

ELETIVAS*

2/2024	LP
Desafios ASG (Ambientais, Sociais e de Governança) em Negócios Internacionais	EE

TRANSDISCIPLINAR*

2/2024	LP
Inclusive Digital Platforms for Circular Ecosystems (1)	GOS/AATI

**Sujeito à alterações*

DEPARTAMENTO: ADMINISTRAÇÃO GERAL E RECURSOS HUMANOS (ADM)
CURSO : MESTRADO-DOCTORADO EM ADMINISTRAÇÃO DE EMPRESAS
DISCIPLINA..... : DESAFIOS ASG (AMBIENTAIS, SOCIAIS E DE GOVERNANÇA) EM NEGÓCIOS INTERNACIONAIS
PROFESSOR..... : JORGE CARNEIRO
SEMESTRE/ANO : 2º SEMESTRE, 1º BIMESTRE / 2024
CARGA HORÁRIA.: 30 horas ou 15 horas (selecionar)
PROFESSOR.....: JORGE CARNEIRO e MARIA TEREZA FLEURY
DATAS /HORÁRIOS: 4ª feira, das 09:00 às 12:50
SALA: (a definir)

PROGRAMA

OBJETIVOS DA DISCIPLINA

Os objetivos de aprendizagem da disciplina estão apresentados na tabela abaixo, demonstrando como os mesmos contribuem para os objetivos do CMCDAE.

The course learning goals are presented in the table below, showing how they contribute to the learning goals related to the objectives of CMCDAE.

GRAU DE CONTRIBUIÇÃO / LEVEL OF CONTRIBUTION *			
Forte / High	Intermediário / Medium	Reduzido / Low	Nenhum / None
● ● ●	● ● ○	● ○ ○	○ ○ ○

Objetivos do CMCDAE	Objetivos da disciplina	Grau de contribuição
Métodos qualitativos de pesquisa / Qualitative research methods	<ul style="list-style-type: none"> ● identificar desafios metodológicos para se realizar pesquisas sobre impactos socioambientais dos negócios internacionais 	● ○ ○
Métodos quantitativos de pesquisa / Quantitative research methods		○ ○ ○
Conhecimento do tema (CMAE) / teoria (CDAE) de pesquisa Knowledge of research themes (Master) and theory (Doctorate)	<ul style="list-style-type: none"> ● reconhecer a existência dos diversos <i>stakeholders</i> afetados pela ação de multinacionais ● reconhecer os impactos ambientais e sociais decorrentes da atuação de multinacionais ● refletir sobre os desafios de governança de multinacionais ● identificar oportunidades para multinacionais contribuírem para o atingimento dos ODS da ONU 	● ● ●
Desenho e Desenvolvimento de Pesquisa / Design and Development Research	<ul style="list-style-type: none"> ● Identificar métodos apropriados para a coleta de dados sobre atuação ASG 	● ○ ○
Relevância (CMCD AE) e inovação (CDAE) em pesquisa / Relevance (Master and Doctorate) and innovation (Doctorate) in research	<ul style="list-style-type: none"> ● identificar lacunas e tendências (tanto de conteúdo quanto metodológicas) da pesquisa sobre impactos socioambientais dos negócios internacionais 	● ● ○
Elaboração de artigos / Development of academic papers	<ul style="list-style-type: none"> ● estruturar as bases de um ensaio teórico ou uma pesquisa empírica para examinar aspectos ASG em negócios internacionais 	● ○ ○
Outros objetivos da disciplina: ---		



A descrição completa dos objetivos de aprendizagem do CMCD AE e outras informações podem ser encontradas em <https://rebrand.ly/cmae-eaesp> (mestrado) e <https://rebrand.ly/cdae-eaesp> (doutorado).

CONTEÚDO RESUMIDO

Esta disciplina aborda questões relacionadas a ASG (ambiente, sociedade e governança) sob a perspectiva dos negócios internacionais, em particular o papel e a atuação de multinacionais. Os Objetivos de Desenvolvimento Sustentável (ODS) das Nações Unidas servirão como pano de fundo para se analisar a contribuição das multinacionais ao desenvolvimento sustentável.

METODOLOGIA DE ENSINO-APRENDIZAGEM

As atividades planejadas para a disciplina incluem: a) condução das discussões sobre os temas que lhe tiverem sido alocados, instigando os colegas e estimulando sua participação, b) redação de ensaio teórico (o ensaio não deve ser simplesmente um resumo dos textos, mas uma revisão estruturada dos mesmos com sugestões para pesquisas futuras) e c) participação ativa nas discussões em sala de aula.

O ensaio teórico deve abordar um dos macro-temas discutidos nas aulas. O/A aluno/a deve identificar uma lacuna na literatura sobre aquele tema e sugerir como tal lacuna poderia ser endereçada (ex: pergunta de pesquisa, potencial contribuição para a academia e a prática empresarial, métodos apropriados para responder a tal pergunta).

Alternativamente, o/a aluno/a pode apresentar uma revisão inédita da literatura (ou um estudo bibliométrico) que permita conhecer-se melhor o tema, as diversas correntes pelas quais ele tem sido abordado e as tendências, eventuais problemas na pesquisa sobre o tema etc.

Pesquisas baseadas no fenômeno (phenomenon-based research) pode também ser sugerido.

O ensaio deve ser apresentado no formato de bullet points em um PowerPoint, como se fosse destinado a uma apresentação em um congresso de primeira linha.

Sugere-se leitura dos editoriais do *Academy of Management Review* sobre o que constitui uma contribuição teórica.

CRITÉRIO DE AVALIAÇÃO

Condução dos seminários:	25%
Participação na aula:	25%
Ensaio teórico:	50%



CRONOGRAMA DAS AULAS

	Datas	Conteúdo Programático	Leitura <ul style="list-style-type: none">• obrigatória○ complementar
1	07 agosto	The UN's sustainable development goals and the role of multinationals Contributions of international business research to the sustainable development goals	<u>UN's SDGs and MNEs' role</u> <ul style="list-style-type: none">• Montiel et al. (2021)• Van Tulder et al. (2021)○ Leonidou et al. (2024)○ Liou & Rao-Nicholson (2021)○ Sachs & Sachs (2021)○ van Tulder, R., & van Mil, E. (2022) – cap. 1○ van Zanten & van Tulder (2021) <u>Contributions of IB research to SDGs</u> <ul style="list-style-type: none">• Berrone et al. (2023)○ Doh et al. (2023)○ Rygh et al. (2022)
2	14 agosto	Stakeholder Perceptions of Global Firms	<ul style="list-style-type: none">• Soleimani et al. (2014)• Tian et al. (2021)○ Al-Mamun & Zaman (2023)○ Fontana et al. (2022)○ Minefee & Bucheli (2021)○ Narthey et al. (2018)
3	21 agosto	Social responsibility and sustainability in international business Digital technologies and sustainable development	<u>Social responsibility</u> <ul style="list-style-type: none">• Kolk (2016)○ Bondy & Starkey (2014)○ Campbell et al. (2012)○ Husted & Allen (2006)○ van Tulder, R., & van Mil, E. (2022) – cap. 9 <u>Digital technologies</u> <ul style="list-style-type: none">• Ciulli, F., & Kolk (2023)○ Hasan & Ojala (2024)
4	28 agosto	Corporate governance and international business	<ul style="list-style-type: none">• Aguilera & Jackson (2003)• Buckley & Strange (2011)○ Aguilera et al. (2019)○ Strange et al. (2009)○ van Tulder, R., & van Mil, E. (2022) – cap. 6
5	04 setembro	Impact of advanced-market MNEs to the inclusive development of emerging markets	<ul style="list-style-type: none">• London & Hart (2004)• Yin & Jamali (2016)○ Ghauri & Wang (2017)○ Oliveira et al. (2024)○ Tasavori et al. (2014)○ Zhao (2024)



	Datas	Conteúdo Programático	Leitura
6	11 setembro	Sustainability issues in Latin America and the Caribbean	<ul style="list-style-type: none">• obrigatória○ complementar• Arora & De (2020)• Azevedo et al. (2020)○ Jiménez & Zorio-Grima (2021)○ Vanhulst & Zaccai (2016)
7	18 setembro	Decent work in the context of GVC	<ul style="list-style-type: none">• Braganza et al. (2021)• Gereffi, et al. (2016)○ Anner (2021)○ Hasle & Vang (2021)○ Monteiro et al. (2021)
8	25 setembro	Discussão dos ensaios teóricos de cada aluno	

BIBLIOGRAFIA (OBRIGATÓRIA E COMPLEMENTAR)

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- Aguilera, R. V., Marano, V., & Haxhi, I. (2019). International corporate governance: A review and opportunities for future research. *Journal of International Business Studies*, 50(4), 457-498.
- Al-Mamun, A., & Zaman, S. (2023). Conceptualizing CSR as innovative adoption by MNCs from emerging Asian economies. *Thunderbird International Business Review*.
- Anner, M. (2021). Three Labour Governance Mechanisms for Addressing Decent Work Deficits in Global Value Chains. *International Labour Review*.
- Arora, P., & De, P. (2020). Environmental sustainability practices and exports: The interplay of strategy and institutions in Latin America. *Journal of World Business*, 55(4), 101094.
- Azevedo, G., Carneiro, J., Rodriguez, C., & Gonzalez-Perez, M. A. (2020). Rebalancing society: Learning from the experience of Latin American progressive leaders. *Journal of Business Research*, 119, 511-521.
- Berrone, P., Rousseau, H. E., Ricart, J. E., Brito, E., & Giuliadori, A. (2023). How can research contribute to the implementation of sustainable development goals? An interpretive review of SDG literature in management. *International Journal of Management Reviews*, 25(2), 318-339.
- Braganza, A., Chen, W., Canhoto, A., & Sap, S. (2021). Productive employment and decent work: The impact of AI adoption on psychological contracts, job engagement and employee trust. *Journal of Business Research*, 131, 485-494.
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- Bondy, K., & Starkey, K. (2014). The dilemmas of internationalization: Corporate social responsibility in the multinational corporation. *British Journal of Management*, 25(1), 4-22.
- Campbell, J. T., Eden, L., & Miller, S. R. (2012). Multinationals and corporate social responsibility in host countries: Does distance matter?. *Journal of International Business Studies*, 43(1), 84-106.
- Ciulli, F., & Kolk, A. (2023). International Business, digital technologies and sustainable development: Connecting the dots. *Journal of World Business*, 58(4), 101445.
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- Fontana, E., Shin, H., Oka, C. & Gamble, J. (2022). Tensions in the strategic integration of corporate sustainability through global standards: Evidence from Japan and South Korea. *Business Strategy and the Environment*, 31(3), 874-891
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- Hasle, P., & Vang, J. (2021). Designing better interventions: insights from research on decent work. *Journal of Supply Chain Management*, 57(2), 58-70.
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- Jiménez, R. G., & Zorio-Grima, A. (2021). Sustainability engagement in Latin America firms and cost of equity. *Academia Revista Latinoamericana de Administración*.
- Kolk, A. (2016). The social responsibility of international business: From ethics and the environment to CSR and sustainable development. *Journal of World Business*, 51(1), 23-34.
- Leonidou, L. C., Theodosiou, M., Nilssen, F., Eteokleous, P., & Voskou, A. (2024). Evaluating MNEs' role in implementing the UN Sustainable Development Goals: The importance of innovative partnerships. *International Business Review*, 102259.
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- London, T., & Hart, S. L. (2004). Reinventing strategies for emerging markets: beyond the transnational model. *Journal of International Business Studies*, 35(5), 350-370.
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- Nartey, L. J., Henisz, W. J., & Dorobantu, S. (2018). Status climbing vs. bridging: Multinational stakeholder engagement strategies. *Strategy Science*, 3(2), 367-392.
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COURSE: Inclusive Digital Platforms for Circular Ecosystems
DEPARTMENT: POI/TDS
PROGRAM: CMCD AE
SEMESTER AND YEAR: 2nd 2024
CLASS-HOURS: 15 hours
PROFESSORS: Susana C. F. Pereira & Eduardo H. Diniz
LANGUAGE: English

COURSE DESCRIPTION

"Inclusive Digital Platforms for Circular Ecosystems" is a course for PhD and MSc students seeking to explore the transformative potential of digital technologies in fostering inclusive and sustainable economies. In today's interconnected world, digital platforms play a pivotal role in reshaping traditional economic models towards circularity while ensuring inclusivity across diverse communities and stakeholders.

This course provides an in-depth examination of how digital platforms can be leveraged to optimize resource use, minimize waste, and promote equitable participation within circular ecosystems. Through a blend of theoretical insights and practical illustrative case studies, participants will develop the knowledge, skills, and critical perspectives necessary to drive innovation in this rapidly evolving field.

By the end of the course, participants will emerge with a comprehensive understanding of the opportunities and challenges associated with leveraging digital platforms to advance sustainability goals through circular ecosystems.

LEARNING GOALS

The course learning goals are presented in the table below, showing how they contribute to the learning goals related to the objectives of CMCDAE.

LEVEL OF CONTRIBUTION *			
High	Medium	Low	None
●●●	●●○	●○○	○○○

CMCDAE Objectives	Course learning goals	Level of Contribution
Qualitative research methods	students will be exposed to papers presenting robust employment of qualitative methods, although discussion on methods will not be the focus	○○○
Quantitative research methods	students will be exposed to papers presenting robust employment of quantitative methods, although discussion on methods will not be the focus	○○○
Knowledge of research themes (Master) and theory (Doctorate)	students will learn how to evaluate the most recent research themes and theories employed to investigate circular ecosystems based on digital inclusive platforms	●●●
Design and Development Research	students will be assisted to develop their own research based on the topics discussed in the course	●○○
Relevance (Master and Doctorate) and innovation (Doctorate) in research	students will be empowered to conduct cutting-edge research focusing in innovative solutions that drive positive change towards a more inclusive and regenerative future	●●○
Development of academic papers	students will be evaluated by their ability to propose a research topic and choose a journal based on topics of the course	●●○

PREVIOUS KNOWLEDGE REQUIRED

- Tiwana, A. (2013). Platform ecosystems: Aligning architecture, governance, and strategy. *Newnes*.
- Diniz, E. H., Siqueira, E. S., Van Heck, E. (2019). Taxonomy of digital community currency platforms. *Information Technology for Development*, 25(1), 69-91
- Sehnem, S., Vazquez-Brust, D., Pereira, S. C. F., & Campos, L. M. (2019). Circular economy: benefits, impacts and overlapping. *Supply Chain Management: An International Journal*, 24(6), 784-804.

CONTENT/METHODOLOGY

Key topics covered in this course include:

1. Foundations of Circular Economy: Participants will gain a comprehensive understanding of circular economy principles, exploring concepts such as resource optimization, waste reduction, and closed-loop systems.
2. Sustainable Development Goals: Topics in the course will cover the connections of digital inclusive platform ecosystems with the United Nations 2030 Agenda for Sustainable Development.
3. Technological Innovations: From recycling platforms to blockchain-enabled supply chains, participants will explore emerging technologies driving the transition to circularity and their implications for inclusivity.
4. Policy and Governance: Understanding the role of policy frameworks and governance structures is essential for creating an enabling environment for circular initiatives. This module will examine policy tools, regulations, and strategies for fostering inclusive circular economies.
5. Business Models Ecosystems: Building viable businesses within circular economies requires innovative thinking and entrepreneurial skills. Participants will learn about circular business models, and strategies for scaling inclusive ventures.
6. Case Studies and Best Practices: Real-world examples from diverse sectors - including manufacturing, agriculture, and urban development - will provide insights into successful circular initiatives and highlight best practices for fostering inclusivity.

Through a combination of lectures, seminar and class discussions, participants will not only deepen their theoretical understanding but will be equipped to become catalysts for sustainable innovation, leading the way towards more inclusive and resilient circular ecosystems.

ASSESSMENT

Students work will be assessed through three different criteria:

final project: 50% (mid term delivery 15%)

seminars: 30%

participation: 20%

Final project will be a research paper proposed by students with focus on future publication in relevant journals. A pre-proposal for each project will be expected as mid term assignment as a way for the professors to contribute to the students final project.

All students will have to present two seminars along the course based on papers related to the topic of the course.

Individual participation will be evaluated based on class discussions on papers with mandatory reading.

BIBLIOGRAPHICAL REFERENCES

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- Ghisellini, P., Cialani, C., & Ulgiati, S. (2016). A review on circular economy: the expected transition to a balanced interplay of environmental and economic systems. *Journal of Cleaner production*, 114, 11-32.
- Jacobides, M. G., Cennamo, C., & Gawer, A. (2024). Externalities and complementarities in platforms and ecosystems: From structural solutions to endogenous failures. *Research Policy*, 53(1), 104906.
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- Phadnis, S. S. (2023). Creating Value through Supply Chain Orchestration as a Business Model. *Academy of Management Perspectives*, (ja), amp-2022.
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- Sun, R., & Gregor, S. (2023). Reconceptualizing platforms in information systems research through the lens of service-dominant logic. *The Journal of Strategic Information Systems*, 32(3), 101791.

COURSE SCHEDULE (OPTIONAL)

PROFESSOR MINI CV



Susana C. F. Pereira is an Associate Professor of Sustainable Supply Chain Management at Fundação Getulio Vargas, São Paulo, Brazil (FGV-EAESP), Director of FGV Innovation Research Center (FGVin), Program Director of the Global MBA Manchester-FGV and a researcher for the Center for Excellence in Logistics and Supply Chain (GVCelog). She was a visiting Scholar at The George Washington University (GWU) from September 2022 to February 2023. Dr Pereira holds a Productivity Fellowship from The National Council for Scientific and Technological Development (CNPq) and is currently serving as Scientific Director of the National Graduate Association (EnANPAD) in Brazil. Susana is a member of the Assurance of

Learning Assessment Committee at FGV EAESP, of the Scientific Committee of CEA/Federal University of Ceará, and of the Superior Council of Innovation and Competitiveness (CONIC) at the Federation of Industries of the State of São Paulo (FIESP). Her main research interests are sustainability in operations and supply chains, supply chain resilience, and supply chain innovation. Her research in these fields has been published in top-tier journals such as the International Journal of Operations & Production Management, Supply Chain Management: An International Journal, International Journal of Production Research, Production Planning & Control, Journal of Purchasing and Supply Management and Business Strategy and the Environment.



Eduardo H. Diniz is Professor at the Business School of São Paulo at Fundação Getulio Vargas (EAESP-FGV) since 1999, being Head of the Department of Technology and Data Science (TDS) from 2018 to 2021. He was editor-in-chief of RAE, Revista de Administração de Empresas, GVexecutivo and GVCasos, from January 2009 to December 2015. Graduated in Electrical Engineering, with emphasis on electronics, at the São Carlos School of Engineering USP (1983), Master in Business Administration from Fundação Getúlio Vargas - SP (1994) and Ph.D. in Business Administration from Fundação Getúlio Vargas - SP (2000). Visiting Scholar at the University of California, Berkeley (1996-98), HEC Montréal (2007), Erasmus University (2016-17) and University of Glasgow (2022-23). He is Bellagio Fellow, with the Rockefeller Foundation in 2014, and researcher at the

Center for Microfinance and Financial Inclusion at FGV, GVCemif since 2007. He was coordinator of the ADI, Information Systems academic division, at the National Association of Graduate Studies and Research in Administration (Anpad) from 2005 to In 2020 was awarded as "Outstanding Contributor" of this academic division. His research interests include technology applications and impacts on banks, government and society, and has published numerous academic papers on financial inclusion at international conferences (ICIS, EGOS, Academy of Management, AMCIS, etc.) and MISQuarterly, Journal of Global Information Management, Public Administration, Innovations MIT, Information Technology and International Development, Information Development and Electronic Commerce Research and Applications, The European Financial Review. His research was funded by international agencies such as the National Science Foundation (NSF), the International Development Research Center (IDRC), the World Bank, the Bill and Melinda Gates Foundation and the Rockefeller Foundation. He is often invited to participate as a guest in international events organized by the World Bank, central banks and bank federations in Brazil, and other countries.

OTHER INFORMATION (OPTIONAL)