

# Dennys Eduardo ROSSETTO

Associate Professor

Academy: Innovation

Research center: Knowledge, Technology and Organization

Campus: Belo Horizonte

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## Research interests

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Digital transformation, Innovation Ecosystems, Innovations in resource-constrained environments, Social Entrepreneurship, Emerging Markets, Frugal Innovation, Artificial Intelligence, Scale Development and measurement, Advanced research methods, International Marketing, Global innovation, Artificial Intelligence applied to innovation and entrepreneurship

## Teaching interests

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Artificial Intelligence applied on innovation and entrepreneurship, Entrepreneurship, Global Innovation, International Business, International Marketing, Research Methods, Scale development and measurement, Social Network Analysis, Social Networks

## Education

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2019	Postdoc in Global Innovation Management, Innovation Management Department, University Center of FEI, Brazil
2018	Ph.D. in International Business (Global Innovation), Escola Superior de Propaganda e Marketing (ESPM), Brazil
2017	Ph.D. research period abroad in Global Innovation Management, University of Texas at El Paso, United States of America
2007	Master of Science in International Business, Universidade de São Paulo, Brazil
2005	MBA in International Marketing, Getulio Vargas Foundation (FGV), Brazil
2004	BSC in Marketing, University of Northern Paraná (UNOPAR), Brazil

## Experience

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### **Full-time academic positions**

Since 2019	Associate Professor of Global Innovation and Entrepreneurship, SKEMA Business School, Brazil
2014 - 2018	Assistant Research Professor, Escola Superior de Propaganda e Marketing (ESPM), Brazil
2009 - 2012	Assistant Professor, Municipal Institute of University Education at Victor Cardassi, IMESB, Brazil
2006 - 2009	Assistant Professor, University of Ribeirão Preto, Brazil

### **Other academic affiliations and appointments**

Since 2021	Global Visiting Professor of Innovation and Entrepreneurship, Tecnológico de Monterrey, Mexico
Since 2020	PGE M1 Innovation Management and Creativity Master Course Coordinator (Multicampus), SKEMA Business School, France
Since 2017	Visiting Professor Research Fellow, University of Texas at El Paso, United States of America
2018 - 2019	Postdoctor Research Fellow, University Center of FEI, Brazil
2012 - 2014	Adjunct Professor, Universidade Paulista - UNIP Ribeirão Preto, Brazil

## **Other academic affiliations and appointments**

- 2005 - 2012 Operational Director / COO, Mercadotecnia Institute of Research, Intelligence and Market Analytics, Brazil
- 2006 - 2007 Coordinator of the UNAERP Junior Company, University of Ribeirão Preto, Brazil
- 2005 - 2006 Auxiliar Professor, Faculty of Economy, Business and Accountancy, Universidade de São Paulo, Brazil

## **Other professional experiences**

- Since 2015 Associate Director & Founder, GlinTech - Global Institute of Innovation and Technology Management for Emerging Markets, Brazil
- 2005 - 2019 Founder and CEO, D. Edwards Strategic Intelligence Consulting Group, Brazil
- 2005 Marketing Director, Ortobom Mattresses Industry and Manufacturing S/A, Brazil
- 2003 - 2005 Co-founder and Executive Director, Association of Advertising and Marketing Professionals, Brazil
- 2001 - 2005 Founder and CEO, Heads Brazil Center of Marketing Intelligence, Brazil
- 2003 - 2004 Deputy City Manager of Communication and Strategic Affairs, City of Sarandi, Brazil
- 1999 - 2001 Co-Founder and Art Director, ByBrasil Integrated Marketing and Communication Ltd, Brazil
- 1999 - 2001 Marketing and Project Manager, Hidrogeron Group - Industry and Manufacturing of Equipment for Environmental Sanitation Inc., Brazil

## **Research grants, Awards and Honors**

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### **Awards and Honors**

- 2023 Winner of the SKWoL (SKEMA Way of Learning) prize, SKEMA Business School, France
- 2021 Young Researcher 2021 ANPAD, Innovation, Technology, and Entrepreneurship Division of the Brazilian Academy of Management, Brazil
- 2020 "Professor Pedro Valentim Marques" award as the best postgraduate monograph made under my supervision, PECEGE/ESALQ/USP, PECEGE/ESALQ/USP, Brazil
- 2020 Awarded as Best Reviewer at the 2020 Academy of International Business Conference - Latin America and Caribbean Chapter - AIB-LAC 2020, Academy of International Business
- 2020 Nominated as "Best Reviewer" at IX 3Es - Strategic Studies Meeting from ANPAD, Brazilian Association of Graduate Studies and Research in Administration (ANPAD)
- 2020 Recognition award by its "contributions as reviewer" throughout the 2020 year, INMR - Innovation & Management Review Journal, Brazil
- 2019 Winner of the "Belmiro Siqueira Business" Award as the Best Business Administration Book of 2019 with a prize of US\$ 3,600, Brazilian Federal Council of Business Administration (CFA - Conselho Federal de Administração)
- 2018 Honorable Mention by the nomination to "Best Paper of the Innovation Division"
- 2018 Best Conference Paper from a PhD Thesis, Innovation and Technological Management Symposium, Brazilian Association of Graduate Studies and Research in Administration (ANPAD)
- 2017 Best Overall Conference Paper, VI International Symposium on Project Management, Innovation and Sustainability (SINGEP)
- 2017 Best paper of Innovation Division, VI International Symposium on Project Management, Innovation and Sustainability (SINGEP)
- 2017 Best Reviewer, VI International Symposium on Project Management, Innovation and Sustainability (SINGEP)
- 2015 Best Paper of Innovation Division, VI International Symposium on Project Management, Innovation and Sustainability (SINGEP)
- 2014 Honorable Mention by the nomination to "Best Reviewer the Innovation and Entrepreneurship Division", SEMEAD - Business Administration Seminars/USP, Brazil
- 2004 Laureate Academy - Maxima cum laude Awarded as the Best Student of class, University of Northern Paraná (UNOPAR)

## Publications

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### Peer-reviewed journal articles

ROSSETTO, D.E., BORINI, F., BERNARDES, R. and FRANKWICK, G. (2023). Measuring frugal innovation capabilities: An initial scale proposition. *Technovation*, 121(March 2023), pp. 102674.

SANTOS, L., BORINI, F., MOACIR DE MIRANDA OLIVEIRA, J., ROSSETTO, D.E. and BERNARDES, R. (2022). Bricolage as capability for frugal innovation in emerging markets in times of crisis. *European Journal of Innovation Management*, 25(2), pp. 413-432.

MALANGA, A.C.M., BERNARDES, R.C., BORINI, F., PEREIRA, R.M. and ROSSETTO, D.E. (2022). Towards integrating quality in theoretical models of acceptance: An extended proposed model applied to e-Learning services. *British Journal of Educational Technology*, 53(1), pp. 8-22.

SANTIAGO, A.L., DEMAJOROVIC, J., ROSSETTO, D.E. and LUKE, H. (2021). Understanding the fundamentals of the Social Licence to Operate: Its evolution, current state of development and future avenues for research. *Resources Policy*, 70, pp. 101941.

SILVA, J., ABLANEDO-ROSA, J.H. and ROSSETTO, D.E. (2019). A longitudinal literature network review of contributions made to the academy over the past 55 years of the IJPR. *International Journal of Production Research*, 57(15-16), pp. 4627-4653.

TARRAÇO, E., BERNARDES, R., BORINI, F. and ROSSETTO, D.E. (2019). Innovation capabilities for global R&D projects in subsidiaries. *European Journal of Innovation Management*, 22(4), pp. 639-659.

ROSSETTO, D.E., BERNARDES, R.C., BORINI, F. and GATTAZ, C. (2018). Structure and evolution of innovation research in the last 60 years: review and future trends in the field of business through the citations and co-citations analysis. *Scientometrics*, 115, pp. 1329-1363.

ROSSETTO, D.E. and BORINI, F. (2018). Suiting innovations to emerging markets: How to do more with less. *RAE - Revista de Administração de Empresas*, 58(5), pp. 517-518.

ROSSETTO, D.E., CARVALHO, F., BERNARDES, R. and BORINI, F. (2017). Absorptive Capacity and Innovation: An Overview of International Scientific Production of Last Twenty-Five Years. *International Journal of Innovation*, 5(1), pp. 97-113.

PIRES, D., ROCHA, T., BORINI, F. and ROSSETTO, D.E. (2015). International Marketing in Multinational Company Subsidiaries in Emerging Markets: A Multidimensional Approach. *Advances in International Marketing*, 26, pp. 157-177.

CARNEIRO-DA-CUNHA, J. and ROSSETTO, D.E. (2015). Mapping entrepreneurs' types in a Brazilian informal clothes retailing cluster. *International Journal of Entrepreneurship and Small Business*, 26(1), pp. 21-42.

CARNEIRO-DA-CUNHA, J., CORREA, H., PASSADOR, J. and ROSSETTO, D.E. (2012). Buyers' trust perceptions on electronic commerce: an inter-temporal perspective. *International Journal of Business and Management Science*, 1(6).

### Books and book editor

ROSSETTO, D.E., DE CASTRO, P. and SILVA RABELO PEDROSO, T.C.D. [Eds] (2023). *Innovation, entrepreneurship and sustainability in a modern society + Non-Fungible-Tokens (NFT) and intellectual property: The promise of digital security to our legal problems*. Belo Horizonte: SKEMA Publika, 54 pages.

BERNARDES, R., BORINI, F., ROSSETTO, D.E. and PEREIRA, R. [Eds] (2018). *Innovation in Emerging Markets*. Sao Paulo: Senac, 368 pages.

### Book chapters

ROSSETTO, D.E. (2021). Knowledge and digital opportunities in overcoming crisis in the context of Pandemic: how to associate knowledge and creativity in the generation of low-cost digital frugal innovations? In: *Essays on Digital Transformation and Knowledge Management*. 1st ed. Brazilian Society of Knowledge Management, pp. 31-46.

ROSSETTO, D.E. (2018). Inside-out Innovations. In: Roberto Carlos Bernardes, Felipe Mendes Borini, Dennys Eduardo Rossetto, and Rafael Morais Pereira eds. *Innovation in Emerging Markets*. 1st ed. Sao Paulo: Senac, pp. 233-236.

TARRAÇO, E., GUEDES, C. and ROSSETTO, D.E. (2018). Frugal Innovation. In: Roberto Carlos Bernardes, Felipe Mendes Borini, Dennys Eduardo Rossetto, and Rafael Morais Pereira eds. *Innovation in Emerging Markets*. 1st ed. Sao Paulo: Senac, pp. 237-254.

CARVALHO, F., CAMARGO, A. and ROSSETTO, D.E. (2018). Cost Innovation. In: Roberto Carlos Bernardes, Felipe Mendes Borini, Dennys Eduardo Rossetto, and Rafael Morais Pereira eds. *Innovation in Emerging Markets*. 1st ed. Sao Paulo: Senac, pp. 255-268.

ROSSETTO, D.E. (2018). Shanzhai Innovation. In: Roberto Carlos Bernardes, Felipe Mendes Borini, Dennys Eduardo Rossetto, and Rafael Morais Pereira eds. *Innovation in Emerging Markets*. 1st ed. Sao Paulo: Senac, pp. 269-296.

ROSSETTO, D.E. (2018). Outside-in Innovations. In: Roberto Carlos Bernardes, Felipe Mendes Borini, Dennys Eduardo Rossetto, and Rafael Morais Pereira eds. *Innovation in Emerging Markets*. 1st ed. Sao Paulo: Senac, pp. 297-300.

MONTEIRO, M. and ROSSETTO, D.E. (2018). Grassroots Innovation. In: Roberto Carlos Bernardes, Felipe Mendes Borini, Dennys Eduardo Rossetto, and Rafael Morais Pereira eds. *Innovation in Emerging Markets*. 1st ed. Sao Paulo: Senac, pp. 301-312.

CAMARGO, F. and ROSSETTO, D.E. (2018). Jugaad Innovation. In: Roberto Carlos Bernardes, Felipe Mendes Borini, Dennys Eduardo Rossetto, and Rafael Morais Pereira eds. *Innovation in Emerging Markets*. 1st ed. Sao Paulo: Senac, pp. 313-334.

PINHEIRO, T. and ROSSETTO, D.E. (2018). Indigenous Innovation. In: Roberto Carlos Bernardes, Felipe Mendes Borini, Dennys Eduardo Rossetto, and Rafael Morais Pereira eds. *Innovation in Emerging Markets*. 1st ed. Sao Paulo: Senac, pp. 211-233.

### **Non peer-reviewed journal articles**

NASSIF, V.M.J., CORRÊA, V. and ROSSETTO, D.E. (2020). Are entrepreneurs and small businesses prepared for contextual adversities? A reflection in the light of the COVID-19 pandemic. *Iberoamerican Journal of Entrepreneurship and Small Business*, 9(2), pp. 1-12.

NASSIF, V.M.J., ROSSETTO, D.E. and JÚNIOR, E. (2020). Entrepreneurial responses of coping Catastrophic events and crisis situations. *Iberoamerican Journal of Entrepreneurship and Small Business*, 9(4), pp. i-xxi.

### **Conference proceedings**

ROSSETTO, D.E. and DE CASTRO, P. (2022). Detectando as raízes históricas da ambidestria organizacional por meio da análise espectroscópica. *Seminários em Administração*, XXV.

ROSSETTO, D.E., FERREIRA, G.D.S. and TUMELERO, C. (2022). Inovação Frugal em Serviços Bancários de uma Agência Cashless: O Caso de uma Cooperativa de Crédito Brasileira. *Brazilian Academy of Management (ANPAD)*, XLVI.

FRANCO, E., ROSSETTO, D.E., BORINI, F. and AMATUCCI, M. (2020). MNEs' Technology-Assets Seeking Strategies for Innovation: Empirical Evidences from Brazil.

FRANCO, E., AMATUCCI, M. and ROSSETTO, D.E. (2020). MNE Innovation Strategies: An investigation based on technological-assets of foreign subsidiaries in Brazil.

SILVA, L., BERNARDES, R. and ROSSETTO, D.E. (2020). University technological innovation centers and marketing practices in the technology transfer process.

FERREIRA, S., IIZUKA, E. and ROSSETTO, D.E. (2020). Intuition in decision-making: Review, map of influential researchers, and research agenda.

MALANGA, A., BERNARDES, R., ROSSETTO, D.E. and PEREIRA, R. (2019). Towards integration of quality on Theoretical Models of Acceptance: A Model Proposition applied for Education in Emerging Countries.

SANTOS, L., ROSSETTO, D.E. and BERNARDES, R. (2019). Bricolage and Organizational Innovation as antecedents of Frugal Innovation in Emerging Markets.

- IIZUKA, E., DIAS, S., VILAS BOAS, E. and ROSSETTO, D.E. (2019). Uncovering Effectuation Researchers' View: A Proposition of Dialogic Method.
- BORINI, F., PEREIRA, R., BERNARDES, R. and ROSSETTO, D.E. (2018). Development and validation of cost innovation measurement scale. pp. 2177-3866.
- SANTIAGO, A., DEMAJOROVIC, J., ROSSETTO, D.E. and TUR, A. (2018). The evolution of social license to operate and influence criteria for its concession: An integrative systematic review.
- ROSSETTO, D.E., BORINI, F. and FRANKWICK, G. (2018). A new scale proposition for measuring Frugal Innovation: Scale development process and validation.
- BERNARDES, R., TARRAÇO, E., BORINI, F. and ROSSETTO, D.E. (2018). Developing Local Innovation Capabilities for Global R&D Projects Integration on MNEs. pp. 16.
- ROSSETTO, D.E., BORINI, F., BERNARDES, R. and GATTAZ, C. (2017). Structure and Evolution of the Innovation Field of Research: An Analysis of Citations and Co-citation (1956-2016).
- ROSSETTO, D.E., BORINI, F. and BERNARDES, R. (2017). A Proposed Instrument for Measuring Frugal Innovation: The First Stage of Development a New Scale.
- ROSSETTO, D.E., BORINI, F., BERNARDES, R. and FRANKWICK, G. (2017). A New Scale for Measuring Frugal Innovation: The First Stage of Development of a Measurement Tool. pp. 16.
- BORINI, F., ROSSETTO, D.E. and PEREIRA, R. (2016). The Impact of Cooperation with Market and Research Partners on Product and Process Innovation of Brazilian Companies.
- ROSSETTO, D.E., BORINI, F. and BERNARDES, R. (2016). Structure and evolution of innovation through the literature review of the last 60 years.
- CARVALHO, F., ROSSETTO, D.E., FIGUEIREDO, J. and BORINI, F. (2015). Absorptive Capacity and Innovation: An overview of international scientific production between 1990-2015.
- PIRES, D., ROCHA, T., BORINI, F. and ROSSETTO, D.E. (2015). International Marketing in multinational company subsidiaries in Emerging Markets: a multidimensional approach.
- PIRES, D., ROCHA, T., ROSSETTO, D.E. and BORINI, F. (2015). The impact of international marketing on foreign multinational subsidiaries in Emerging Markets: A Multidimensional Typology.
- CARNEIRO-DA-CUNHA, J. and ROSSETTO, D.E. (2013). Institutions and cost-benefit analysis in an informal retail market network: an inter-temporal perspective for entrepreneur's positioning strategy.
- CARNEIRO-DA-CUNHA, J., ROSSETTO, D.E., CORREA, H. and PASSADOR, J. (2008). Trust Perceptions of the Electronic Commerce Buyer.
- ROSSETTO, D.E. and CARVALHO, D. (2006). International Marketing Intelligence as a tool to reduce information gaps of SMEs in the Internationalization Process.

### **Conference presentations**

- ROSSETTO, D.E. (2020). Scientometric and advanced literature review with Software R. In: Semead - Seminarios de Administração. São Paulo.
- ROSSETTO, D.E. (2020). How to get ready for job applications abroad. In: Semead - Seminarios de Administração. Sao Paulo.
- ROSSETTO, D.E. (2020). Innovation and Digital Transformation in times of COVID-19. In: Innovation and Networks Colloquium - UNIP. Sao Paulo.
- BRITO, E., ROSSETTO, D.E. and AMATUCCI, M. (2020). MNEs' Technology-Assets Seeking Strategies for Innovation: recent evidences from Brazil. In: Academy of Management Annual Meeting. Vancouver.
- SILVA, L., BERNARDES, R. and ROSSETTO, D.E. (2020). University technological innovation centers and marketing practices in the technology transfer process. In: Semead - Seminarios de Administração. São Paulo.
- SILVA, S., IIZUKA, E. and ROSSETTO, D.E. (2020). Intuition in decision-making: review, map of influential researchers, and research agenda. In: EnANPAD. Sao Paulo.

SANTOS, L., ROSSETTO, D.E. and BERNARDES, R. (2019). Bricolage and Organizational Innovation as antecedents of Frugal Innovation in Emerging Markets. In: SEMEAD - Seminários em Administração (FEA/USP). Sao Paulo.

MALANGA, A., BERNARDES, R. and ROSSETTO, D.E. (2019). Towards integration of quality on Theoretical Models of Acceptance: A Model Proposition applied for Education in Emerging Countries. In: EnANPAD. São Paulo.

TARRAÇO, E., BERNARDES, R. and ROSSETTO, D.E. (2018). Developing local innovation capabilities for Global R&D Projects integration on MNEs. In: SINGEP - International Symposium on Project Management, Innovation and Sustainability. Sao Paulo.

ROSSETTO, D.E., BORINI, F. and FRANKWICK, G. (2018). Scale development and validation for measure cost innovation. In: SemeAd - Seminars in Administration. Sao Paulo.

SANTIAGO, A., DEMAJOROVIC, J. and ROSSETTO, D.E. (2018). The evolution of social license to operate and influence criteria for its concession: An integrative systematic review. In: ENGEMA - Encontro Internacional sobre Gestão Ambiental e Meio Ambiente. São Paulo.

ROSSETTO, D.E., BORINI, F. and FRANKWICK, G. (2018). A new scale proposition for measuring Frugal Innovation: Scale development process and validation. In: Simposio de Inovação da Anpad. Porto Alegre, RS.

ROSSETTO, D.E., BORINI, F. and BERNARDES, R. (2017). A New Scale for Measuring Frugal Innovation: The First Stage of Development of a Measurement Tool. In: SINGEP - International Symposium on Project Management, Innovation and Sustainability. São Paulo.

ROSSETTO, D.E., BORINI, F. and BERNARDES, R. (2017). Structure and Evolution of the Innovation Field of Research: An Analysis of Citations and Co-citation (1956-2016). In: AOM American Academy of Management Conference. Atlanta, GA.

ROSSETTO, D.E., BORINI, F. and BERNARDES, R. (2017). A Proposed Instrument for Measuring Frugal Innovation: The First Stage of Development a New Scale. In: AOM American Academy of Management Conference. Atlanta, GA.

ROSSETTO, D.E., BORINI, F. and BERNARDES, R. (2016). Structure and evolution of innovation through the literature review of the last 60 years. In: SIMPOI- Simpósio de Administração da Produção, Logística e Operações Internacionais. São Paulo, SP.

ROSSETTO, D.E., CARVALHO, F. and FIGUEIREDO, J. (2015). Absorptive Capacity and Innovation: An overview of international scientific production between 1990-2015. In: SINGEP - International Symposium on Project Management, Innovation and Sustainability. São Paulo, SP.

CARNEIRO-DA-CUNHA, J. and ROSSETTO, D.E. (2013). Institutions and cost-benefit analysis in an informal retail market network: an inter-temporal perspective for entrepreneur's positioning strategy. In: EnANPAD. Rio de Janeiro, RJ.

ROSSETTO, D.E., CARNEIRO-DA-CUNHA, J. and CORREA, H. (2008). Trust Perceptions of the Electronic Commerce Buyer. In: Academy of World Business, Marketing and Management Development. Rio de Janeiro, RJ.

ROSSETTO, D.E. and CARVALHO, D. (2006). International Marketing Intelligence as a tool to reduce information gaps of SMEs in the Internationalization Process. In: Workshop sobre Internacionalização de Empresas da FEA/USP. São Paulo, SP.

## Other research activities

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### **Senior or associate editor**

Since 2022	RAE - Revista de Administração de Empresas
Since 2018	Innovation & Management Review
Since 2020	RAE - Revista de Administração de Empresas
2019 - 2020	Iberoamerican Journal of Entrepreneurship and Small Business
2014 - 2020	Internext - Review of International Business

### **Reviewer for:**

Technovation, Scientometrics, Sustainability, Journal of Cleaner Production, International Journal of Innovation Management, Brazilian Administration Review (BAR), Brazilian Journal of Marketing, International Journal of Business and Emerging Markets, International Journal of Entrepreneurial Venturing, International Journal of Healthcare Technology and Management, International Journal of Innovation, Contextus - Contemporary Journal of Economics and Management, International Journal of Management and Decision Making, Journal of Accounting, Management and Governance, Revista de Gestão Social e Ambiental /Environmental and Social Management Journal, RAUSP Management Journal, Revista Brasileira de Gestão de Negócios (RBGN), Innovation & Management Review, Journal of Information Systems and Technology Management, PODIUM Sport, Leisure and Tourism Review

### **Organization of a conference or a seminar**

2018 The Society for Global Business & Economic Development - 16th SGBED

### **Affiliations**

Since 2022 Entrepreneurship Division, Academy of Management, United States of America  
Since 2017 Technology and Innovation Management Division, Academy of Management  
Since 2017 International Business Division, Academy of Management  
Since 2015 Member of Chartered Association of Business Schools - CABS, Chartered Association of Business Schools - CABS, Great Britain  
Since 2014 Strategic Management Society - SMS

### **PhD supervision**

Since 2024 V. HAMBLIN, SKEMA Business School, Post-graduate dissertation, Thesis director  
Since 2024 T. CAI, SKEMA Business School, Post-graduate dissertation, Thesis director  
Since 2024 Y. FAN, SKEMA Business School, Post-graduate dissertation, Thesis director  
2024 P. DE CASTRO, Federal University of Minas Gerais, Post-graduate dissertation, Thesis co-director  
2023 Y. LIU, SKEMA Business School, Post-graduate dissertation, Thesis director  
2023 C. FENG, SKEMA Business School, Post-graduate dissertation, Thesis director  
2023 L.-E. VASSEUR, SKEMA Business School, Post-graduate dissertation, Thesis director  
2023 J. CRISPIN, SKEMA Business School, Post-graduate dissertation, Thesis director  
2022 A. PONCHAUX, SKEMA Business School, Post-graduate dissertation, Thesis director  
2022 T. GARCIA, SKEMA Business School, Post-graduate dissertation, Thesis director  
2022 X. JIANG, SKEMA Business School, Post-graduate dissertation, Thesis director  
2022 J. ZHU, SKEMA Business School, Post-graduate dissertation, Thesis director  
2022 I. GIRAULT, SKEMA Business School, Post-graduate dissertation, Thesis director  
2022 M. DUBOURGNOUX, SKEMA Business School, Post-graduate dissertation, Thesis director  
2021 B. CARPENTIER, SKEMA Business School, Post-graduate dissertation, Thesis director

### **Other academic activities**

Since 2022 Research Committee Board at the Entrepreneurship Division of Academy of Management (AOM), Academy of Management, United States of America  
Since 2021 Chair of the Track Advances and methodological challenges in Research and Teaching in Innovation and Entrepreneurship of the Innovation, Technology and Entrepreneurship (ITE) division of Brazilian Academy of Management (AnPAD), ANPAD, Brazil

Since 2018	AACSB International - Association for Advance Collegiate Schools of Business (Volunteer Member), Association for Advance Collegiate Schools of Business, United States of America
2023	IV International Congress of Law and Artificial Intelligence - CIDIA, SKEMA Business School Brazil, Brazil
2020 - 2021	Chair of the Track Methods and techniques of Research and Teaching in innovation and entrepreneurship of the Innovation, Technology and Entrepreneurship (ITE) division of Brazilian Academy of Management (AnPAd), ANPAD, Brazil
2014 - 2019	Board Member: Advisory Board or Board of Trustees, Brazilian Journal of Marketing, Opinion and Media Research (PMKT)
2017	Communication Committee Member at the IM Division of the AoM, International Management Division - Academy of Management

## Professional Activities

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### ***Other professional activities***

Since 2012	Innovation, Technology and Entrepreneurship Division (ITE), ANPAD
2008 - 2013	Marketing Division (MKT), ANPAD