Dennys Eduardo ROSSETTO

Associate Professor

Academy: Innovation

Research center: Knowledge, Technology and Organization

Campus: Belo Horizonte

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Research interests

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

Education

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

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, Tecnologico de Monterrey, Mexico
Since 2020	PGE M1 Innovation Management and Creativity Master Course Coordinator (Multicampus), SKEMA Business School, France
2017 - 2025	Visiting Professor Research Fellow, University of Texas at El Paso, United States of America

Other academic affiliations and appointments

2018 - 2019	Postdoctor Research Fellow, University Center of FEI, Brazil
2012 - 2014	Adjunct Professor, Universidade Paulista - UNIP Ribeirão Preto, Brazil
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, Glin²Tech - 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

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	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	Recognition award by its "contributions as reviewer" throughout the 2020 year, INMR - Innovation & Management Review Journal, Brazil
2020	"Professor Pedro Valentim Marques" award as the best postgraduate monograph made under my supervision, PECEGE/ESALQ/USP, PECEGE/ESALQ/USP, Brazil
2020	Nominated as "Best Reviewer" at IX 3Es - Strategic Studies Meeting from ANPAD, Brazilian Association of Graduate Studies and Research in Administration (ANPAD)
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 Administraçao)
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 paper of Innovation Division, VI International Symposium on Project Management, Innovation and Sustainability (SINGEP)

2017 Best Overall Conference Paper, 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 Best Student of the university [all courses] at UNOPAR - Universidade Norte do Parana, Rotary Club - Rotary International

2004 Laureate Academy - Maxima cum laude Awarded as the Best Student of class, University of Northern Paraná (UNOPAR)

Publications

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., BERNADES, 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., BERNADES, 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., BENARDES, 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 Edurdo 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 - SeminÃ¡rios 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 Simposium 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 Simposium 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 Simposium 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

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, Journal of Cleaner Production, Sustainability, 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 Management, Contextus - Contemporary Journal of Economics and Management, International Journal of Innovation, International Journal of Management and Decision Making, Journal of Accounting, Management and Governance, RAUSP Management Journal, Revista Brasileira de Gestão de Negócios (RBGN), Revista de Gestão Social e Ambiental /Environmental and Social Management Journal, 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 (AOM), United States of America
Since 2017	Technology and Innovation Management Division, Academy of Management (AOM)
Since 2017	International Business Division, Academy of Management (AOM)
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	Y. FAN, SKEMA Business School, Post-graduate dissertation, Thesis director
Since 2024	T. CAI, SKEMA Business School, Post-graduate dissertation, Thesis director
Since 2024	V. HAMBLIN, SKEMA Business School, Post-graduate dissertation, Thesis director
2024	V. HAMBLIN, SKEMA Business School, Post-graduate dissertation, Thesis director
2024	Y. DOUKKALI, SKEMA Business School, Post-graduate dissertation, Thesis director
2024	A. TESSIER, SKEMA Business School, Post-graduate dissertation, Thesis director
2024	V. K. MOVVA,, SKEMA Business School, Post-graduate dissertation, Thesis director
2024	P. DE CASTRO, Federal University of Minas Gerais, Post-graduate dissertation, Thesis co-director
2023	C. FENG, SKEMA Business School, Post-graduate dissertation, Thesis director
2023	Y. LIU, SKEMA Business School, Post-graduate dissertation, Thesis director
2023	J. CRISPIN, SKEMA Business School, Post-graduate dissertation, Thesis director
2023	L.-E. VASSEUR, SKEMA Business School, Post-graduate dissertation, Thesis director
2022	M. DUBOURGNOUX, SKEMA Business School, Post-graduate dissertation, Thesis director
2022	I. GIRAULT, SKEMA Business School, Post-graduate dissertation, Thesis director
2022	J. ZHU, SKEMA Business School, Post-graduate dissertation, Thesis director
2022	X. JIANG, SKEMA Business School, Post-graduate dissertation, Thesis director
2022	T. GARCIA, SKEMA Business School, Post-graduate dissertation, Thesis director
2022	A. PONCHAUX, 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 (AOM), 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

Other professional activities

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