academy of Management Journal, Journal of International Business Studies, and Strategic Management Journal. He is the reviewing editor of Journal of International Business Studies and the Chair of the International Management Division of the Academy of Management. He was awarded a Ph.D. from MIT.

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**William Newburry**
Chair of the Department of Management and International Business and the SunTrust Bank Professor at Florida International University. He received his Ph.D. in 2000 from New York University. Professor Newburry's research focuses on how multinational corporations manage and relate to subsidiaries and other local stakeholders when they invest overseas, with a particular emphasis on corporate reputation. Prof. Newburry has published 35+ papers in top-tier, peer-reviewed journals and another twelve in scholarly books. He has co-edited two books and recently co-authored a third focusing on operational challenges facing emerging market multinationals which is scheduled for publication in March 2016. He is the Series Editor of Research in Global Strategic Management, and the President/Chapter Chair of the Academy of International Business Latin America Chapter (AIB–LAT).

**Luciano Ciravegna**
Is an Associate Professor in Strategy and International business at the University of London (King’s College) and INCAE. His academic background includes a BSc in Economic History at the London School of Economics, an MPhil at the University of Oxford, St Antony’s College, and a PhD at the London School of Economics. His research focuses on the strategy of firms based in emerging markets, and especially Latin America. He has published four books with Routledge, Palgrave and the Financial Times Press. His research appears, among others, on the Journal of International Business Studies, the International Journal of Innovation Management, the Journal of Business Research and the Journal of Development Studies. His most recent work on the business environment of emerging markets is a book for students and practitioners, published by the Financial Times Press in October 2013, titled Operating in Emerging Markets: a Guide to Management and Strategy in the New International Economy, co-authored with Sumit Kundu and Robert Fitzgerald, with a preface by Farok Contractor.
Maria-Alejandra Gonzalez-Perez

She is Full Professor of Management at Universidad EAFIT (Colombia). Maria-Alejandra is the Vice-President of the Academy of International Business (AIB) (2015–2017), coordinator of the Colombian universities in the virtual institute of the United Nations Conference for Trade and Development (UNCTAD) (2009–present), and Editor-in-Chief of the business journal Administrator. Prof. Gonzalez-Perez is the past Head of the Department of International Business (2009–2013) and former Director of the International Studies Research Group (2008–2013) at Universidad EAFIT (Colombia). Prior to her positions in Colombia, she worked as a researcher in various organisations such as the Centre for Innovation and Structural Change (CISC), Irish Chambers of Commerce, and the Economics of Social Policy Research Unit (ESPRU) in Ireland.
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Panel 2 – Internationalization of Creative Industries

Angela da Rocha

Angela da Rocha is Associate Professor of Marketing and International Business at the Pontifical Catholic University of Rio de Janeiro (PUC-Rio) and Director of NUPIN, the Center for International Business Research. Before joining PUC-Rio, she has been a faculty member at the Federal University of Rio de Janeiro for 30 years before she retired, where she was the Dean of the Coppead Graduate School of Business two times. She obtained her PhD from IESE Business School, Spain. She has nine books published in Brazil and numerous articles in international and Brazilian journals including Entrepreneurship and Regional Development, Entrepreneurship Theory and Practice, Journal of International Entrepreneurship, Journal of International Business Studies and International Marketing Review. She is a member of CIMaR, the Consortium for International Marketing Research, and one of the top researchers in the area of Business Administration in the ranking of the National Council for Scientific and Technological Research (CNPq).

Marcos Luporini

Director, screenwriter, music producer and animator holds an undergraduate degree in Social Communication at University of São Paulo – USP, Popular Music at Unicamp and a graduate degree in Cinema at Unicamp. Wrote, produced, animated, composed and set to music DVDs of Galinha Pintadinha, winners of three DVDs “Platina Triplo”. She won award for “Best Screenplay” at 9º FAM and “Highlight of the Jury” in Festival de Gramado with the short film “... para continuar”; “Melhor Experimental” in the “Festival Nacional de Curtas do Vale de São Francisco”, in addition to several appearances at film festivals in Brazil.
Fernando Dias

Co-founder of Grifa Films together with Mauricio Dias, Fernando has always acted as Executive Producer of Completed Projects. Fernando was president of the Brazilian Association for Independent Television Producers for 8 years (ABPITV – Associação Brasileira de Produtores Independentes de Televisão), where he was responsible for the creation of ABPITV’s international sector and for the development of the association’s international project. Fernando has participated as guest speaker at renowned fairs and international film festivals such as MIPCOM, MIPTV, Real Screen, Sunny Side of the Doc, Toronto Film Festival amongst others.

Maria Luiza C. A. Pinho,

is assistant professor of Marketing and Business Research and Consumer Behavior at Ibme...
Panel 3 – PGT-USP/CAPES/STINT: Internationalization of R&D: Inward and Outward

Guilherme Ary Plonski

Full Professor of the Faculty of Economics, Business and Accountancy of the University of São Paulo. Research Director, USP Center for Technology Policy and Management; Director, Latin Ibero-American Association of Technology Management; Board of Governors, Technion – Israel Institute of Technology; Advisory Board, International Association of Sciences Parks and Areas of Innovation.

Henry Lopez-Vega

Henry Lopez-Vega, Ph.D. is a lecturer in the department of management and engineering (IEI–FEK) at Linköping University, Sweden. His research contributes to the burgeoning discussions on the implementation of open innovation at MNCs and role of foreign subsidiaries in BRICS economies. Broadly, his findings explain how firms design an effective open innovation strategy, search for external knowledge and integrate valuable solutions. Moreover, Henry has initiated a large research collaboration that investigates the determinants of reverse innovation, in South America, for foreign R&D subsidiaries.
Roberto Sbragia

Full Professor and Head of the Management Department of the Faculty of Economics, Business and Accountancy of the University of São Paulo, Brazil. Master and PhD. in Business Administration by FEA/USP. Pos-Doctoral studies at Northwestern University, Technological Institute, Department of Industrial Engineering and Management Sciences, Evanston/ILL, with emphasis on “R&D Management”. Coordinator of the group on Project Management at FIA- Fundação Instituto de Administração. Member of the Advisory Committee of the Project Management Global Forum, UTD- University of Texas at Dallas, Dallas/TEX. Active member of IAMOT- International Association of Management of Technology and PMI- Project Management Institute. Former President and active member of ALTEC- Latin America Association for Technology Management. Professor, author and consultant in the area of Innovation, Technology and Project Management.

Eduardo Vasconcellos

Full professor of the Faculty of Economics, Business and Accountancy of the USP, Brazil. Member of the Board of Trustees of the FIA. Member of the Board of IAMOT – International Association for the Management of Technology (USA). More than 150 papers published in conferences and journals in Brazil and abroad, Consultant in the areas of organization for innovation and technology management at the UN (Finland, Vienna, Nigeria and Colombia), World Bank (Washington) Pan American Health Organization (Washington) and several companies like Rhodia, Aracruz Valley Metro, Cosipa, VW, Mercedes Benz, Vallée, Telefonica, Wahler, J & J, Corn Products, and others. Referee of several magazines such as R & D Management (England), Technology Management (USA), Technovation (USA), IEEE Transactions in Engineering Management (USA), Espacios (Colombia), RAUSP, RAE, RAC, RAI
Franciane Silveira

She is currently professor in the Institute Foundation Projects (FIA) and National Commercial Training Service (SENAC). She served for three years as a teacher in the Professional Master's program in Business Administration - Project Management at the University Nove (UNINOVE). She received his PhD and Master’s degree at the Faculty of Economics, Business and Accountancy of the University of São Paulo, Brazil. Also worked in other universities such as UNIVALI and FECAP. In the corporate area she worked for Embratel, and Telemar (now Oi).

LUNCH – 12:15 – 13:15

PARALLEL SESSIONS – 13:15 – 14:30

Competitive Session 1: Entrepreneurship

Session Chair: Angela Da Rocha (Pontifical Catholic University of Rio de Janeiro, Brazil)

Location: C–3
AIB-LAT 2016 Program

THE EVOLUTION OF THE ENTREPRENEURIAL MARKETING FROM 1994 TO 2014
- Reynaldo Dannecker Cunha (ESPM, Brazil) – rcunha@espm.br
- Eduardo Eugênio Spers (ESPM, Brazil) – espers@espm.br
- Thelma Valéria Rocha (ESPM, Brazil) – tvrocha@espm.br

INTERNATIONALISATION OF SERVICE SMES, TECHNICAL AND PSYCHOLOGICAL CHARACTERISTICS OF THE ENTREPRENEUR MATTER
- Juan Velez–Ocampo (Universidad EAFIT, Colombia) – jvelez@eafit.edu.co
- Maria–Alejandra Gonzalez–Perez (Universidad EAFIT, Colombia) – mgonza40@eafit.edu.co

INTERNATIONALIZATION AND THE TALE OF THE CABO FRIO BEACHWEAR CLUSTER
- Angela Da Rocha (Pontifical Catholic University of Rio de Janeiro, Brazil) – angelarocha@iag.puc-rio.br
- Beatriz Kury (Pontifical Catholic University of Rio de Janeiro, Brazil) – beatrizkury@terra.com.br
- Jorge Ferreira da Silva (Pontifical Catholic University of Rio de Janeiro, Brazil) – shopshop@iag.puc-rio.br

SUCCESSFUL UNIVERSITY SPIN–OFFS: A MULTICASE STUDY REGARDING COMPANIES ORIGINATED FROM USP AND UFRJ
- Claudia Pavani (FEA USP, Brazil) – cpavani5@gmail.com

Competitive Session 2: CSR in Latin America
Session Chair: Elisa Giuliani (University of Pisa, Italy)
Location: C–4
CORRUPTION AND ITS EFFECTS ON FDI: ANALYSING THE INTERACTION BETWEEN THE CORRUPTION LEVELS OF THE HOME AND HOST COUNTRIES AND ITS EFFECTS AT THE DECISION-MAKING LEVEL

- Jose Godinez (Merrimack College, USA) – godinezj@merrimack.edu
- Ling Liu (University of Edinburgh, United Kingdom) – ling.liu@ed.ac.uk

CROSS-CULTURAL EFFECTS ON PRO-ENVIRONMENTAL ATTITUDES AND BEHAVIORS

- Cláudia Buhamra (Universidade Federal do Ceará, Brazil) – buhamra@ufc.br
- Michel Laroche (John Molson School of Business – Concordia University, Canada) – buhamra@ufc.br
- Golam Mohammad Aurup (John Molson School of Business – Concordia University, Canada) – golam.aurup@concordia.ca
- Sofia Batista Ferraz (Universidade de São Paulo, Brazil) – buhamra@ufc.br

CSR, LOCAL EMBEDDEDNESS AND THE PERFORMANCE OF MNCS IN BRAZIL DURING THE 2008 FINANCIAL CRISIS

- Henrique Correa da Cunha (FURB – Universidade Regional de Blumenau, Brazil) – henriquecorreadacunha@gmail.com
- Iara Regina dos Santos Parisotto (FURB – Universidade Regional de Blumenau Brazil) – iaraparisotto@furb.br
- Vilmar Siewert (FURB – Universidade Regional de Blumenau, Brazil) – siewert.vilmar@outlook.com
- Andréia Carpes Dani (FURB – Universidade Regional de Blumenau, Brazil) – andreiacarpesdani@gmail.com

MULTILATINAS’ REPUTATION AT A CROSSROADS: ACCOUNTING FOR THEIR SOCIAL IRRESPONSIBILITY ACROSS DIFFERENT INSTITUTIONAL ENVIRONMENTS

- Elisa Giuliani (University of Pisa, Italy) – elisagiuliani2015@gmail.com
- Davide Fiaschi (University of Pisa, Italy) – davide.fiaschi@unipi.it
- Federica Nieri (University of Pisa, Italy) – nieri.federica@hotmail.it
Interactive Session 1. Knowledge

Session Chair: Luciano Ciravegna (King's College, London, United Kingdom)

Location: C–5

CHANGING THE LINKS OF INNOVATION: A QUANTITATIVE REVIEW OF THE LITERATURE ABOUT REVERSE INNOVATION

- Murilo Mendes Thomaz (University of São Paulo, Brazil) – mthomaz@usp.br
- Lilian Cristina Schreiner (University of São Paulo, Brazil) – lilianschreiner@usp.br
- Paulo Tromboni de Souza Nascimento (University of São Paulo, Brazil) – tromboni@usp.br

INNOVATION MODELS IN EMERGING MARKETS: THE CASE OF BRAZILIAN MULTINATIONALS

- Itiel Moraes Silva (University of São Paulo – USP, Brazil) – ithyel@hotmail.com

INNOVATIVE PERFORMANCE AND CONFIGURATION OF POTENTIAL AND REALISED ABSORPTIVE CAPACITIES

- Marlon Fernandes Alves (University of São Paulo, Brazil) – mfralves@fearp.usp.br
- Simone Vasconcelos Galina (University of São Paulo, Brazil) – sgalina@usp.br

ALLIANCE IMPACT ON ABSORPTIVE CAPACITY: ANALYSIS OF BRAZILIAN ITC COMPANIES

- Simone Vasconcelos Galina (University of São, Brazil) – sgalina@usp.br
- Marlon Fernandes Alves (University of São Paulo, Brazil) – marlon.fr.alves@gmail.com
A PRELIMINARY ANALYSIS OF INOVAR AUTO IMPACT ON THE BRAZILIAN AUTOMOTIVE INDUSTRY R & D ACTIVITY

- Adriana Marotti de Mello (University of São Paulo, Brazil) – adriana.marotti@usp.br
- Roberto Marx (University of São Paulo, Brazil) – robemarx@usp.br

Interactive Session 2: Value Chains

Session Chair: Ilan Avrichir (ESPM)

Location: C–6

GLOBAL VALUE CHAINS: AN APPLICATION TO CIA HERING, BLUMENAU, BRAZIL

- Germano Adolfo Gehrke (Furb, Brazil) – germanogehrke@terra.com.br
- Hoyêdo Nunes Lins (UFSC, Brazil) – hoyedo.lins@ufsc.br
- José Alonso Borba (UFSC, Brazil) – jalonsoborba@hotmail.com

KNOWLEDGE FLOW IN THE GLOBAL VALUE CHAIN: A BIBLIOMETRIC ANALYSIS FROM EXPORTS

- Neusa Nunes (ESPM, Brazil) – neusassouza@gmail.com
- Aldo Brunhara (ESPM, Brazil) – aldo_brunhara@hotmail.com
- Eduardo Eugênio Spers (ESPM, Brazil) – espers@espm.br

THE LOW PARTICIPATION OF BRAZIL IN GLOBAL VALUE CHAINS: FACTORS AND KEY DETERMINANTS

- Julia de Oliveira Callegari (University of São Paulo, Brazil) – jucallegari@hotmail.com
GLOBAL VALUE CHAINS: CONTROVERSIAL LABOR PRACTICES
- Subrata Chakrabarty (University of Texas at El Paso, USA) – chakrabarty@gmail.com

REFLECTIONS ON CORPORATE SOCIAL RESPONSIBILITY IN INNOVATIVE ENVIRONMENTS AND GLOBAL VALUE CHAINS: THE EXPERIENCE OF A COMMERCIAL BANK
- Leonardo Moreira Ferreira (UFRRJ, Brazil) – leomorfe@oi.com.br
- Luis Alberto do Lima Leandro (UFRRJ, Brazil) – luizleandrorj@globo.com
- Glaydson Teixeira Cavalcante (UFMG, Brazil) – glaydon@bb.com.br

Interactive Session 3: Internationalization
Session Chair: Ronaldo Couto Parente (Florida International University, USA)
Location: C–7

BORN GLOBALS AND INTERNATIONALIZATION THEORIES – A COMPARATIVE STUDY
- Timo Oliver Schaefer (Universidade de Fortaleza, Brazil) – timo.schaefer@stud.th-deg.de
- José Ednilson de Oliveira Cabral (Universidade de Fortaleza, Brazil) – ednilson@unifor.br

INTERNATIONALIZATION THEORIES AND CONTEMPORARY DIVERSITY CHALLENGES OF A GLOBAL PASTA LEADER: THE CASE OF BARILLA SPA
- Ronald Scott Wolf (Universidad EAFIT, USA) – ncowolfman@aol.com

THE INTERNATIONALIZATION OF LATIN AMERICAN FIRMS: A COMPARATIVE STATE-CENTERED APPROACH TO ARGENTINA, BRAZIL AND CHILE

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- Diego Finchelstein (EAN-Universidad de San Andres, Argentina) - dfinchelstein@udesa.edu.ar

A CRITICAL ASSESSMENT OF BRAZILIAN MANUFACTURING COMPETITIVENESS IN FOREIGN MARKETS
- Bruno Barreto de Goes (Temple University, USA) – degoes.bruno@temple.edu
- Alvaro Cyrino (Fundação Getúlio Vargas, Brazil) – alvaro.cyrino@fgv.br
- Ronaldo Couto Parente (Florida International University, USA) – rcparent@fiu.edu

WEALTH EFFECTS OF MERGER AND ACQUISITION ON ACQUIRING FIRMS IN BRAZIL
- Jianyu Ma (Robert Morris University, USA) – ma@rmu.edu
- Mingzhai Geng (Henan University, China) – gmz@henu.edu.cn
- Yun Chu (Robert Morris University, USA) – chu@rmu.edu
- Jason Chen (Gonzaga University, USA) – chen@jepson.gonzaga.edu

PARALLEL SESSIONS – 14:30 – 15:45

Competitive Session 3: MARKETING AND MANAGEMENT ISSUES
Session Chair: Armando J. Borda (ESAN University, Peru)
Location: C-3

BRAND ARCHETYPE AND CONSUMER PERCEPTIONS ALONG COUNTRIES: AN EMPIRICAL APPROACH BASED ON MARK AND PEARSON FRAMEWORK

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- **Kavita Miadaira Hamza** (FEA USP, Brazil) – kavita@usp.br
- **Duarte Xara-Brasil** (Instituto Politécnico de Setúbal, Portugal) – duarte.brasil@esce.ips.pt
- **Luiza Haddad** (FEA USP, Brazil) – haddadhuiiza91@gmail.com

**HOW DOES CULTURAL INTELLIGENCE ENHANCE INNOVATIVE PERFORMANCE? A MULTILEVEL ANALYSIS OF MNES OPERATING IN BRAZIL**

- **Melanie P. Lorenz** (University of Alabama, USA) – mployrenz@crimson.ua.edu
- **Jase R. Ramsey** (Saint Louis University, USA) – ramseyjr@slu.edu
- **Jack A Clampit** (University of Alabama, USA) – jclampit@cba.ua.edu

**HUMAN RESOURCES MANAGEMENT AS A STRATEGIC PARTNER IN CORPORATE SOCIAL RESPONSIBILITY IMPLEMENTATION. EVIDENCE FROM EMERGING MARKETS**

- **Talita Rosolen** (FEA USP, Brazil) – talita.rosolen@usp.br
- **Maria Laura Maclennan** (FEA USP, Brazil) – laura.maclennan@usp.br

**TRANSFORMATIONAL LEADERS IN MULTILATINAS. EXAMINING THE ROLE OF CULTURAL INTELLIGENCE AND INTERNATIONAL EXPERIENCE**

- **Jase R. Ramsey** (Saint Louis University, USA) – ramseyjr@slu.edu
- **Raina Rutti** (Dalton State College, USA) – rrutti@daltonstate.edu
- **Livia L. Barakat** (Fundação Dom Cabral, Brazil) – liviabarakat@fdc.org.br
- **Melanie P. Lorenz** (University of Alabama, USA) – mployrenz@crimson.ua.edu
- **Anderson S. Sant’anna** (Fundação Dom Cabral, Brazil) – anderson@fdc.org.br

Competitive Session 4: Internationalization and Corporate Governance

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Session Chair: Ruth Aguilera (Northeastern University, USA)
Location: c–4

MULTINATIONALIZING SERVICE SMES – EVIDENCE FROM FINNISH AND CHILEAN MICROMULTINATIONALS
- Luciano Ciravegna (King's College, London, United Kingdom) – luciano.ciravegna@incae.edu
- Heini Vanninen (Lappeenranta University of Technology, Finland) – heini.vanninen@lut.fi
- Olli Kuivalainen (Lappeenranta University of Technology, Finland) – olli.kuivalainen@lut.fi
- Christian Felzensztein (Universidad Adolfo Ibáñez, Chile) – c.felzensztein@uai.cl
- Francesco Rattalino (ESCP, Turin, Italy) – frattalino@escpeurope.eu

AZTEC MULTILATINAS, THE INTERNATIONALISATION PROCESS OF MEXICAN MULTINATIONALS
- Jose Luis Huesca Dorantes (The University of Auckland, New Zealand) – j.huesca@auckland.ac.nz

INTERNATIONALIZATION AND THE PERFORMANCE OF BRAZILIAN MULTINATIONALS
- Henrique Correa da Cunha (FURB Universidade Regional de Blumenau, Brazil) – henriquecorreadacunha@gmail.com
- Mohamed Amal (Research scholar, Columbia University/New York – PPGAD/FURB, Brazil) – mohamedamal.amal@gmail.com
- Dinorá Eliete Floriani (PPGA/PMPGIL/UNIVALI – Universidade do Vale do Itajai, Brazil) – dinora@univali.br

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CORPORATE OWNERSHIP STRUCTURE: A COMPARATIVE ANALYSIS OF LATIN AMERICAN EMERGING ECONOMIES

- Luiz Ricardo Kabbach de Castro (Universidade de São Paulo, Brazil) – luiz.kabbach@sc.usp.br
- Rafel Crespi (Universidad de las Islas Baleares, Spain) – rafel.crespi@uib.es
- Ruth Aguilera (Northeastern University, USA) – r.aguilera@neu.edu

Interactive Session 4: Entrepreneurship
Session Chair: Felipe Borini (USP e ESPM)
Location: C–5

RISK AND UNCERTAINTY IN FIRMS INTERNATIONALIZATION THEORIES: DEFINITIONS AND CHALLENGES FOR SMEs

- Jose Ednilson de Oliveria Cabral (University of Fortaleza, Brazil) – ednilsoncabral@gmail.com
- Amanda Barros de Pontes (University of Deggendorf, Germany) – amandabpontes@gmail.com
- Sergio Henrique Arruda Cavalcante Forte (University of Fortaleza, Brazil) – sergioforte@unifor.br

BRAZILIAN STARTUPS ENTREPRENEURS’ CHARACTERISTICS

- Renata Giacomim Menezes (FUMEC, Brazil) – renatagiacomin84@gmail.com
- Christiana Fernandes De Muylder (FUMEC, Brazil) – cristiana.muylder@fumec.br

WHAT IS THE ROLE OF MUNICIPAL GOVERNMENT TO SUPPORT A CLUSTER?

- Eduardo Gomes Carvalho (CEFET-MG, Brazil) – eduardo@varginha.cefetmg.br
- Rodrigo Marçal Gandia (UFLA, Brazil) – romgandia@gmail.com
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- Cassiano de Andrade Ferreira (UFLA, Brazil) – cassianoferreira99@hotmail.com
- Marcelo de Oliveira Garcia (UFLA, Brazil) – og.marcelo@gmail.com
- Joel Yutaka Sugano (UFLA, Brazil) – joel.sugano@dae.ufla.br

ENTREPRENEURSHIP AND THE OPEN MARKET
- Cléber da Costa Figueiredo (ESPM, Brazil) – cfigueiredo@espm.br
- Edmir Kuazaqui (ESPM, Brazil) – ekuazaqui@uol.com.br

THE COMBINED IMPACT OF STRATEGY AND ORGANIZATIONAL CULTURE ON COST INNOVATION
- Itiel Moraes Silva (University of São Paulo, Brazil) – ithyel@hotmail.com
- Felipe Mendes Borini (University of São Paulo, Brazil) – ithyel@hotmail.com
- Germano Glufke Reis (EASP-FGV, Brazil) – germano.reis@fgv.br

Interactive Session 5: CSR
Session Chair: Maria–Alejandra Gonzalez–Perez (EAFIT, Columbia)
Location: C–6

SOCIALLY RESPONSIBLE INVESTMENT IN THE GLOBAL FINANCIAL CRISIS: CHALLENGES FOR THE LATIN AMERICAN MARKET
- Maria–Alejandra Gonzalez–Perez (EAFIT, Columbia) – mgonza40@eafit.edu.co
- Carolina Herrera–Cano (EAFIT, Columbia) – cherre16@eafit.edu.co

SOCIAL BUSINESS ACTIVITIES IMPLEMENTED THROUGH MARKETING PRACTICES BY MULTINATIONAL CORPORATIONS
- Thiago José De Chaves (UFSC / FACASC / ESPM, Brazil) – contatotchaves@gmail.com
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- Thelma Valéria Rocha (ESPM / SP, Brazil) – tvrocha@espm.br
- Jana Reuther (FGV, Germany) – reutherjana@gmail.com

INTERNATIONAL FUNDRAISING OF NON-GOVERNMENTAL ORGANIZATIONS IN BRAZIL

- Ilan Avrichir (ESPM, Brazil) – iavrichir@espm.br
- Mariana Cristina Betti Cury Lorca (ESPM, Brazil) – mariana.c.lorca@gmail.com

INNOVATION LEVEL OF SUSTAINABLE PRACTICES.

- Simone Sehnem (UNOESC, Brazil) – simone.sehnem@unoesc.edu.br

Case Session 1: Case Studies in Latin America

Session Chair: Vijaya Narapareddy (University of Denver, USA)

Location: C–7

THE POLITICAL CORPORATE SOCIAL RESPONSIBILITY OF A BRAZILIAN MULTINATIONAL’S CORPORATE FOUNDATION

- Juliana Bittar Souza (University of São Paulo, Brazil) – bittarjuliana@gmail.com
- Gilmar Masiero (University of São Paulo, Brazil) – gilmarmasiero@gmail.com

BRINGING SOCIAL INNOVATION TO LATIN AMERICA: THE CASE OF ENVIRONMENTAL

- Vijaya Narapareddy (University of Denver, USA) – vnarapareddy@gmail.com
- Erica C.O.P Berte (Texas Woman’s University, USA) – eberte@twu.edu

- **Aldo Brunhara** (ESPM, Brazil) – aldo_brunhara@hotmail.com
- **Belmiro Nascimento João** (PUC, Brazil) – bjoao@pucsp.br
- **Neusa Santos de Souza Nunes** (ESPM, Brazil) – neusassouza@gmail.com

BREAK – 15:45 – 16:15

PARALLEL PANELS – 16:15 – 17:30

Panel 4 – Multinationals from Latin America:

Location: A–3

**Afonso Fleury**

Afonso Fleury is Professor at the University of Sao Paulo. He is (former) head of the Production Engineering Department, where he created the area of Work, Technology and Organisation. He was a research fellow at Institute of Development Studies (UK), Tokyo Institute of Technology, École Nationale des Ponts et Chaussés (France), Institute for Manufacturing, Cambridge University (UK) and prepared research projects for ILO, UNU, IDRC, UNDP, IDE, ECLAC as well as Brazilian institutions, covering different industries such as Aeronautics, Automobile, Capital Goods, Computing and Information, Machine-tools, Shoes, Software, Telecommunications, Textile/Apparel. He is currently engaged in research about International Manufacturing and Operations and coordinates a large project about the internationalisation of firms from Brazil, China, India, Russia and other emerging economies that is being developed at the Centre for Technology Policy and Management at USP.)
Alvaro Cuervo-Cazurra

He is Professor of International Business and Strategy at Northeastern University. He studies the internationalization of companies, with a special interest in emerging market multinationals. He also analyzes governance issues, with a special interest in corruption in international business. His research papers appear in leading academic journals, such as Academy of Management Journal, Journal of International Business Studies, and Strategic Management Journal. He is the reviewing editor of Journal of International Business Studies and the Chair of the International Management Division of the Academy of Management. He was awarded a Ph.D. from MIT.

Lourdes Casanova

Senior Lecturer and Academic Director of the Emerging Markets Institute at the Johnson School of Business at Cornell University, formerly at INSEAD, specializes in international business with a focus on emerging markets multinationals. Appointed in 2014 as one of the 50 most influential Iberoamerican intellectuals by Esglobal. A Fulbright Scholar with a Masters degree from the University of Southern California and a PhD from the University of Barcelona. Visiting professor at Haas School of Business at the University of California at Berkeley, Judge Business School at University of Cambridge and at the Latin American Centre at the University of Oxford, University of Zurich, and Universidad Autónoma de Barcelona and consultant of the Inter-American Development Bank. Taught, directed executive programs at INSEAD for senior managers from multinationals including Telefónica, BBVA and Cemex and the Brazilian Confederation of Industries.
Maria Tereza Fleury

Maria Tereza is the Dean of Escola de Administração de Empresas de São Paulo da Fundação Getulio Vargas (FGV-EAESP). She has previously been Dean and Vice-Dean of FEA/USP (1998–2006), is a visiting scholar at IFM – University of Cambridge, IDS University of Sussex, IDE, Tokyo, and a visiting professor at ESSEC in France. She served as a member of the advisory board of CNPq (National Council for Scientific and Technological Development – Brazil) and at present is the Director of ANPAD (Brazilian Academy of Management), of FAPESP Coordination (São Paulo Research Foundation), of the EUROMED Research Council, France, of the FIA Council (Fundação Instituto de Administração – USP), of the Council of the Medicine School Foundation (Conselho da Fundação da Faculdade de Medicina), of the Editorial Board of RAUSP and of the International Journal of Human Resources. She holds research scholarships from CNPq and FAPESP. Maria Tereza’s research and professional experience have been in the area of Business Administration, International Management, Competency Management and Culture and Learning.

Rodrigo Bandeira de Mello

Is Associate Professor of Strategy and Coordinator of the International Business Research Forum at Getulio Vargas Foundation in São Paulo, Brazil (FGV-EAESP). He is also currently Visiting Professor at Université Paris Dauphine. He was visiting scholar at The Wharton School in the United States 2000. His research interests include political–based competitive advantages in emerging economies, and the genesis, development and internationalization of business groups. Rodrigo serves as Director of International Relations of the Brazilian Academy of Management (ANPAD) for 2013–2014.
Panel 5 – ESPM Panel – What is Different in Latin America?

Location: G–1

Mário Henrique Ogasavara

Full Professor and the Head of the Postgraduate Program in International Management at ESPM Sao Paulo (Brazil). He received his PhD and Master’s degree at the University of Tsukuba (Japan). Avocational Lecturer at Steinbeis University (Germany). He developed his postdoctoral fellowship at the National University of Singapore. Associate Coordinator of the Asian Studies Program (ProAsia) at the University of Sao Paulo, Brazil. Member of the Scientific Committee (Academic Division of Organization Strategies) of the Brazilian Academy of Management (ANPAD). Regional Coordinator of the Society for Global Business & Economic Development (SGBED). His main research interests include internationalization and innovation of Asian and Brazilian multinational firms.

Erlana Castro

Head of Business and Operations for GM South America at Dentsu Aegis Network. Researcher at International Business Strategy, focused at Global Branding from Emerging Countries perspective. Professor for Post Graduation Programs. International Business, Marketing and Branding Strategy. She has experience as an International executive, planning and managing communications for large mass consumer brands – Latin America and Europe. Skilled at developing creativity oriented to strategy; challenging partners to innovate; and re-organizing processes aiming at maximum efficiency. Worked for competitive industries such as Automotive, Telecommunications, Consumer Electronics, Brew, Cosmetics and Retail.
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Sonia Chapman

Head of Sustainable Development at Braskem. She has extensive experience in Finance/M&A/Controlling/Risk Management & Compliance, Business Strategy/Strategic Planning/Marketing, Sustainable Development and NPO (not-for-profit organization) Management.

Gabriel Vouga Chueke

Ph.D. student in International Business at University of São Paulo (Brazil), Master of International Management at ESPM (2012), Bachelor of Business Administration at University of Santa Catarina (2006), Bachelor of International Trade at University of Vale do Itajaí (2003). Was editorial assistant in Review of International Business. He is currently Professor in undergraduate and graduate programs at ESPM, Business School of São Paulo (BSP) and Senac. Founder and Researcher coordinator of Brazilian Multinationals Observatory. Have academic and professional experience in International Business. Gabriel efforts focus on internationalization of firms, with a special interest in emerging market multinationals and institutional issues, as institutional distance in international business.

Panel 6 – Roundtable: Can Latin American Firms Compete Globally

Location: E–3

Gerald A. McDermott

Professor of International Business at the Moore School of Business of the University of South Carolina and is Senior Research Fellow at IAE Business School in Argentina. He specializes on issues of innovation, risk, and institutional change in emerging market countries. His earlier work examined the impact of industrial networks on the economic governance institutions in transition countries. He has spent ten years examining the creation of innovation clusters in manufacturing and agriculture in South America. He also studies the impact of transnational regulatory integration on developing countries. His research website is [http://sites.google.com/site/mcdermottusc/](http://sites.google.com/site/mcdermottusc/)
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Ronaldo Couto Parente

Associate Professor at the Florida International University. He holds a Ph.D. degree in Strategic Management & International Business at the Temple University, Philadelphia and ME degree in business administration at the University of Tampa. Dr. Parente is the Associate Editor of the Management Research Journal and Vice President of the Ibero-American Academy of Management. He currently serves on the Editorial Review Board of the Journal of International Business Studies (JIBS), Thunderbird International Business Review (TIBR), Global Strategy Journal (GSJ), Cross-Cultural Management Journal (CMJ), and the Journal of International Management (JIM). He is an elected board member at the European Academy of International Business (EIBA) and has been elected for a leadership role with the Global Strategy Interest Group at the Strategic Management Society (2014-2016).

Elisa Giuliani

Elisa Giuliani - Elisa is Associate Professor of Management at the Department of Economics & Management of the University of Pisa and Guest Full Professor of Innovation Studies at CIRCLE, Lund University in Sweden. The primary focus of her research is on social networks in industrial clusters; knowledge spillovers from multinational enterprises (MNEs) to developing countries; and the impact of emerging-market MNEs on host countries. Additional research interests include the corporate social responsibility and irresponsibility of international business, and the human rights repercussions of the business sector in general.
Sergio G. Lazzarini

Sergio G. Lazzarini (PhD, 2002, Washington University in St. Louis) is a Professor of Organization and Strategy at Insper Institute of Education and Research, a private business school in Brazil. He does research on strategic management, with particular emphasis on how emerging market contexts affect business strategy, the organization of the public-private interactions and the growing field of impact investing. While visiting Harvard University in 2010, Sergio wrote the book *Capitalismo de Laços* (Capitalism of Ties, Campus Elsevier, 2011), which describes public-private interactions in Brazil; and he just finished a new book with Aldo Musacchio (from the Harvard Business School) on the evolution of state capitalism (*Reinventing State Capitalism. Leviathan in Business, Brazil and Beyond*, Harvard University Press, 2014).

Alvaro Cyrino

graduate at Administração from Universidade Federal do Paraná (1974), master’s at Economia e Gestão da Inovação from Université de Technologie de Compiegne (1995) and ph.d. at Estratégia e Política de Empresas from Ecole de Hautes Etudes Commerciales (1997). Has experience in Administration, focusing on Business Administration, acting on the following subjects: estratégia empresarial, gestão internacional, negócios internacionais, pequena empresa and implementação de estratégia.
** Gala Dinner **

Jockey Club de São Paulo

Address: Av. Lineu de Paula Machado, 1263 – Cidade Jardim
PARALLEL SESSIONS – 08:45 – 10:00

Competitive Session 5: Multilatinas

Session Chair: Veneta Andonova (AUBG/Universidad de los Andes, Bulgaria and Colombia)

Location: C–3

THE ROLE OF INDUSTRY FACTORS AND INTANGIBLE ASSETS IN COMPANY PERFORMANCE IN COLOMBIA

- Veneta Andonova (AUBG/Universidad de los Andes, Bulgaria and Colombia) – vandonova@aubg.edu
- Guillermo Pava (Universidad de los Andes, Colombia) – ga.ruiz10@uniandes.edu.co

REPUTATION RISK IN LATIN AMERICA

- William Newburry (Florida International University, USA) – newburry@fiu.edu

OFFSHORING AND OUTSOURCING STRATEGIES: COMPETITIVENESS AND RISKS

- Paulo Roberto Gião (University of São Paulo, Brazil) – giao@usp.br

INNOVATION MANAGEMENT IN MICRO, SMALL AND MEDIUM-SIZED COMPANIES: A STUDY IN AN ELECTRO-ELECTRONIC LOCAL PRODUCTIVE ARRANGEMENT

- Bruno Giovanni Mazzola (University of São Paulo, Brazil) – bruno.mazzola@usp.br
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- Karen Esteves Fernandes Pinto (University of São Paulo, Brazil) – karenefp@gmail.com

Competitive Session 6: Institutions
Session Chair: Felipe Borini (USP, Brazil)
Location: C–4

A CONCEPTUAL MODEL OF THE INFLUENCE OF CONTEXTUAL FACTORS ON THE MULTINATIONALITY–PERFORMANCE RELATIONSHIP
- Jose Ednilson de Oliveira Cabral (University of Fortaleza, Brazil) – ednilsoncabral@gmail.com
- Florian Fleming (University of Deggendorf, Germany) – fleming@hotmail.de

THE ASSOCIATION BETWEEN THE COUNTRY’S DEVELOPMENT STAGE AND THE LEVEL OF CORPORATE SOCIAL DISCLOSURE
- Simone Ruchdi Baraka (University of São Paulo, Brazil) – simonebarakat@gmail.com
- Greici Sarturi (University of São Paulo, Brazil) – greici@usp.br
- Keysa Manuela Cunha de Mascena (University of São Paulo, Brazil) – keysamascena@usp.br

THE LIMITS OF LEARNING: PUBLIC–PRIVATE INSTITUTIONS, FDI AND THE CREATION OF LEARNING CAPABILITIES FOR ECONOMIC DEVELOPMENT
- Gerald McDermott (University of South Carolina, USA) – gerald.mcdermott@moore.sc.edu
- Rafael Corredoira (Ohio State University, USA) – corredoira.2@osu.edu

GOING GLOBAL IN GROUPS: A RELEVANT ENTRY MODE STRATEGY?
- Gilmar Masiero (University of São Paulo, Brazil) – gilmarmasiero@gmail.com

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Interactive Session 6: Stakeholder Management

Session Chair: Mário Henrique Ogasavara (ESPM, Brazil)
Location: C–5

INTERNATIONALIZATION IN THE CREATIVE INDUSTRY. NATIONAL UPGRADING STRATEGIES FOR BRAZILIAN INSERTION INTO THE DIGITAL GAMES GLOBAL VALUE CHAIN

- Diego Bonaldo (Coelho School of Higher Education in Advertising and Marketing (ESPM), Brazil) – diego.coelho@espm.br
- Angelo Piscitelli (ESPM, Brazil) – angelopiscitelli@hotmail.com
- Henrique Prado (ESPM, Brazil) – hsprado94@gmail.com
- Leonardo Millian (ESPM, Brazil) – leonardomillian@hotmail.co.uk
- Pedro Corrales (ESPM, Brazil) – pedrocorralesfdeo@gmail.com

BRAZILIAN HALAL CHICKEN BRAND AND COUNTRY OF ORIGIN EFFECT

- Matheus Santos (FEA / USP, Brazil) – matheusgracianisantos@gmail.com
- Julio Araujo Carneiro da Cunha (Nove de Julho University, Brazil)
  juliocunha@yahoo.com
- Nawfal Alssabak (Brazíl–Iraq Chamber of Industry and Commerce, Iraq) – nawfal@brasiliraq.com.br
- Felipe Borini (ESPM, Brazil) – fborini@espm.br

THE MOST PROBLEMATIC FACTORS FOR DOING BUSINESS IN LATIN AMERICA AND ITS IMPLICATIONS ON INWARD FOREIGN DIRECT INVESTMENT: A LONGITUDINAL STUDY

- Márcia Zabdiele Moreira (Universidade Federal do Ceará, Brazil) – marciazabdiele@ufc.br
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- Mário Henrique Ogasavara (ESPM, Brazil) – mario.ogasavara@espm.br
- Elano Ferreira Arruda (Universidade Federal do Ceará, Brazil) – elanocaen@gmail.com
- Mabel Martins Lima (Universidade de Fortaleza, Brazil) – mabelmartinslima@gmail.com

The Institutional Theory Applied to International Business: The Agency Role of Multinational Enterprise in Relation to Institutions

- Juliana Bittar Souza (University of São Paulo – FEA-USP, Brazil) – bittarjuliana@gmail.com
- Pietro Carlos de Souza Rodrigues (University of São Paulo – IRI, Brazil) – pietrocsr@gmail.com
- Gilmar Masiero (University of São Paulo, Brazil) – gilmarmasiero@gmail.com

Interactive Session 7: Entry Modes

Session Chair: Afonso Fleury (Universidade de São Paulo, Polytechnic School, Brazil)

Location: C–6

Insights of the Strategic Approach of Global Sourcing and the Modes of International Sourcing Strategies

- Moema Pereira Nunes (Pontifical Catholic University of Rio Grande do Sul State – PUCRS, Brazil) – moemanunes@hotmail.com

A Supplier’s Perspective on Upgrading

- Luis Oliveira (University of São Paulo, Brazil) – luis.oliveira@usp.br
- Afonso Fleury (Universidade de São Paulo, Polytechnic School, Brazil) – acfleury@usp.br
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FORMAL AND RELATIONAL GOVERNANCE MECHANISMS IN BUSINESS NETWORKS AND THEIR RELATIONSHIP WITH TRUST

- Cristina Espinheira Costa Pereira (Universidade de São Paulo, Brazil) - cristina_ecp@hotmail.com
- Adriano Augusto Costa Carnaúba (University of São Paulo – USP, Brazil) - adriano.carnauba@outlook.com
- João Maurício Gama Boaventura (University of São Paulo – USP, Brazil) - jboaventura@usp.br
- Emanuela Todeva (University of Surrey, United Kingdom) - e.todeva@hotmail.com
- Ana Cláudia Azevedo (University of São Paulo, Brazil) – anacazevedo@usp.br

HOW DO EMNES ACHIEVE PROFITABLE INTERNATIONAL GROWTH? SOME KEY PRINCIPLES

- Fernanda Ribeiro Cahen (Centro Universitario da FEI, Brazil) – fribeiro@fei.edu.br
- Eva Stal (FMU, Brazil) – eva.stal@terra.com.br
- Charles Dhanaraj (IMD, Switzerland) – charles.dhanaraj@imd.org

RELATIONSHIP BETWEEN MULTINATIONALS AND THEIR SUPPLIERS IN BRAZIL REGARDING MANAGEMENT INNOVATIONS.

- Sirlei Pitteri (Universidade de São Paulo, Brazil) – sirleipitteri@usp.br
- Paulo Roberto Feldmann (Universidade de São Paulo, Brazil) – feldmann@usp.br
Executive Plenary: Innovation and Competitiveness in Latin America – 10:00 – 11:30

Location: Congregação

- Moderator: **Felipe Monteiro** (INSEAD, France)
- **Ana Teresa Lehmann** (Universidade do Porto, Portugal)
- **Armen Ovanessoff** (Diretor of Institute for High Performance at Accenture)
- **Fernando Fernandez** (CEO Unilever Brasil)
- **Gianna Sagazio** (Innovation Director at CNI)
- **Luciana Hashiba** (Innovation Director at Natura)
- **Marcos Leal** (Founder and CEO at Evino)

**Felipe Monteiro**

Assistant Professor of Strategy at INSEAD. He obtained his PhD in Strategic and International Management at the London Business School. His research focuses on global open innovation and on knowledge processes within multinational corporations (MNCs), in particular, on how MNCs access external knowledge across organizational, technological and geographic boundaries. Felipe is also leading a research project on foreign direct investment strategies of MNCs headquartered in the BRIC (Brazil, Russia, India and China) countries. His research has been published in top academic and managerial journals and won or was nominated to prestigious awards at the Academy of International Business, at the Academy of Management and at the Strategic Management Society. Professor Monteiro was a member of the Samsung Advanced Institute of Technology’s CORE Global Expert network, a small group of leading academics advising Samsung in the area of global innovation management, from 2009 to 2011., expatriation, and entry mode strategies.
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Ana Teresa Lehmann

Professor at the Faculty of Economics, University of Porto in Porto Business School and Visiting Professor in several renowned universities (Columbia University; Adam Smith Business School at the University of Glasgow, among others). PhD and Master in Economics from the University of Reading. Post-doctorate in promoting internationalization and policies. He held various management positions in public entities (Vice-President of CCDR Norte, Pro-Rector of the University of Porto). She is the author of several books and international scientific publications.

Giana Sagazio

Innovation director of CNI / IEL – National Confederation of Industry, Brasilia, DF, April 2014 to date, responsible for executive coordination of the Business Mobilization for Innovation (MEI) and the policy issues to innovation and management innovation. Chairman of the Advisor to the National Bank for Economic and Social Development (BNDES), in the period 2010 to 2014. Coordinated the Innovation Initiative US – Brazil, BNDES, together with the Brazilian Agency for Industrial Development (ABDI), the Competitive Brazil Movement (MBC) and the Council on Competitiveness USA (CoC). Coordinator of Strategic Planning, Monitoring and the United Nations Program for Development Evaluation (UNDP), Brasilia, where he worked from 1997 to 2010.

Luciana Hashiba

has a degree in Food Engineering from the University of Campinas (Unicamp), an MBA in Business Management from Insper, and a master’s degree and PhD in Business Administration from the Getulio Vargas Foundation (FGV). Ms. Hashiba is currently head of Innovation Networks and Management at Natura Inovação e Tecnologia de Produtos, where she focuses on strategic innovation planning, innovation process management, innovation management and fund-raising, intellectual property, innovation partnership management, network intelligence and innovative entrepreneurship.
Fernando Fernandes

Fernando was born in Argentina in 1966 and graduated in Economics at the University of Buenos Aires and Bachelor of Commercial Science from Commerce High School Carlos Pellegrini in Buenos Aires in 1984. He was Vice President of category Hair (Hair) in Paris (2002–2004) and became Vice President Global category Hair Senior (Hair) in January 2005, one of the largest categories of Unilever. In March 2008 he moved to the Philippines, as Chairman and CEO of Unilever Philippines, one of the 20 largest companies of Unilever. After being the first Latin American president to lead a Unilever operation outside its region, he became Chairman of Unilever Brazil, the second largest Unilever's worldwide operation since September 2011.

Armen Ovanessoff

is a Principal Director at the Accenture Institute for High Performance, where his focus is on macro-economic and business trends. His consulting has supported the development of international business strategies and operating models for Accenture and its multinational clients across industries. Before working at the Institute, Armen was a strategy consultant. His undergraduate and graduate degrees are in the fields of operational research and system dynamics, attained with distinction and merit from the London School of Economics and Political Science. He also holds qualifications from the Prague University of Economics and from the Institut d'Etudes Commerciales Supérieures de Strasbourg.

Marcos Leal

Co-Founder at Evino an innovative online wine business, founded in February 2013 by Ari Gorenstein and Marcos Leal in Sao Paulo, Brazil. In the past he was the Director of Business Development at Project-A Latam at Project A Ventures, Founder at Zocprint, Entrepreneur at Rocket Internet GmbH
BREAK – 11:30 – 12:00

PARALLEL PANELS – 12:30 – 13:15
Panel 7 – PENSA-USP – Innovation in Global Agribusiness Chains

Decio Zylbersztajn

Decio Zylbersztajn is Professor at the School of Economics, Business and Accounting of the University of São Paulo-Brazil. He holds a Ph.D. degree in economics at the North Carolina State University, ME degree in economics at the same University, a Master of Science in Agricultural Economics at the School of Agriculture Luiz de Queiroz from the University of São Paulo and holds a BS in Agronomy at the same University. He was visiting scholar at the University of California-Berkeley. Since 1976 he develops studies on agro-industrial organizations and institutions. In 1990 he joined the University of São Paulo, with the specific purpose to develop the Agribusiness Intelligence Center – PENSA based on the New Institutional Economics agenda.

Joaquim Machado

He holds a PhD in agronomy, at the Escola Superior de Agricultura Luiz de Queiroz. He has a specialization in Genetics Genomics at Volcani Center, Israel, and INRA in Bordeaux, France. He is Professor at the Institute of Biomedical Sciences, University of São Paulo is also Associate Researcher and Visiting Professor of Geosciences Institute of the State University of Campinas, Department of Science Policy and Technology in Post-Doctoral program on Geopolitics of Genetic Resources, It’s Advisor on Science and Technology for CGEE projects – Center for Management and Strategic Studies in Brasilia.

Samuel Ribeiro Giordano

Professor and Senior Researcher at PENSA-Centro de Conhecimentos em Agronegócios. Coordinator of Universidade Illy do Café. Especialist in coffee Science and sustainability in Agrobusiness.
Panel 8 – The Effects of Institutional Voids on the Latin America Landscape: Business Groups, State Capitalism and Non-Market Strategies

David Kallas

He is professor of Inspec – Institute of Education and Research, visiting professor at the Dom Cabral Foundation, Saint Paul, HSM Education and IPL Brasilia. He holds a doctoral degree from EAESP-FGV on Strategy, a master degree in Business Policy from FEA/USP and graduation in administration from Sao Paulo University. He has also attended specialization courses at Stockholm University. Since 1998, works as a consultant in strategy, business processes and performance management. Is a professor at Inspec and Executive Director of Anefac, Brazilian Finance, Administration and Accounting Executives Association. Is co-author and co-organizer of the book “Gestão da Estratégia. Experiências e Lições de empresas Brasileiras” (Elsevier, 2005) and co-author of “MBA Executivo” (Saraiva, 2008). He is a partner of KC&D since 2005.

Wlamir Gonçalves Xavier

Assistant Professor of Management at Eastern New Mexico University, United States, with a dual appointment at UNISUL University, Brazil. His research focuses on the business group phenomenon in emerging countries and non-marketing strategies. He has been a visiting scholar at the University of Paris Dauphine, the Wharton School and the Copenhagen Business School. Wlamir’s academic work has been recognized on several occasions including the “Emerald Publishing Award for Best Paper on Emerging Markets” in the European International Business Academy Conference – EIBA/2012 and “Best Thematic Paper Award” in the Academy of International Business South East US Chapter Conference – AIB-SE/2012.
Carlos Afonso Caldeira

He is lecturer at Insper and Partner at KCD Consultoria. His research focus on business strategy, political strategies and corporate political action. He has published in peer review journals such as European Business Review and Revista de Administração Contemporânea. Carlos has an M.B.A. from the New York University and is a PhD candidate in the Strategy Department at Fundação Getúlio Vargas (FGV). He has extensive experience in consulting, having worked at Booz-Allen other consulting firms, advising clients from sectors such as Agribusiness, Automotive, Media and Financial Services.

Rodrigo Bandeira de Mello

He is Associate Professor of Strategy and Coordinator of the International Business Research Forum at Getulio Vargas Foundation in São Paulo, Brazil (FGV-EAESP). He is also currently Visiting Professor at Université Paris Dauphine. He was visiting scholar at The Wharton School in the United States 2000. His research interests include political–based competitive advantages in emerging economies, and the genesis, development and internationalization of business groups. Rodrigo serves as Director of International Relations of the Brazilian Academy of Management (ANPAD) for 2013–2014.

LUNCH – 13:15 – 14:15
Panel 9: Conducting High Quality Research in Latin America

Marlei Pozzebon

She is full professor at HEC Montréal and also associate professor at FGV/EAESp. Some keywords of his research are social innovation, social change, citizen creativity, local and sustainable development and global–local dialogue. The research interests are linked to the possibilities of better understanding and promoting social change using practice–based theoretical lenses and qualitative research methods. In terms of theories, structuration theory, different forms of social constructivism and critical approaches are appealing. He has published in Organization Studies, Journal of Management Studies, Information Technology and People, Journal of Information Technology, Public Administration, Journal of Change Management, Journal of Strategic Information Systems, Information Systems Journal, Revista de Administração de Empresas, International Journal of Qualitative Methods, and Brazilian Administrative Review, among others.

William Newburry

Chair of the Department of Management and International Business and the SunTrust Bank Professor at Florida International University. He received his Ph.D. in 2000 from New York University. Professor Newbury's research focuses on how multinational corporations manage and relate to subsidiaries and other local stakeholders when they invest overseas, with a particular emphasis on corporate reputation. Prof. Newbury has published 35+ papers in top–tier, peer–reviewed journals and another twelve in scholarly books. He has co–edited two books and recently co–authored a third focusing on operational challenges facing emerging market multinationals which is scheduled for publication in March 2016. He is the Series Editor of Research in Global Strategic Management, and the President/Chapter Chair of the Academy of International Business Latin America Chapter (AIB–LAT).
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Suzana Braga Rodrigues

Suzana Braga Rodrigues is Emeritus Professor of International Business and Organization at the Rotterdam School of Management, Erasmus University, The Netherlands. She is Professor of International Strategy at FUMEC, Brazil. She holds a PhD degree in Management Studies from Bradford Management School, University of Bradford, UK. In 1985, Suzana obtained a Fulbright Scholarship for post-doctoral studies in the USA. She has also won several awards for her contribution to management research and education in Brazil. Suzana has published in Human Relations, Journal of International Management, Journal of Management Studies, International Journal of Management and Governance, Organization Review, Management International Review, and Organization Studies.

Jorge Carneiro

Professor of Strategy and International Business at the Pontifical Catholic University of Rio de Janeiro, Brazil. He obtained his PhD in Business Administration from the Federal University of Rio de Janeiro. Editor-in-Chief of the Brazilian Administration Review. Member of the Scientific Committee of the Strategy Division of the Brazilian Academy of Management (ANPAD), member of the Board of the European International Business Academy (EIBA) and member of the Executive Committee of the Business Association of Latin American Studies (BALAS). He has published in the Journal of Business Research, Latin American Business Review, Engineering Economics and Brazilian Administration Review, among other journals.

Lourdes Casanova
Senior Lecturer and Academic Director of the Emerging Markets Institute at the Johnson School of Business at Cornell University, formerly at INSEAD, specializes in international business with a focus on emerging markets multinationals. Appointed in 2014 as one of the 50 most influential Iberoamerican intellectuals by Esglobal. A Fulbright Scholar with a Masters degree from the University of Southern California and a PhD from the University of Barcelona. Visiting professor at Haas School of Business at the University of California at Berkeley, Judge Business School at University of Cambridge and at the Latin American Centre at the University of Oxford, University of Zürich, and Universidad Autònoma de Barcelona and consultant of the Inter-American Development Bank. Taught, directed executive programs at INSEAD for senior managers from multinationals including Telefónica, BBVA and Cemex and the Brazilian Confederation of Industries.

Moacir de Miranda Oliveira
Is an Associate Professor and Vice Head at the Business Administration Department of the University of Sao Paulo – USP. He was a Visiting Researcher at the University of Cambridge – Judge Business School. His current research interests are related to Brazilian Multinationals and Innovation in Latin America. He has published in several international refereed journals and in international books. He is a member of the Editorial Review Board – International Journal of Emerging Markets and member of the Scientific Committee of AIB-LAT, the Latin American Chapter of the Academy of International Business. He was a member of the Consejo Científico de ALTEC 2013 – XV Congreso de Gestión de Latino-Iberoamericana de Tecnologia. He was a member of the Local Organizing Committee of 2010 Academy of International Business Conference, in Rio de Janeiro. He was the Coordinator in Brazil of the GCCRP – Global Call Center Research Project. As a consultant in the field of strategic management and international business, he has been working for major Brazilian companies.
Fernanda Cecília Ribeiro

Currently I am assistant professor at FEI – School of Industrial Engineering campus Sao Paulo, Brazil. From July 2012 to August, 2013 I was a post-doctoral fellow in International Business at Kelley School of Business, Indianapolis (USA) and I spent a month (January, 2015), as a visiting scholar at University of Adelaide, Australia. My research work is on internationalization of high tech new ventures. In this field I have been working on publications combining topics of international entrepreneurship and innovation of high tech new ventures based in emerging markets. In March 2012, I completed my PhD from the University of Sao Paulo (USP), Brazil, in Business Administration. Since 2008, in the field of International Business I have had extensive teaching experience for undergraduate and graduate students at highly regarded institutions in Brazil.

Veneta Andonova

Prof. Andonova is Associate Professor of Business Strategy at the American University in Bulgaria and she has successfully built momentum for the student entrepreneurship initiative on campus. She is also the Director for Research for Global Entrepreneurship Monitor, Bulgaria. She obtained her doctoral degree in management from Universitat Pompeu Fabra, Spain. She was a full-time faculty member at ITAM (Mexico), Universidad de los Andes (Colombia) and a visiting scholar at Brown University (USA) before she joined the American University in Bulgaria in 2010. Her research has been published in high-ranked international journals such as Journal of Development Economics, Journal of Development Studies, Journal of Business Research, Telecommunications Policy, Management Research, Universia Business Review, and many others.
PARALLEL SESSIONS – 15:30 – 16:45

Competitive Session 7: Institutions
Session Chair: Ronald M. Rivas (Canisius College, USA)
Location: C–3

ARE EXPORT PROMOTION ORGANIZATIONS AND INVESTMENT PROMOTION AGENCIES WORKING TOGETHER? THE COORDINATION EFFORTS OF HONG KONG
- Matheus Graciani dos Santos (University of São Paulo, Brazil) – matheusgraciani@usp.br
- Gilmar Masiero (University of São Paulo, Brazil) – gilmarmasiero@gmail.com
- Mário Henrique Ogasavara (ESPM, Brazil) – mario.ogasavara@espm.br

COOPERATION FOR TECHNOLOGICAL DEVELOPMENT: AN ANALYSIS IN THE CONTEXT OF FEDERAL UNIVERSITIES OF MINAS GERAIS STATE.
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COUNTERVAILING INSTITUTIONAL FORCES THAT SHAPE INTERNATIONALIZATION OF SCIENCE: AN ANALYSIS OF BRAZIL’S SCIENCE WITHOUT BORDERS PROGRAM
- Ronald M. Rivas (Canisius College, USA) – rivasr@canisius.edu
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ELECTRIC VEHICLES IN CHINA: BYD STRATEGIES AND GOVERNMENT SUBSIDIES
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Competitive Session 8: Value Chains
Session Chair: Maria Tereza Fleury (EAESP – Fundação Getulio Vargass, Brazil)
Location: C–4

GOVERNMENT AND INDUSTRY STRATEGIES CO-EVOLUTION: THE CASE OF THE AUTOMOTIVE INDUSTRY IN BRAZIL
- Suzana Braga Rodrigues (Erasmus University, Netherlands and FUMEC, Brazil) – suzana.braga.rodrigues@gmail.com
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BUSINESS STRATEGY AND UPGRADING IN GLOBAL VALUE CHAINS: A MULTIPLE CASE STUDY IN INFORMATION TECHNOLOGY FIRMS OF BRAZILIAN ORIGIN
- Eduardo Armando (FIA Business School, Brazil) – earmando@terra.com.br
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GOVERNANCE IN GLOBAL VALUE CHAINS: PLATFORM AS A NEW GOVERNANCE TYPE
- Luiz Ojima Sakuda (Centro Universitário da FEI, Brazil) – luizsakuda@gmail.com
THE MODERATING ROLE OF GROUP AFFILIATION ON THE INTERNATIONALIZATION OF FIRMS FROM LATIN AMERICA

- Cláudia Frias Pinto (Fundação Getúlio Vargas – EAESP, Brazil) – claudia.frias.pinto@gmail.com
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- Maria Tereza Fleury (EAESP – Fundação Getúlio Vargas, Brazil) – mtereza.fleury@fgv.br
- Dan Li (Indiana University, USA) – lid@indiana.edu

Panel 11: Online Teaching and Innovation for International Business Education

Location: Congregação

- Ronaldo Couto Parente (Florida International University, USA) – rcparent@fiu.edu
- David Wernick (Florida International University, USA) – wernick@fiu.edu
- Henrique Guilherme Carlos Heidtmann Neto (FGV/EBAPE, Brazil) – henrique.neto@fgv.br
- Jerry Haar (Florida International University, USA) – haarj@fiu.edu

Interactive Session 8: Stakeholder Management

Session Chair: Julio Araujo Carneiro da Cunha (Nove de Julho University, Brazil)

Location: C–6
STAKEHOLDERS MANAGEMENT BY KOREAN MULTINATIONAL CORPORATIONS IN BRAZIL
- JeongHeon Kim (University of São Paulo, Brazil) – j.h.kim@usp.br
- Flavio Hourneaux Junior (Nove de Julho University, Brazil) – flaviohjr@uol.com.br
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- Julio Araujo Carneiro da Cunha (Nove de Julho University, Brazil) – juliocunha@yahoo.com

EXTENDED WARRANTY PURCHASE BEHAVIOR IN EMERGING ECONOMIES. A CROSS-CULTURAL COMPARISON BETWEEN BRAZIL AND COLOMBIA
- Jose Ribamar Siqueira (Davenport University, USA) – ribamar_siqueira@yahoo.com

INSIGHTS OF CUSTOMER EXPERIENCE AMONG GENERATION Z IN EMERGING COUNTRIES: FINDINGS FROM BRAZIL AND COLOMBIA
- Jose Ribamar Siqueira (Davenport University, USA) – ribamar_siqueira@yahoo.com
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- Michael Bendixen (Nova Southeastern University, USA) – bendixen@nova.edu

DETERMINANTS OF THE QUALITY OF WORK LIFE: EXPLORATORY ANALYSIS OF A MEDIUM-SIZED SUPERMARKET CHAIN IN BRAZIL
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BREAK – 17.00 – 17.15
PARALLEL SESSIONS – 17:15 – 18:30

Competitive Session 9: Emerging Market Challenges

Session Chair: Jerry Haar (Florida International University, USA)

Location: C–7

PERFORMANCE IMPLICATIONS FROM RELATIONAL RESOURCES AND KNOWLEDGE INTEGRATION CAPABILITIES

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DEVALUATION, COMPETITIVENESS AND NEW BUSINESS FORMATION IN EMERGING COUNTRIES

- Jerry Haar (Florida International University, USA) – haarj@fiu.edu
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CHALLENGES FACED BY BUSINESS INCUBATORS IN EMERGING COUNTRIES: A BRAZILIAN MULTI-CASE STUDY

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CHALLENGES TO THE INTERNATIONALIZATION OF COMPANIES FROM EMERGING MARKETS. INSIGHTS FROM BRAZILIAN FASHION INDUSTRY

- Maria Laura Maclennan (FEA USP, Brazil) – laura.maclennan@usp.br
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Interactive Session 9: Internationalization and Entry Modes

Session Chair: Wlamir Gonçalves Xavier (Eastern New Mexico University & UNISUL, USA)

Location: C–8

PURCHASING INTERNATIONALIZATION: A STUDY IN BRAZILIAN INDUSTRIAL COMPANIES PARTICIPANTS IN A SUPPLY CHAIN

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- **Grace Vieira Becker** (Pontifical Catholic University of Rio Grande do Sul State – PUCRS, Brazil) – Grace.Becker@pucrs.br

**DOES SPORTS PERFORMANCE INFLUENCE EXPORTS OF FOOTBALL PLAYERS IN BRAZILIAN FOOTBALL?**

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**SAN LIEN EXPORTS AND IMPORTS LTDA. AND SPORT CLUBE CORINTHIANS PAULISTA, FROM LOCAL TO INTERNATIONAL: A CASE STUDY FOCUZING AN ACTOR NETWORK THEORY (ANT)**

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**ANALYSIS OF HOME INSTITUTIONAL FACTORS AFFECTING OUTWARD FOREIGN DIRECT INVESTMENT IN BRAZIL**

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**Interactive Session 10: Knowledge**
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Session Chair: Rodrigo Bandeira de Mello (Fundacao Getulio Vargas, Brazil)

Location: C–9

KNOWLEDGE NETWORKS. AN EXPLORATORY STUDY OF COLLABORATION NETWORKS AS A TECHNOLOGY PROSPECTIVE TOOL

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TECHNOLOGICAL LEARNING AND SPECIFIC ADVANTAGES AS FACTORS TO INCREASE EXPORTER PERFORMANCE IN EMERGENT COUNTRIES OF LATIN AMERICA

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TECHNOLOGY PARKS (TP) STRATEGIC CAPACITY EVALUATION STRUCTURE: A FRAMEWORK PROPOSAL FOR IMPLEMENTATION IN LATIN AMERICA

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TOWARD EFFECTIVE KNOWLEDGE TRANSFER IN AFRICA–CHINA PARTNERSHIPS

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Conference Closing – Saturday – 18:30 – 19:00
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Journal of World Business Paper Development

Workshop – 09:00 – 19:30

(By Invitation Only)

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