

SMLA

Strategic

Management

Latin America

2019

8th bi-annual conference

February 19-20, 2019

São Paulo, Brazil

Conference Program

SMLA 2019 PROGRAM OVERVIEW

TUESDAY 19th	
8:00-8:15	Registration
8:15-8:30	
8:30-8:45	
8:45-9:00	Welcome
9:00-9:15	Panel: Agribusiness from Latin America: Leading the world
9:15-9:30	
9:30-9:45	
9:45-10:00	COFFEE BREAK
10:00-10:15	Parallel Paper Sessions
10:15-10:30	
10:30-10:45	
10:45-11:00	
11:00-11:15	
11:15-11:30	Short Break
11:30-11:45	Panel: Conciliating Financial and Social Performance: Academia and Real-World Perspectives
11:45-12:00	
12:00-12:15	
12:15-12:30	
12:30-12:45	Lunch
12:45-13:00	
13:00-13:15	
13:15-13:30	
13:30-13:45	
13:45-14:00	Parallel Paper Sessions
14:00-14:15	
14:15-14:30	
14:30-14:45	
14:45-15:00	Short Break
15:00-15:15	Panel: How Can Latin American Firms Contribute to a more Rebalanced Society
15:15-15:30	
15:30-15:45	
15:45-16:00	
16:00-16:15	
16:15-16:30	
16:30-16:45	
16:45-17:00	
17:00-17:15	Welcome Cocktail
17:15-17:30	
17:30-17:45	
17:45-18:00	
18:00-18:15	
18:15-18:30	

WEDNESDAY 20th	
8:00-8:15	Registration
8:15-8:30	
8:30-8:45	
8:45-9:00	Panel: Latin American Firms in the 21st Century: Globalization and the Digital Economy
9:00-9:15	
9:15-9:30	
9:30-9:45	
9:45-10:00	
10:00-10:15	COFFEE BREAK
10:15-10:30	Parallel Paper Sessions
10:30-10:45	
10:45-11:00	
11:00-11:15	
11:15-11:30	Short Break
11:30-11:45	Meet the Editors
11:45-12:00	
12:00-12:15	
12:15-12:30	
12:30-12:45	
12:45-13:00	Lunch
13:00-13:15	
13:15-13:30	
13:30-13:45	
13:45-14:00	
14:00-14:15	
14:15-14:30	Parallel Paper Sessions/ Special Panel: OPEN INNOVATION IN SMALL TECHNOLOGY FIRMS
14:30-14:45	
14:45-15:00	
15:00-15:15	
15:15-15:30	Short Break
15:30-15:45	
15:45-16:00	Panel: HOW CAN ACADEMIC STUDIES CONTRIBUTE TO REAL BUSINESSES?
16:00-16:15	
16:15-16:30	
16:30-16:45	
16:45-17:00	
17:00-17:15	Closing Ceremony
17:15-17:30	
17:30-17:45	
17:45-18:00	FREE TIME
18:00-18:15	
18:15-18:30	
18:30-18:45	
18:45-19:00	
19:00-19:30	
19:30-20:00	
20:00-20:30	Gala Dinner
20:30-	

CONFERENCE PROGRAM DAY 1 (FEBRUARY 19, 2019)

8:30 - 9:00	<u>Registration: Lobby</u>
9:00 - 9:15	Welcome address by Brenes, Carneiro & Rodriguez
9:15 - 9:45 Room: Salão Nobre, 4th floor	Panel: Agribusiness from Latin America: Leading the world Esteban Brenes , INCAE Business School (Costa Rica), Minister of Agriculture and Minister of Science and Technology (1998-2000), Costa Rica Gustavo Junqueira , former President, SRB - Brazilian Rural Society
9:45 - 10:15 Room: Sports Gym, 7th floor	<u>Coffee Break</u>
10:15 -11:30	Parallel Paper Sessions
Room: 903 9th floor	Track No. 1: Corporate Social Responsibility
	A LITERATURE REVIEW OF THE METHODS USED ON THE EFFECTS ON SOCIAL ON FINANCE PERFORMANCE <i>Del Castillo, Ernesto: EGADE Business School, MX</i> <i>Layrisse, Francisco Alberto: EGADE Business School, MX</i> FIRM'S SOCIAL IMPACT: A GEOGRAPHY PERSPECTIVE <i>Tello Bañuelos, Mario Alberto: EGADE Business School, MX</i>
	THE LIFECYCLE OF GREEN CAPABILITIES: HOW HOTELS DEVELOP THEIR ENVIRONMENTAL PRACTICES <i>De Araújo, Felipe Fonseca: Universidade da Amazônia, BR</i> <i>Gomes, Sérgio Castro: Universidade da Amazônia, BR</i>
	A "B CORP" SYSTEMATIC REVIEW: PROVIDING INSIGHTS IN LATIN AMERICA CONTEXT <i>Matias, Guilherme Primo: Federal University of Paraná, BR</i> <i>Farago, Fabio Emanuel: Federal University of Paraná, BR</i> <i>Silva, Gabrielle Ribeiro Rodrigues da: Federal University of Paraná, BR</i>
	LEVELING THE PLAYING FIELD THROUGH PERSUASIVE RESOURCES: VALUE APPROPRIATION IN MISSION-DRIVEN ORGANIZATIONS <i>Reficco, Ezequiel: Tecnológico de Monterrey, Monterrey, MX</i> <i>Gutierrez Poveda, Roberto: Universidad de los Andes, CO</i>
Room: 904 9th floor	Track No. 2: International Strategy
	ENVIRONMENTALLY SUSTAINABLE BUSINESS STRATEGY AND INTERNATIONAL PERFORMANCE: A SYSTEMATIC LITERATURE REVIEW <i>Barbosa, Leonardo: FGV Sao Paulo School of Business Administration, BR</i> <i>Carneiro, Jorge: FGV Sao Paulo School of Business Administration, BR</i>
	INTERNATIONALIZATION FOR SUCCESSFUL TRANSGENERATIONAL PRACTICES IN FAMILY BUSINESSES <i>Monticelli, Jefferson: Unisinos Universtiy, BR & Unilasalle University, BR</i> <i>Bernardon, Renata: PUCRS, BR</i> <i>Gaidzinski, Patrice: Santa Catarina Federal University, BR</i> <i>Trez, Guilherme: Unisinos Universtiy, BR</i>

	<p>PRODUCT ADAPTATION VS. STANDARDIZATION IN FOREIGN MARKETS: THE CASE OF MULTILATINAS <i>Mauricio Losada-Otarola: CESA</i> <i>Andonova, Veneta: Universidad de los Andes School of Management, CO</i></p> <p>REGULATION AND THE INTERNATIONALIZATION OF SOCIAL FIRMS Montoya, Miguel A.: Tec de Monterrey. Escuela de Negocios, MX Cuervo-Cazurra, Alvaro: Northeastern University, USA & D'Amore School of Business, USA Cervantes-Zepeda, Mauricio: Tec de Monterrey. Escuela de Negocios, MX</p>
Room: 905 9th floor	Track No. 3: Entrepreneurship
	<p>AGROALFA <i>Brenes, Esteban R.: INCAE Business School, CR</i> <i>Martinez, Octavio: INCAE Business School, CR</i> <i>Ketelhohn, Niels: INCAE Business School, CR</i> <i>Hernández, Andrea: INCAE Business School, CR</i> <i>Pichardo, Caleb: INCAE Business School, CR</i></p>
	<p>CAUSATION AND EFFECTUATION: THE INFLUENCES ON EXPORT MARKETING STRATEGY AND PERFORMANCE OF MICRO AND SMALL ENTERPRISES <i>Cunha, Reynaldo Dannecker: ESPM/SP, BR</i> <i>Rocha, Thelma Valéria: ESPM/SP, BR</i></p>
	<p>STRATEGIES FOR THE BOTTOM OF THE PYRAMID IN THE ENERGY SECTOR. A CASE STUDY OF LIGHT IN RIO DE JANEIRO <i>Filardi, Fernando: Ibmecc Business School, BR</i> <i>Autran M. Gomes, Luiz F. : Ibmecc Business School, BR</i></p>
11:30 - 11:45	<u>Short Break</u>
11:45 -13:00 Room: Salão Nobre, 4th floor	<p>Panel: Conciliating Financial and Social Performance: Academia and Real-World Perspectives Sandro Cabral (Insper), Sergio Lazzarini (Insper), Edgard Barki (FGV) & Fernando Assad (Founder of Programa Vivenda)</p>
13:00 - 14:15 Room: Sports Gym, 7th floor	<u>Lunch</u>

14:15 -15:30

PARALLEL PAPER SESSIONS

Room 908 9 th floor	Track No. 4: Sources of growth for Latin American firms SEQUENTIAL INVESTMENTS IN THE STUDY OF INTERNATIONAL BUSINESS - IMPORTANCE, RESEARCH RESULTS AND FUTURE DIRECTIONS <i>Battistuzzo, Flavio Jorge Freire D Andrade: ESPM: Escola Superior de Propaganda e Marketing, BR</i> <i>Ogasavara, Mario Henrique: ESPM: Escola Superior de Propaganda e Marketing, BR</i> ADDING VALUE FROM THE CENTER: RE-VISITING THE CORPORATION HEADQUARTER'S ROLE IN EMERGING MARKET BUSINESS GROUPS <i>Rodriguez, Carlos: INCAE Business School, NI</i> <i>Torres Jose: INCAE Business School, NI</i> <i>Montiel, Eduardo: INCAE Business School, NI</i> FACTOR DRIVEN GROWTH IN EMERGING ECONOMIES <i>de Brito, Renata Peregrino: PUC-Rio, BR</i>
Room 909 9 th floor	Track No. 5: Rebalancing Society: Its application in the region VALUE DISTRIBUTION THROUGH BUSINESS MODELS: LESSONS FROM THE LARGEST BRAZILIAN FIRM IN THE LOW-INCOME CONSTRUCTION INDUSTRY <i>Salum, Fabian: FDC-Fundação Dom Cabral, BR</i> <i>Coleta, Karina: PUC-Minas, BR</i> <i>Lopes, Humberto: PUC-Minas, BR</i> BRAZIL LAW FIRM'S COMPETITIVE STRATEGY IN A REBALANCED SOCIETY <i>Horta, Rachel Nogueira Calcagno: Universidade Presbiteriana Mackenzie, BR</i> PRO MARKET REFORMS: HOW THEY AFFECT FIRM PROFITABILITY? <i>Buscariolli, Bruno: FGV Sao Paulo School of Business Administration, BR</i> <i>Carneiro, Jorge: FGV Sao Paulo School of Business Administration, BR</i> STRATEGIES FOR THE BOTTOM OF THE PYRAMID IN THE BANKING SECTOR. A MULTIPLE-CASE STUDY IN RIO DE JANEIRO <i>Filardi, Fernando: Ibmec Business School, BR & Universidade Federal do Estado do Rio de Janeiro, BR</i> <i>Stassen, Alberto: Ibmec Business School, BR</i> <i>Autran M. Gomes, Luiz F.: Ibmec Business School, BR</i> CONSUMER PATRONAGE FOR SOCIAL ENTERPRISES IN LATIN AMERICA <i>Bianchi, Constanza: Universidad Adolfo Ibañez, CL</i>
15:30 - 15:45	<i>Short Break</i>
15:45 -17:45 Room: Salão Nobre, 4 th floor	Panel: How Can Latin American Firms Contribute to a more Rebalanced Society Henry Mintzberg , McGill University (Canada) (by Skype) Guilherme Azevedo , Audencia Business School (France) Andrea Alvares , Chief Marketing, Innovation & Sustainability Officer, Natura Ligia Camargo , Head of Sustainability & Communication, Danone
17:45 - 19:30 Room: Sports Gym, 7 th floor	<i>Welcome Cocktail</i>

CONFERENCE PROGRAM DAY 2 (FEBRUARY 20, 2019)

8:00 - 8:30	<u>Registration: Lobby</u>
8:30 - 9:45 Room: Salão Nobre, 4th floor	<p align="center">Panel: Latin American Firms in the 21st Century: Globalization and the Digital Economy</p> <p align="center">Maria Tereza Fleury, FGV São Paulo School of Business Administration Jay Anand, Ohio State University (USA), former Chair of the International Management Division of the Academy of Management Leandro Basso, Senior Director, Mercado Libre</p>
9:45 - 10:15 room: Sports Gym, 7th floor	<u>Coffee Break</u>
10:15 - 11:30	Parallel Paper Sessions
Room: 903 9th floor	Track No. 1: Capabilities and business models in Latin American Firms
	<p align="center">FIRM'S CHARACTERISTICS AND CAPABILITIES THAT ENABLE SUPERIOR PERFORMANCE IN RECESSIONS</p> <p align="center"><i>Conti, Claudio Ramos: FUNDAÇÃO GETÚLIO VARGAS (FGV) - Ebape, BR</i> <i>Goldszmidt, Rafael: FUNDAÇÃO GETÚLIO VARGAS (FGV) - Ebape, BR</i> <i>Vasconcelos, Flavio: FUNDAÇÃO GETÚLIO VARGAS (FGV) - Ebape, BR</i></p>
	<p align="center">BUSINESS MODEL INNOVATION AND BUSINESS PERFORMANCE IN AN INNOVATIVE ENVIRONMENT</p> <p align="center"><i>Nunes, Moema Pereira: Feevale University, BR</i> <i>Moskovets, Anastasiia: Otto von Guericke University, Magdeburg, DE</i> <i>Pereira, Rafael do Val: Feevale University, BR</i></p>
	<p align="center">DIFFERENTIATION STRATEGIES IN AGRIBUSINESS – A CONFIGURATIONAL APPROACH</p> <p align="center"><i>Brenes, Esteban R.: INCAE Business School, CR</i> <i>Ciravegna, Luciano: INCAE Business School, CR & King's College, University of London, UK</i> <i>Acuña, Joseph: INCAE Business School, CR</i></p>
	<p align="center">INVESTIGATING SME IMPORTER RELATIONSHIP TRUST AND COMMITMENT WITH FOREIGN SUPPLIERS</p> <p align="center"><i>Bianchi, Constanza: Universidad Adolfo Ibañez, CL & Queensland University of Technology, AU</i> <i>Saleh, Abu: University of Canberra, AU</i></p>
	<p align="center">EXPLORING AND MANAGING THE EFFECTS OF NEGATIVITY IN ONLINE REVIEWS</p> <p align="center"><i>Uribe, Rodrigo: Universidad de Chile, CL</i> <i>Manzur, Enrique: Universidad de Chile, CL</i> <i>Pefaur, Nicole: Universidad de Chile, CL</i> <i>Matias Catalán: Universidad de Chile, CL</i></p>

Room: 904 9th floor	Track N. 2: Strategies Processes And Practices In Latin America
	<p>BEHAVIORAL AGENCY RESEARCH AND THEORY: A BIBLIOMETRIC ANALYSIS <i>Mussolin Massa, Rubens: FGV-EAESP, BR</i> <i>Beal Partyka, Raul: University of the Itajaí Valley - UNIVALI, BR</i> <i>Lana, Jeferson: University of the Itajaí Valley - UNIVALI, BR</i></p>
	<p>A STRATEGIC ANALYSIS FOR OFFSHORE OIL&GAS PRODUCTION PLATFORMS THROUGH PROMÉTHÉE V <i>Toneto de Melo, Rodrigo: Ibmec Business School, BR</i> <i>Filardi, Fernando: Ibmec Business School, BR & Universidade Federal do Estado do Rio de Janeiro UNIRIO, BR</i> <i>Gomes, Luiz F Autran M: Ibmec Business School, BR</i></p>
	<p>INNOVATION STRATEGIES IN SERVICES: A MULTICRITERIA EVALUATION FOR THE INSURANCE SECTOR IN BRAZIL <i>Aguiar da Silva, Priscila: Ibmec Business School, BR</i> <i>Autran M. Gomes, Luiz Flavio: Ibmec Business School, BR</i> <i>Filardi, Fernando: Ibmec Business School, BR & Universidade Federal do Estado do Rio de Janeiro (Unirio), BR</i></p>
	<p>EXPATRIATE AND RISK: A SYSTEMATIC REVIEW OF THIS DARK SITE <i>Silva, Gabrielle Ribeiro Rodrigues da: Federal University of Parana, BR</i> <i>Matias, Guilherme Primo: Federal University of Parana, BR</i> <i>Farago, Fabio Emanuel: Federal University of Parana, BR</i></p>
Room: 905 9th floor	Track No. 3: Studying collaborative strategies and their implications
	<p>THE INSTITUTIONAL APPROACH ON COOPETITION: A MULTI-INDUSTRY STUDY IN AN EMERGING ECONOMY <i>Monticelli, Jefferson: Unisinos Universtiy, BR & Unilasalle University, Br</i> <i>Garrido, Ivan Unisinos Universtiy, BR</i> <i>Verschoore, Jorge: Unisinos Universtiy, BR</i></p>
	<p>INDUSTRY-UNIVERSITY COLLABORATION AND FIRMS' EXPORT PERFORMANCE <i>Dornelles, Juliana Pavan: Pontificia Universidad Católica de Chile, CL</i> <i>Epstein, Daniel: Pontificia Universidad Católica de Chile, CL</i> <i>Salas, Julio Pertuzé: Pontificia Universidad Católica de Chile, CL</i></p>
	<p>"A RESOURCE-BASED APPROACH TO THE INFLUENCE OF CASH HOLDINGS IN THE ACQUISITION BEHAVIOR OF DIGITAL FIRMS" <i>DEPERI, Johanna: SKEMA BUSINESS SCHOOL, FR</i> <i>Bertrand, Olivier: Fundação Getúlio Vargas – FGV, BR & EBAPE, Rio de Janeiro, BR</i> <i>Meschi, Pierre-Xavier: SKEMA BUSINESS SCHOOL, FR</i> <i>Nesta, Lionel GREDEG, OFCE (SciencPo)</i></p>
	<p>INDIVIDUAL TRADEOFFS AND STAKEHOLDERS INFLUENCE IN THE INTERNATIONALIZATION STRATEGIES OF THE FACULTY <i>Romani-Dias, Marcello: FGV Sao Paulo School of Business Administration, BR</i> <i>Carneiro, Jorge: FGV Sao Paulo School of Business Administration, BR</i></p>
11:30 - 11:45	<i>Short Break</i>
11:45 - 13:00 Room: Salão Nobre, 4th floor	<p style="text-align: center;">Meet the Editors</p> <p>Naveen Donthu, Georgia State University (USA), <i>Journal of Business Research</i> Brian Silverman, University of Toronto (Canada) Jay Anand, Ohio State University (USA) Ely Paiva, FGV São Paulo School of Business Administration (Brazil), <i>Revista de Administração de Empresas</i></p>

<p>13:00 - 14:15 Room: Sports Gym, 7th floor</p>	<p>Lunch</p>
<p>14:15 - 15:30 Room: 908 9th floor</p>	<p>Paper Session Track No. 4: Strategic Leadership</p>
	<p>THE CONTRIBUTION OF COLLABORATION WITH UNIVERSITY AND GOVERNMENT TO THE COMPETITIVENESS OF CLUSTERS: MODEL PROPOSITION AND COMPARISON BETWEEN CASES IN THE BIOMEDICAL INDUSTRY IN BRAZIL AND UK <i>Pereira, Cristina Espinheira Costa: Universidade Paulista - UNIP</i> <i>Todeva, Emanuela: St.Mary's University, Twickenham, UK</i> <i>Boaventura, Joao Mauricio Gama: FEA/USP</i> <i>Armando, Eduardo: FIA Business School, BR</i></p>
	<p>A REVIEW OF THE NOVEL RESEARCH METHODS IN EXECUTIVE WOMEN CAREER STUDIES <i>Gomez, Claudia: EGADE Business School- Tecnológico de Monterrey, MX</i></p>
	<p>STRATEGIC MANAGEMENT FOR CONTRACTING PROJECTS IN OIL & GAS IN BRAZIL WITH THE ANP <i>Maia de Jesus, Vinicius: Ibmec Business School, BR</i> <i>Autran M. Gomes, Luiz Flavio: Ibmec Business School, BR</i> <i>Filardi, Fernando: Ibmec Business School, BR & Universidade Federal do Estado do Rio de Janeiro UNIRIO, BR</i></p>
	<p>LUCCHETTI: THE MAKING OF A MULTILATINA <i>Ezequiel Reficco: Tecnológico de Monterrey, Monterrey, MX</i></p>
	<p>ON EXECUTIVE'S RESILIENCE: DOES MENTAL MODEL MATTER? <i>Bressan, Flávio: UNICAMP / BREMAT Institute, BR</i></p>
<p>14:15 - 15:30 Room: Salão Nobre, 4th floor</p>	<p>Special Panel: OPEN INNOVATION IN SMALL TECHNOLOGY FIRMS Luis Bussmann, FGV's DBA student Anderson Locatelli, Founder and Executive Director, Troco Simples Gabriel Engel, Founder, Rocket.Chat</p>
<p>15:30 - 15:45</p>	<p>Short Break</p>
<p>15:45 - 17:00 Room: Salão Nobre, 4th floor</p>	<p>Panel: HOW CAN ACADEMIC STUDIES CONTRIBUTE TO REAL BUSINESSES? Brian Silverman, University of Toronto (Canada), former Chair of the Strategy Division of the Academy of Management</p>
<p>17:00 - 17:45 Room: Salão Nobre, 4th floor</p>	<p>Closing Ceremony</p> <ol style="list-style-type: none"> 1. awards ceremony 2. closing remarks 3. announcement of 2021 conference

20:30- 23:00

[Gala Dinner](#)

Praça São Lourenço Restaurant
(address: Rua Casa do Ator, 608 - Vila Olimpia)
<https://www.pracasaolourenco.com.br/>

bus departure for gala dinner: 19:30

first bus return from gala dinner: 22:00

last bus return from gala dinner: 23:00
