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CURRENT APPONTMENTS

2019 – Present	Professor in Management HEC Montreal (Canada)
2016 – Present	Director Center on Social Enterprise – Pôle Ideos
2016 – Present	Director Yunus Social Business Center (HEC Montréal)
2016 – Present	Director Module Sustainability Challenge – EMBA McGill-HEC Montreal
2017 – Present	Coordinator of PhD Program on management, strategy and organizations in the Department of Management – HEC Montréal

PRIOR FULL-TIME APPOINTMENT

2012 – 2019	Associate Professor in Management HEC Montreal (Canada)
2009 – 2012	Assistant Professor in Management HEC Montréal (Canada)
2016 – 2017	Coordinator of a Certificate in Management and Sustainability HEC Montreal (Canada)
2012 – 2015	Co-Director Groupe de recherche interdisciplinaire en développement durable (GRIDD – HEC Montréal)
2012 – 2015	Member of the Committee of Ethics in Research at HEC Montréal
2012 – 2015	Coordinator of Master program in Management HEC Montréal (Canada)

2007 – 2009	Assistant Professor and Researcher in Corporate Social Responsibility Director of the MSc. Program in Management Department of Business Administration University of Fortaleza (Brazil)
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INVITED AND VISITING APPOINTMENTS

September, 2016 – Present	Visiting Professor HEC Paris
July, 2013 – Present	Visiting Professor Department of Management Universidade do Vale do Rio dos Sinos-UNISINOS (Brazil)
June, 2014	Visiting Professor Department of Management Université Jean Moulin III (France)
March, 2014 – Present	Visiting Professor Department of Management Universidad EAFIT (Colombia)
December 2013 to January, 2014	Visiting Scholar Department of International Business University of Adelaide (Australia)
February, 2013	Visiting Professor Department of Business Administration Universidade Federal do Ceara (Brazil)
July, 2012 – Present	Visiting Professor Department of Business Administration Universidad del Occidente UDeO (Mexico)
January, 2009	Visiting Professor Department of Management ESC Saint Etienne (France)
January, 2009	Visiting Professor Department of Management Université Paris Est EISEE (France)
2009 – 2013	Visiting Professor Department of Business Administration University of Fortaleza (Brazil)

December, 2008

Visiting Professor
Department of Business Administration
University of Deggendorf (Germany)

EDUCATION:

2007

Ph.D in Business Administration

Jean Moulin Lyon III University (France)
Affiliated to EURISTIK – Research Group in Strategy
Federal University of Rio Grande do Sul (Brazil)
Affiliated to GESTOR -Research Group in Strategy

2004

Master of Science in Business Administration

Federal University of Rio Grande do Sul (Brazil)
Affiliated to GESTOR – Research Group in Strategy

2002

Bachelor in Business Administration

Federal University of Rio Grande do Sul (Brazil)

AWARDS & DISTINCTIONS

2018 Best Teaching Case at International Journal of Cases Studies in Management

2018 Pedagogical Innovation Prize at HEC Montreal

2017 Best Associate Professor at HEC Montréal

2014 Outstanding member of the Editorial board of the journal RAE

2013 Outstanding member of the Editorial board of the journal RAE

2012 Outstanding member of the Editorial board of the journal RAE

2011 Coach team HEC Montréal (Joseph Khoury and Liza Khoury) – 1o place in the Social Enterprise Cup, Concordia University.

2011 Coach team HEC Montréal (Jonathan Colombo, Patrice Camus and Renaud Dumouchel-Fournier) – 1o place in the competition Citizen Act (Banque Société Générale) in CSR, Banque Société Générale.

2011 Outstanding Reviewer Awards - Management Decision, Emerald

2010 Prize “Newcomer Case Award” of the North American Case Research Association (NACRA) – case “Energy, Poverty and the Market: The CSR Strategy of Coelce in Brazil”.

2008 Best Thesis Award in Law, Economy and Management – University Jean Moulin Lyon III (France)

2008 Best article on Management – Scientific Meeting of University of Fortaleza (Brazil)

2007 Mention: “Très Honorable avec Félicitation du jury” – Ph.D. Thesis at the University Jean Moulin Lyon III (France)

2004 Mention: “Louvor” – Master Thesis at the Federal University of Rio Grande do Sul (Brazil)

RESEARCH GRANTS

2017 – 2022	CAD \$ 151,020	Social Sciences and Humanities Research Council of Canada (SSHRC) [Principal investigator] <i>Diffusing Social Innovation: Overcoming the Challenge of Contextual Bridging</i>
2015 – 2017	CAD \$ 67,497	Social Sciences and Humanities Research Council of Canada (SSHRC) [partner investigator with principal investigator Charlotte Cloutier] <i>The construction of social acceptability in the mining industry: Bridging micro and macro approaches</i>
2015 – 2018	CAD \$ 167,824	Social Sciences and Humanities Research Council of Canada (SSHRC) [partner investigator with principal investigator Anne Marchand (École de Design industriel – Université de Montreal)] <i>Design et gestion au service de l'entrepreneuriat culturel autochtone : la création, production et commercialisation d'objets semi-artisanaux Atikamekws</i>
2012 – 2013	CAD \$ 100,000	Bureau d'évaluation environnementale stratégique du Ministère du Développement durable et des Parcs du Gouvernement du Québec [partner investigator with principal investigator Emmanuël Rauflet (HEC Montreal)] <i>Responsabilité sociale de l'entreprise et industrie du gaz de schiste</i>
2012 – 2014	CAD\$ 45,000	Social Sciences and Humanities Research Council of Canada (SSHRC) [Principal investigator] <i>Innovation and Prosperity through Cooperative Banking: Organizing Institutional Work across Time and Space</i>
2012 – 2012		Le Credil et le Groupe de Recherche Interdisciplinaire en Développement Durable GRIDD HEC [partner investigator] <i>L'agriculture durable pour une économie solidaire</i>

2010 – 2012	CAD\$ 40,000	Fond de Recherche sur la Société et la Culture FQRSC – Québec [Principal investigator] <i>Corporate Social Responsibility in the banking sector</i>
2008-2012	USD\$ 156,000	Coordenação de Aperfeiçoamento de Pessoal de Nível Superior [Principal investigator] <i>Redes de cooperação sustentável na cadeia produtiva do algodão agroecológico: Conectando o local ao global</i>
2008 – 2009		Fundação Cearense de Apoio ao Desenvolvimento Científico e Tecnológico [Principal investigator] <i>Arranjos organizacionais como alavanca para estratégias de desenvolvimento sustentável de Empresas no Estado do Ceará</i>
2008 – 2009		Conselho Nacional de Desenvolvimento Científico e Tecnológico [Principal investigator] <i>Estratégias de Desenvolvimento Sustentável em Cadeias de Valor Globais.</i>
2005 – 2007	CAD\$ 12,000	Conselho Nacional de Desenvolvimento Científico e Tecnológico [Co-applicant] Estudo do impacto econômico, tecnológico, social, ambiental e regulatório da nanotecnologia no desenvolvimento e produção de novos princípios e fármacos para o setor farmacêutico brasileiro

SPECIAL PROJECTS

2019	Développement internationale Desjardins Entrepreneurial capability development in Haiti https://www.did.qc.ca/en/
2019	Ville de Sainte-Catherine (Québec/Canada) Projet de développement d'une politique de développement durable pour la ville
2018	Développement internationale Desjardins Entrepreneurial capability development in rural Sri Lanka https://www.did.qc.ca/en/
2013	Électricité d'Haiti (EDH) Planification stratégique http://www.edh.ht/
2013	Bureau d'évaluation environnementale stratégique du Ministère du Développement durable et des Parcs du

Gouvernement du Québec [partner investigator with principal investigator Emmanuel Raufflet (HEC Montreal)]

[Responsabilité sociale de l'entreprise et industrie du gaz de schiste](#)

MEMBER OF THE BOARD OF ORGANIZATIONS

2018 – Present

Maison de l'innovation Sociale (MIS) / Social Innovation House
<https://www.mis.quebec/>

RESEARCH PUBLICATIONS

Doctoral Dissertation:

The formation process of CSR Strategies in MNCs.

Jean Moulin Lyon III University, Lyon, France and Federal University of Rio Grande do Sul, Porto Alegre, Brazil, 2007.

→ 2008 - **Best Doctoral Dissertation Award** from Jean Moulin Lyon III University

Articles in Refereed Journals:

1. Marconatto, D., Cruz, L. B., & Legoux, R. (2018). Transparência em Instituições de Microfinança Africanas. **Revista de Administração da Universidade Federal de Santa Maria**, 11(3), 736-756.
2. Barin Cruz, L.; Alves, M. A. & Delbridge, R. (2017). Next steps in organizing alternatives to capitalism: towards a relational research agenda. **M@n@gement**. 20(4): 322-335.
3. Esper, S.; Cabantous, L.; Barin Cruz, L. & Gond, J-P. (2017). Supporting alternative organizations? Exploring scholars' involvement in the performativity of worker-recovered companies. **Organization**. 24(5): 671-699.
4. Marconatto, D.; Teixeira, E.G. & Barin Cruz, Luciano. (2017). Why the microfinance institutions exist: Lending groups as a mechanism to enhance informational symmetry and enforcement activities. **Organizações & Sociedade**. 24(83): 633-654.
5. Gond, JP; Barin Cruz, Luciano; Raufflet, E. & Charron, M. (2016). To frack or not to frack: The interaction of justification and power in a sustainability controversy. **Journal of Management Studies**, 53(3): 330-363.
6. Bittencourt, C.; Marconatto, D.; Barin Cruz, Luciano & Raufflet, E. (2016). Introduction to Special Edition Social Innovation: Researching, Defining and Theorizing Social Innovation. **Revista de Administração Mackenzie**. 17(6): 14-19.

7. Barin Cruz, Luciano; Delgado, N. A. ; Leca, B. & Gond, Jean-Pascal. (2016). Institutional Resilience in Extreme Operating Environments: The role of Institutional Work. **Business & Society**, 57(7): 970-1016.
8. Ogasavara, M.; Boehe, D. M. & Barin Cruz, Luciano. (2016). The U-shaped relationship between export experience and performance: an exploration-exploitation trajectory. **International Marketing Review**. 33(6): 867-893.
9. Marconatto, D.; Barin Cruz, Luciano & Pedrozo, E.A. Lending Groups and Different Social Capitals in Developed and Developing Countries, **Revista de Administração de Empresas (RAC)**. (Forthcoming 2016).
10. Marconatto, D.; Teixeira, E.G. & Barin Cruz, Luciano. Why the microfinance institutions exist: Lending groups a mechanism to enhance informational symmetry and enforcement activities. **Organizações & Sociedade**. (Forthcoming 2016).
11. Marconatto, DAB, Barin Cruz, L, Pozzebon, M & Poitras, J-E. (2016). Developing sustainable business models within BOP contexts: mobilizing native capability to cope with government programs. **Journal of Cleaner Production**. 129: 735-748.
12. Marconatto, D.; Barin Cruz, Luciano & Pedrozo, E.A. (2016). Going Beyond Microfinance Fuzziness. **Journal of Cleaner Production**. 115: 5-22.
13. Barin Cruz, Luciano; Boehe, D. M. & Ogasavara, M. (2015). CSR-based Differentiation Strategy of Export Firms from Developing Countries: An Exploratory Study of the Strategy Tripod. **Business & Society**, 54(6), 723-762.
14. Raufflet, E.; Barin Cruz, Luciano & Bres, L. (2014). An Assessment of Corporate Social Responsibility Practices in the Mining and Oil and Gas Industries. **Journal of Cleaner Production**, 84, 256-270.
15. Delgado, N. A. & Barin Cruz, Luciano. (2014) Multi-event ethnography: doing research in pluralistic settings. **Journal of Organizational Ethnography**, 3, 43-58.
16. Leca, B.; Gond, Jean-Pascal & Barin Cruz, Luciano. (2014) Building 'Critical Performativity Engines' for deprived communities: The construction of popular cooperative incubators in Brazil. **Organization**. 21, 683-712.
17. Boehe, Dirk Michael & Barin Cruz, Luciano. (2013) Gender and Microfinance Performance: Why Does the Institutional Context Matter? **World Development**, 47,121-135.
18. Marconatto, D. A.; Barin Cruz, Luciano; Legoux, R. & Dantas, D. C. (2013). Microfinance in Latin America and the Caribbean: The Influence of Territory on Female Repayment Performance in a Polarized Region. **Management Decision**, 51, 1596-1612.
19. Turcato, Carolina ; Barin Cruz, Luciano & Pedrozo, E. A. (2012). Internal and external pressures: How does an organic cotton production network learn to keep its hybrid nature? **Learning Organization**, 19, 38-57.
20. Marconatto, D. A.; Barin Cruz, Luciano & Pedrozo, E. A. (2012). Expanding the core insight of microfinance lending groups: Towards a new multilevel framework. **Economia Global e Gestão**, XVII, 107-120.

21. Barin Cruz, Luciano; Chebbi, H. & Chtourou, W. (2011). Towards a sustainable strategic formation process. **M@n@gement**, 14, 184-207.
22. Barin Cruz, Luciano & Boehe, D. M. (2010). How do leading retail MNCs leverage CSR globally? Insights from Brazil. **Journal of Business Ethics**, 91, 243-263.
23. Boehe, D. M. & Barin Cruz, Luciano. (2010). Corporate Social Responsibility, Product Differentiation Strategy and Export Performance. **Journal of Business Ethics**, 91, 325-346.
24. Barin Cruz, Luciano; Pedrozo, E. A. & Estivaleta, V. F. B. & Hoff, D. (2010). The Influence of Transverse CSR Structure on Headquarters/Subsidiary Integration. **BAR. Brazilian Administration Review**, 7, 310-324.
25. Barin Cruz, Luciano & Pedrozo, E. A. (2009). Corporate Social Responsibility and Green Management: Relation between Headquarter and Subsidiary in Multinational Corporations. **Management Decision**. 47, 1174-1199.
26. Delgado, N. A. & Barin Cruz, Luciano. (2009). As inovações no setor de laticínios: o caso francês do Grupo Cooperativo 3A, **REAd**, 15, 1-25.
27. Pundrich, A. P.; Brunel, O. & Barin Cruz, Luciano. (2009). Les dimensions des crises : Analyse de deux études de cas sous les approches processuelle et événementielle. **Revue Internationale d'Intelligence Économique**, 1, 1-18.
28. Barin Cruz, Luciano & Boehe, D. M. (2008). CSR in the Global Market Place: Towards sustainable global value chains. **Management Decision**, 46, 1187-1209.
29. Barin Cruz, Luciano; Pedrozo, E. A. & Chebbi, H. (2008). Le processus de formation d'une stratégie intégrée de développement durable entre siège et filiales: cas de deux groupes français de la grande distribution. **Management International**, 12, 81-96.
30. Estivaleta, V. F. B.; Pedrozo, E. A. & Barin Cruz, Luciano. (2008). The learning Process in Interorganizational Relationships. **BAR. Brazilian Administrative Review**, 5(4), 319-331.
31. Delgado, N. A.; Barin Cruz, Luciano; Pedrozo, E. A. & Silva, T. N. (2008). Empreendedorismo orientado para a sustentabilidade: as inovações no caso da Volkmann. **Cadernos EBAPE.BR**, 6, 1-21.
32. Barin Cruz, Luciano & Pedrozo, E. A. (2008). Inovação tecnológica e vantagem competitiva no setor de telefonia móvel brasileiro: estudos de caso em filiais no Rio Grande do Sul. **RAC. Revista de Administração Contemporânea**, 2, 1-19.
33. Barin Cruz, Luciano & Pedrozo, E. A. (2008). Pesquisa de Concepção como uma alternativa para o campo da estratégia. **RAM. Revista de Administração Mackenzie**, 9, 56-74.
34. Barin Cruz, Luciano; Pedrozo, E. A.; Quilici, R. B. & Queiroz, B. (2007). Company and Society: The Caras do BrasilL (Faces of Brazil) Program as Leverage for Sustainable Development. **Management Decision**, 45, 1297-1319.
35. Chtourou, W.; Barin Cruz, Luciano & Delgado, N. A. (2007). Perfis e desafios informacionais no processo de internacionalização de PMEs. **RPA Brasil**, 3, 21-36.

36. Barin Cruz, Luciano; Pedrozo, E. A. & Martinet, A. C. (2007). Estratégia de Desenvolvimento Sustentável: Integração Matriz/Filial numa Multinacional Siderúrgica Européia. **REAd. Revista Eletrônica de Administração**, 13, 1-22.
37. Barin Cruz, Luciano; Pedrozo, E. A. & Martinet, A. C. (2007). O Processo de Formação de Estratégias de Desenvolvimento Sustentável a partir da Teoria da Complexidade: O caso de dois Grupos varejistas franceses. **Alcance**, 14, 1-16.
38. Barin Cruz, Luciano; Pedrozo, E. A. & Martinet, A. C. (2007). Estratégias de desenvolvimento sustentável em Grupos Multinacionais: O estudo de dois casos franceses no setor de varejo. **Revista de Gestão Social e Ambiental**, 1, 1-16.
39. Barin Cruz, Luciano; Pedrozo, E. A. & Estivalet, V. F. B. (2006). Towards to Sustainable Development Strategies: A complex view following the contribution of Edgar Morin. **Management Decision**, 44, 871-891.
40. Barin Cruz, Luciano; Pedrozo, E. A. & Silva, T. N. (2005). Theoretical and methodological framework to identifying strategic categories in the Brazilian Mobile Phone Sector (BMPS): Towards theory development. **REAd. Revista Eletrônica de Administração**, 1, 1-20.
41. Fernandez, L. A.; Barin Cruz, Luciano; Pedrozo, E. A.; Schimidit, P. & Santos, J. L. Respeito à norma, protecionismo ou oportunismo: uma análise da tomada de decisão chinesa no caso da soja brasileira. **FACEF Pesquisa**, 8, 61-76.
42. Alborno, D.; Barin Cruz, Luciano & Slongo, L. A. (2004). Pacotes de Preço e Envolvimento com Serviço. **Análise**, 15, 207-225.

Book Chapters:

1. Barin Cruz, Luciano & Pozzebon, M. (2017). The Influence of Temporality on Students' Learning Processes: Lessons from a Service-Learning Program in Brazil. Handbook on Sustainability in Management Education (SIME). Cheltenham, UK: Elgar, 455-485.
2. Marconatto, D., Barin Cruz, Luciano & Pedrozo, E.A. (2015). When microfinance meets CSR. In: Jamali, D., Karam, C. & Blowfield, M. Development-Oriented Corporate Social Responsibility: Locally led initiatives in developing economies. Sheffield, UK: Greenleaf Publishing, 169-188.
3. Barin Cruz, Luciano & Delanon, N. (2014). La responsabilité sociale des entreprises. In : Arcand, S.; Pelletier, P.; Facal, J. & Dupuis, J-P. (Eds). Sociologie de l'entreprise, 3e édition, Montréal : Chenelière Éducation.
4. Boehe, Dirk Michael & Barin Cruz, Luciano. (2013). Jobek do Brasil's Joint Venture Challenges. In: Mike W. Peng. (Ed.). Global Strategy. 3ed. Mason: South-Western CENGAGE Learning, 448-455.
5. Delgado, N. A. & Barin Cruz, Luciano. (2013). When the social movement and global value chain literatures meet: The case of Fair Trade. In: Lindgreen, A.; Maon, F.; Vanhamme, J. & Sen, S. (Ed.). Sustainable Value Chain Management: A Research Anthology. UK: Gower, 397-412.

6. Barin Cruz, Luciano. (2013). Luter contre la pauvreté: un cas brésilien. In: Corinne Gendron; Bernard Girard. (Ed.). Repenser la responsabilité sociale de l'entreprise: L'école de Montréal. 1ed.Paris: Armand Colin, 1, 377-390.
7. Barin Cruz, Luciano. RSE estratégica. (2011). In: Emmanuel Raufflet; José-Félix Lozano Aguilar; Ernesto Barrera Duque; Consuelo García de la Torre. (Ed.). Responsabilidad social empresarial. México: Pearson, 105-116.
8. Barin Cruz, Luciano & Colombo, J. (2011). RSE estratégica en el contexto de Brasil: Proyecto Ecoelce. In: Emmanuel Raufflet; José-Félix Lozano Aguilar; Ernesto Barrera Duque; Consuelo García de la Torre. (Ed.). Responsabilidad social empresarial. México: Pearson, 307-313.
9. Chebbi, H. & Barin Cruz, Luciano. (2010). La stratégie transnationale de développement durable : concilier projets locaux et attentes économiques globales. In: Emmanuelle Reynaud. (Ed.). Stratégies d'entreprises en développement durable. Paris: L'Harmattan, 213-239.

Teaching Cases:

1. Bensalah, L.; Barin Cruz, Luciano & Lambert, M-R. (2019). Challenging an Industry: The Rise and Fall of Téo Taxi. International Journal of Case Studies in Management. 17(2): 1-17.
 - a. Bensalah, L.; Barin Cruz, Luciano & Lambert, M-R. (2019). **Teaching Notes:** Challenging an Industry: The Rise and Fall of Téo Taxi. International Journal of Case Studies in Management. 17(2): 1-21.
2. Lambert, M.-R. & Barin Cruz, Luciano (2018). Can One Size Fit All? The Case of ACEM and Community Credit. International Journal of Case Studies in Management. 16(2): 1-16.
 - a. Lambert, M.-R. & Barin Cruz, Luciano (2018). **Teaching Notes:** Can One Size Fit All? The Case of ACEM and Community Credit. International Journal of Case Studies in Management. 16(2): 1-17.
3. Kim, J. & Barin Cruz, Luciano (2018). BeautifulCoffee and Fair Trade: Working with Local Farmer Co-operatives in Nepal. International Journal of Case Studies in Management. 16(1): 1-23.
 - a. Kim, J. & Barin Cruz, Luciano (2018). **Teaching Notes:** BeautifulCoffee and Fair Trade: Working with Local Farmer Co-operatives in Nepal. International Journal of Case Studies in Management. 16(1): 1-18.
4. Drouet, M. & Barin Cruz, Luciano (2016). Corporate Citizenship in mining projects: The case of the Ambatovy project in Madagascar. International Journal of Case Studies in Management. 14(1): 1-21.
 - a. Drouet, M. & Barin Cruz, Luciano (2016). **Teaching Notes:** Corporate Citizenship in mining projects: The case of the Ambatovy project in Madagascar. International Journal of Case Studies in Management. 14(1): 1-21.

5. Marconatto, D. A. & Barin Cruz, Luciano (2016). Corporate Social Responsibility and Strategy in the Aerospace Industry: The case of CSeries at Bombardier. *GV Casos*. 6(2): 1-13. <http://bibliotecadigital.fgv.br/ojs/index.php/gvcasos/article/view/57971/63197>
 - a. Marconatto, D. A. & Barin Cruz, Luciano (2016). **Teaching Notes:** Corporate Social Responsibility and Strategy in the Aerospace Industry: The case of CSeries at Bombardier. *GV Casos*. 6(2): 1-17.
6. Turcato, C. & Barin Cruz, Luciano. (2013). Social economy and formal market: The dilemma of Justa Trama, a hybrid organization in Brazil. *International Journal of Case Studies in Management*. 11, 1-20.
 - a. Turcato, C. & Barin Cruz, Luciano. (2013). **Teaching Notes:** Social economy and formal market: The dilemma of Justa Trama, a hybrid organization in Brazil. Centre de cas de HEC Montréal. Pages 1-13.
7. Barin Cruz, Luciano & Colombo, J. (2011). Energy, Poverty and the Market: The CSR Strategy of Coelce in Brazil. *International Journal of Case Studies in Management*. 9(2) 1-20.
 - a. Barin Cruz, Luciano & Colombo, J. (2011). **Teaching Notes:** Energy, Poverty and the Market: The CSR Strategy of Coelce in Brazil. *International Journal of Case Studies in Management*. 1-12.
8. Barin-Cruz, Luciano, Nascimento, Luis Felipe & Sperb, Matias Poli (2011). Building citizenship in the context of poverty, waste, drugs and violence: The social entrepreneurship project of Marli Medeiros. *Emerald Emerging Market Cases*. 1(1), 1-12.
 - a. Barin-Cruz, Luciano, Nascimento, Luis Felipe & Sperb, Matias Poli (2011). **Teaching Notes:** Building citizenship in the context of poverty, waste, drugs and violence: The social entrepreneurship project of Marli Medeiros. *Emerald Emerging Market Cases*. 1-13.
9. Khoury, J. & Barin Cruz, Luciano. (2011). Road to Kamaka: The struggles of poverty and desertification. Published at the Convention on Biological Diversity - CBD - <http://www.cbd.int/business/case-studies/>. Pages 1-14.
 - a. Khoury, J. & Barin Cruz, Luciano. (2011). **Teaching Notes:** Road to Kamaka: The struggles of poverty and desertification. Published at the Convention on Biological Diversity - CBD - <http://www.cbd.int/business/case-studies/>. 1-18.
10. Dorioz, U. & Barin Cruz, Luciano. (2011). DID et la logique de banque coopérative dans les pays en voie de développement. *Revue internationale de cas en gestion*, 10, 1-18.
 - a. Dorioz, U. & Barin Cruz, Luciano. (2011). **Notes pédagogiques:** DID et la logique de banque coopérative dans les pays en voie de développement. Centre de cas HEC Montréal. 1-17.

Other Publications:

Barin Cruz, Luciano. Transformer les déchets en énergie. La Presse, Montréal, 21 fev. 2011.

Pozzebon, M. & Barin Cruz, Luciano. Économie sociale et entreprise privée sous un même toit. La Presse, Montréal, 01 mar. 2010.

Barin Cruz, Luciano. Estratégias Sustentáveis. ZERO HORA, Porto Alegre, 07 abr. 2005.

Working Papers:

1. Barin Cruz, L.; Gond, J-P; Leca, B. & Zietsma, C. Organizational Capabilities for Institutional Diffusion Work. To be submitted to **Administrative Science Quarterly**.
2. Slade Shantz, A., Zietsma, C., Kistruck, G., & Barin Cruz, L. Changing Perceived Legitimacy Norms and Behaviors in Contexts of Poverty: A Field Experiment. To be submitted to **Organization Science**.
3. Tran, T.T. & Barin Cruz, L. Bridging new organizational forms across contexts: The varied work of brokers. To be submitted to **Organization Studies**.
4. Esper, S., Barin Cruz, Luciano & Palazzo, G. Controversies around CSR and SD: The Role of Stakeholders in the Spiral of Hypocrisy. Submitted at **Journal of Management Studies**.
5. Leca, B. & Barin Cruz, Luciano. The role of institutional and local felicity conditions in critical performativity. Insights for theory and practice. **Revise & Resubmit at Organization**. Octobre 2018. 1-29 pages.
6. Marconatto, D.; Barin Cruz, Luciano & Aguilar Delgado, N. Mission Drift and the Sustainability of Hybrid Organizations in Extreme Institutional Contexts: The case of a Communitarian Microfinance Institution in Brazil. **2nd Revise and Resubmit at Management International**. Juin 2018. 1-33 pages.

RESEARCH CONFERENCES & INVITED PRESENTATIONS

Conference/Stream/Special Issue Organization

1. Barin Cruz, Luciano; Alves, M. A. & Leca, Bernard. Organization of subtheme 23 at upcoming **EGOS 2018** (Estonia, 5-8 July) – Surprising Organizations, Unexpected Outcomes: The influence of Alternative Organizational Forms on Social Inclusion.
2. Barin Cruz, Luciano; Alves, M. A. & Delbridge, R. Organizing Alternatives to Capitalism. **Editors of a Special Issue at M@n@gement**. Expected to be published in 2017.
3. Bittencourt, C.; Marconatto, D.; Barin Cruz, Luciano & Raufflet, E. Social Innovation: Researching, defining and theorizing social innovation. **Revista de Administração Mackenzie**. Expected to be published in 2016.
4. Marcus Vinicius P. Gomes, Alves, M. A., Doering, H. & Barin Cruz, Luciano. Organization of subtheme 01 at **LAEMOS 2016** (Viña del Mar, Chile, 7-9 April) – Alternatives forms of organising or just capitalism expanding itself.

5. Barin Cruz, Luciano & Leca, B. Is Institutional Theory of Any (Practical) Use? The Case of Social Innovation. Sub-Plenary 4, **EGOS, 2016**, Naples, Italy. Speakers: Battilana, J., Pache, A.C., Zietsma, C. Discussant: Phillips, N.
6. Barin-Cruz, Luciano; Zietsma, C. & Gond, J-P. Organization of subtheme 23 at **EGOS 2016** (Italy, 7-9 July) – Contextual Bridging for Sustainable Development: The Role of Local Actors in Institution Building Projects.
7. Barin Cruz, Luciano; Alves, M. A. & Leca, B. Organization of subtheme 20 at **EGOS 2015** (Greece, 2-4 July) – Organizing Alternatives to Capitalism: Theories, Models and Mechanisms.
8. Barin Cruz, Luciano; Alves, M. A. & Gond, J.-P. Organization of subtheme 06 at **LAEMOS 2014** (Cuba, 2-5 April) – Performing Alternatives to Capitalism: Which Theories, Models and Mechanisms.

Conference Presentations:

1. Esper, S., & Barin Cruz, L. (2019). Controversies around CSR and SD: The Role of Stakeholders in the Spiral of Hypocrisy. In Academy of Management Proceedings (Vol. 2019, No. 1, p. 12170). Briarcliff Manor, NY 10510: Academy of Management.
2. Slade Shantz, A., Kistruck, G., & Barin Cruz, L. (2019). Changing Perceived Legitimacy Norms and Behaviors in Contexts of Poverty: A Field Experiment. In Academy of Management Proceedings (Vol. 2019, No. 1, p. 15723). Briarcliff Manor, NY 10510: Academy of Management.
3. Leca, B.; Barin Cruz, Luciano; Alves, M. A. (2018). Leveraging institutional theory to organize for inclusion. EGOS, 2018, Tallinn, Estonia.
4. Marconatto, D.; Barin Cruz, Luciano; Pedrozo, E.A. (2017). Avoiding mission drift in different institutional contexts. In: Academy of Management Meeting, 2017, Atlanta.
5. Barin Cruz, Luciano, Gond, J-P, Leca, B. & Zietsma, C. (2016). Organizing institutional work for cooperative banking: The role of institutional capabilities. EGOS, 2016, Naples, Italy.
6. Trang, T.T., Barin Cruz, Luciano & Leca, B. (2016). The institutionalization process of Social Enterprise in Vietnam: The role of soft power in contextual bridging. EGOS, 2016, Naples, Italy.
7. Baba, S., Hafsi, T., Barin Cruz, Luciano & Delanon, N. (2016). Building social innovation through institutional work: The case of food security in Algeria. EGOS, 2016, Naples, Italy.
8. Esper, S., Barin Cruz, Luciano, Cabantours, L. & Gond, J-P. (2016). Supporting alternative organizations? Exploring scholars' involvement in the performativity of worker-recovered companies. LAEMOS, 2016, Viña del Mar, Chile.
9. Esper, S. & Barin Cruz, Luciano (2015). Institutional hypocrisy as an alternative way of organizing: The role of governments, firms, and social movements in Latin America environmental controversies. In: EGOS, 2015, Athens.

10. Marconatto, D. B.; Barin Cruz, Luciano & Pedrozo, E. A. (2014). When Microfinance meets CSR: Bridging the Gap. In: Academy of Management Meeting, 2014, Philadelphia.
11. Magro, R. D.; Pozzebon, M. & Barin Cruz, Luciano. (2013). Social business and service-learning: Lessons from innovative pedagogical experiences in Brazil and Senegal. In: EGOS, 2013, Montreal.
12. Leca, B.; Gond, Jean-Pascal & Barin Cruz, Luciano. (2013). Building critical performativity engines for deprived communities: The construction of popular cooperative incubators in Brazil. In: EGOS, 2013, Montreal.
13. Barin Cruz, Luciano ; Delgado, N. A. & Leca, B. (2013). Organizational resilience in extreme operating environments. In: Academy of Management Meeting, 2013, Lake Buena Vista.
14. Barin Cruz, Luciano & Pozzebon, M. (2013). Managing Temporality: A Service Learning Program in Brazil. In: Academy of Management Meeting, 2013, Lake Buena Vista.
15. Marconatto, D. A. ; Barin Cruz, Luciano & Pedrozo, E. A. (2012). Lending Groups And Different Social Capitals In Developed And Developing Countries. In: EURAM 2012, Rotterdam.
16. Delgado, N. A. & Barin Cruz, Luciano. (2012). Examining strategic practices in pluralistic settings: A multi-event approach to ethnography. In: EGOS 2012, Helsinki.
17. Boehe, D. M. & Barin Cruz, Luciano. (2012). Microfinance, Gender and Poverty Alleviation: Why does context matter? In: Academy of Management Meeting 2012, Boston.
18. Barin Cruz, Luciano; Gond, Jean-Pascal & Leca, B. (2012). Dynamic Institutional Capabilities for Cooperative Banking: Institutional work across time and space. In: Academy of Management Meeting 2012, Boston.
19. Marconatto, D. A.; Barin Cruz, Luciano & Pedrozo, E. A. (2012). Socially-, Sustainably- and Financially-Oriented MFIs: Going Beyond Microfinance Fuzziness. In: Academy of Management Meeting 2012, Boston.
20. Turcato, C.; Barin Cruz, Luciano & Pedrozo, E. A. (2011). Internal and External pressures: How does an organic cotton production network learn to keep its hybrid nature?. In: EURAM Annual Conference, 2011, Tallinn.
21. Barin Cruz, Luciano & Gond, Jean-Pascal. (2011). Transferring institutional logics and organizational forms across multiple. In: EGOS Colloquium, 2011, Gotenborg.
22. Ogasavara, M.; Boehe, Dirk Michael & Barin Cruz, Luciano (2011). Export Experience and Performance: uncovering the U-curve hypothesis. In: AIB 2011, Nagoya.
23. Boehe, Dirk Michael; Barin Cruz, Luciano & Goulart, S. (2011). Gender and Microfinance Why does context matter? In: AIB, 2011, Nagoya.
24. Barin Cruz, Luciano & Gond, Jean-Pascal (2011). Cross-Cultural Perspectives on Corporate Social Responsibility: Explaining CSR Strategy in an International Business Context. In: Annual Meeting of the IABS, 2011, Bath.

25. Barin-Cruz, Luciano; Boehe, D. M. & Goulart, S. (2010). Institutions, costs and performance: a study of cooperative MFIs in developing countries. In: Academy of Management Meeting, 2010, Montreal.
26. Boehe, D. M.; Barin-Cruz, Luciano & Ogasavara, M. (2010). How do export ventures build CSR resources? resource-, market- and institution-driven learning. In: Academy of Management Meeting, 2010, Montreal.
27. Barin-Cruz, Luciano & Colombo, J. (2010). Energy, Poverty and the Market: The CSR Strategy of Coelce in Brazil. In: North American Case Research Association (NACRA) 2010 Annual Meeting, 2010, Gatlinburg (USA).
28. Barin-Cruz, Luciano & Boehe, D. M. (2009). How do leading retail MNCs organize their CSR activities worldwide? In: Academy of Management Meeting 2009, Chicago.
29. Boehe, D. M. & Barin-Cruz, Luciano. (2009). Corporate Social Responsibility, Product Differentiation Strategy and Export Performance. In: Academy of Management Meeting 2009, Chicago.
30. Barin-Cruz, Luciano & Pedrozo, E. A. (2009). Corporate Social Responsibility and Green Management: Integration between Headquarter and Subsidiary in MNCs. In: European Academy of Management Conference – EURAM 2009, Liverpool.
31. Avenier, M. & Barin-Cruz, Luciano. (2009). Overcoming the gap between academic and practical knowledge about CSR: A methodological framework. In: ISEOR-Academy of Management Conference, 2009, Lyon.
32. Paraguassu, A. & Barin-Cruz, Luciano. (2009). Vantagem Competitiva na Industria de Reparos Automotivos : Abordagem Dialogica da Visao Baseada no Mercado (VBM) e da Visao Baseada em Recursos (VBR). In: 3Es, 2009, Recife.
33. Hoff, D. N.; Pedrozo, E.A. & Barin-Cruz, Luciano. (2008). Sustainable Development and Corporate Social Responsibility: Society orienting Organizational Change. In: Academy of Management Meeting 2008, Anaheim.
34. Pundrich, A. P.; Brunel, O. & Barin-Cruz, Luciano. (2008). La crise comme processus et comme événement : Analyse de deux études de cas. In: Conférence Internationale de Management Strategique - AIMS, 2008, Nice.
35. Barin-Cruz, L. & Boehe, D. M. (2008). CSR in the Global Market Place: Towards Sustainable Global Value Chains. In: XXXII Encontro da ANPAD, 2008, Rio de Janeiro.
36. Barin-Cruz, L. & Estivaleta, V. F. B. (2008). The Influence of Transversal CSR Structure on Headquarters/Subsidiary Integration. In: XXXII Encontro da ANPAD, 2008, Rio de Janeiro.
37. Barin-Cruz, Luciano; Pedrozo, E. A.; Quilici, R. B. & Queiroz, B. (2007). Company and Society: The Case of the Caras do Brasil (Faces of Brazil) Program as Leverage for Sustainable Development. In: Encontro de Estudos em Estratégia - 3Es, 2007, São Paulo.

38. Chebbi, H.; Barin-Cruz, Luciano & Delgado, N. A. (2007). As práticas de integração das filiais internacionais com relação a projetos de inovação: Os casos de grandes grupos farmacêuticos. In: Congresso do Instituto Franco-Brasileiro de Administração de Empresas - IFBAE, 2007, Porto Alegre.
39. Barin-Cruz, Luciano; Pedrozo, E. A. & Martinet, A. C. (2007). Estratégia de Desenvolvimento Sustentável: Integração Matriz/Filial numa Multinacional Siderúrgica Européia. In: Congresso do Instituto Franco-Brasileiro de Administração de Empresas - IFBAE, 2007, Porto Alegre.
40. Barin-Cruz, Luciano; Pedrozo, E. A. & Martinet, A. C. (2007). Estratégias de Desenvolvimento Sustentável em Grupos Multinacionais: o Estudo de Dois Casos Franceses no Setor de Varejo. In: Encontro da Associação Nacional de Pós Graduação e Pesquisa em Administração, 2007, Rio de Janeiro.
41. Barin-Cruz, Luciano & Martinet, A. C. (2007). O Processo de Formação de Estratégias de Desenvolvimento Sustentável a partir da Teoria da Complexidade: o Caso de Dois Grupos Varejistas Franceses. In: Encontro da Associação Nacional de Pós Graduação e Pesquisa em Administração, 2007, Rio de Janeiro.
42. Delgado, N. A. & Barin-Cruz, Luciano. (2007). As Inovações no Setor de Laticínios: o Caso do Grupo Cooperativo Francês 3A. In: Encontro da Associação Nacional de Pós Graduação e Pesquisa em Administração, 2007, Rio de Janeiro.
43. Haro, D.; Barin-Cruz, Luciano & Garrido, I. L. (2007). Procedimentos e Práticas que implicam em Processos de Aprendizagem. In: EnADI, 2007, Florianópolis.
44. Barin-Cruz, Luciano & Pedrozo, E. A. (2007). Pesquisas de Concepção como uma Alternativa para o Campo da Estratégia. In: EnEPQ, 2007, Recife.
45. Chebbi, H.; Barin-Cruz, Luciano & Zawislak, P. A. (2007). The Association of technological and service aspects in a Service Innovation Strategy: Proposal of a Theoretical Framework. In: XVI International Conference on Management of Technology - IAMOT, 2007, Miami.
46. Begnis, H. S. M.; Estivaleta, V. F. B.; Pedrozo, E. A. & Barin-Cruz, Luciano. (2006). La Coopération en tant que Stratégie selon différentes Perspectives Théoriques. In: Conférence Internationale de Management Stratégique - AIMS, 2006, Annecy.
47. Zawislak, P. A. ; Marques, L. F. & Barin-Cruz, Luciano. (2006). Nanotechnology and the need for a new regulatory agenda: towards. In: IAMOT, 2006, Beijing.
48. Estivaleta, V. F. B. ; Pedrozo, E. A. & Barin-Cruz, Luciano. (2006). An Evolutionary Perspective of Learning through Interorganizational Horizontal Relationships in Networks. In: European Group for Organization Studies Colloquium, 2006, Bergen.
49. Barin-Cruz, Luciano; Delgado, N. A.; Begnis, H. S. M. & Pedrozo, E. A. (2006). Ampliando o conceito de rastreabilidade: em busca de sustentabilidade nas cadeias produtivas. In: XLIV Congresso da Sociedade Brasileira de Economia e Sociologia Rural, 2006, Fortaleza.
50. Delgado, N. A.; Barin-Cruz, Luciano & Pedrozo, E. A. (2006). Práticas de Sustentabilidade e Inovação: O caso da Volkmann, arroz biodinâmico.. In: CLADEA, 2006, Montpellier.

51. Chtourou, W.; Barin-Cruz, Luciano & Delgado, N. A. (2006). Perfis e Desafios Informacionais no Processo de Internacionalização de PMEs. In: XXX EnANPAD, 2006, Salvador.
52. Chtourou, W.; Barin-Cruz, Luciano & Delgado, N. A. (2006). As Trocas Reticulares de Informações tendo em vista a Evolução das PMEs em seu processo de Desenvolvimento Internacional. In: XXX EnANPAD, 2006, Salvador.
53. Marques, L. F.; Barin-Cruz, Luciano & Zawislak, P. A. (2006). Towards a New Regulatory Agenda for Nanotechnology in Brazil. In: Simpósio de Gestão da Inovação Tecnológica, 2006, Gramado.
54. Barin-Cruz, Luciano; Pedrozo, E. A. & Silva, T. N.; Gollo, S. (2005). Resources, Capacities, and Competences: A Brazilian Case Study. In: IAMOT, 2005 - 14th International Conference on Management of Technology, 2005, Viena.
55. Marques, L. F.; Barin-Cruz, Luciano; & Zawislak, P. A. A. (2005). Change In The Techno-Economic Paradigm: The Study Of The Nanotechnology. In: IAMOT, 2005 - 14th International Conference on Management of Technology, 2005, Viena.
56. Fernandez, L. A.; Barin-Cruz, Luciano; Pedrozo, E. A.; Schimidit, P. & Santos, J. L. (2005). Respeito à norma, protecionismo ou oportunismo: Uma análise da tomada de decisão chinesa no caso da soja brasileira. In: 3º Congresso do Instituto Franco-Brasileiro de Administração de Empresas IFBAE, 2005, Grenoble.
57. Garrido, I. L.; Barin-Cruz, Luciano; Wolff, P. R. & Nique, W. M. (2005). Estratégias de Internacionalização da Calçados Azaléia S.A.: O caso da entrada no mercado Europeu.. In: 3º Congresso do Instituto Franco-Brasileiro de Administração de Empresas IFBAE, 2005, Grenoble.
58. Barin-Cruz, Luciano & Pedrozo, E. A. (2005). Do paradigma da simplificação ao paradigma da complexidade nas estratégias organizacionais. In: Encontro Brasileiro de Estudos da Complexidade, 2005, Curitiba.
59. Delgado, N. A.; Barin-Cruz, Luciano & Silva, T. N. (2005). Avaliação e proposição de ações estratégicas no setor de farmácias de manipulação: Uma extensão do conceito de janela do cliente no caso da Pharmaplus. In: CLADEA, 2005. Congresso do Conselho Latino Americano de Escolas de Administração, Santiago.
60. Ferreira, L. C.; Pedrozo, E. A.; Silva, T. N.; Barin-Cruz, Luciano & Takitane, I. C. (2005). O duplo dilema de uma cooperativa agrícola: Priorizar a competitividade ou solidariedade na sua estratégia. In: CLADEA, 2005, Congresso do Conselho Latino Americano de Escolas de Administração, Santiago.
61. Barin-Cruz, Luciano; Pedrozo, E. A. & Silva, T. N. (2005). Um olhar complexo para as estratégias: Avançando até “Estratégias Sustentáveis”. In: CLADEA, 2005, Congresso do Conselho Latino Americano de Escolas de Administração, Santiago.
62. Delgado, N. A.; Silva, T. N. & Barin-Cruz, Luciano. (2005). Estratégia, ética e rastreabilidade em alimentos. In: ENEGEP, 2005, Porto Alegre.

63. Barin-Cruz, Luciano & Pedrozo, E. A. (2004). Estratégias Coopetitivas Sustentáveis: Um conceito multidimensional. In: SLADE, 2004, Itapema.
64. Barin-Cruz, Luciano & Mizoczky, M. C. (2004). Retomando a especialização flexível: algumas reflexões críticas. In: ENEO, 2004, Atibaia.
65. Barin-Cruz, Luciano; Pedrozo, E. A. (2004). Inovação tecnológica e vantagem competitiva no setor de telefonia móvel. In: EnANPAD, 2004, Curitiba.

Invited Presentations and Workshops:

1. Barin Cruz, Luciano – Keynote Speaker ENGEMA 2016 – Brazilian conference on management and environment. Research Perspectives in Corporate Social Responsibility. December, 2016.
2. Barin Cruz, Luciano. Research Group GESTOR – Federal University of Rio Grande do Sul (Brazil). Research Perspectives in Corporate Social Responsibility. March, 2016.
3. Barin Cruz, Luciano & Turbide, Johanne. Atelier interactif: Impact social de l'innovation ou Impact de l'innovation sociale? 80e Réunion du Conseil d'Administration de l'Association Internationale des Universités (IAU), at HEC Montreal, 7-8 mai 2015.
4. Barin Cruz, Luciano. Institutional Resilience in Extreme Operating Environments: The role of Institutional Work. 2014. Invited at the Institute for the Study of International Development Speaker Series at McGill University.
5. Barin Cruz, Luciano. La création, le développement et la diffusion de modèles organisationnels alternatifs. CIRANO, 2014.
6. Barin Cruz, Luciano. Research Perspectives in Corporate Social Responsibility. University of Adelaide, 2013.
7. Barin Cruz, Luciano. Perspectivas de investigación en Responsabilidad Social de las Empresas. II Coloquio de Investigación en Ciencias Administrativas y Gestión para el Desarrollo. Universidad Veracruzana, 2013.
8. Barin Cruz, Luciano. Negócios/Inovações inclusivas: Como a Área de Administração pode contribuir? Forum Social Mundial, 2013.
9. Barin Cruz, Luciano. Como transformar nossos estudos locais em publicações internacionais? U. Of Fortaleza, 2013.
10. Barin Cruz, Luciano. Negócios/Inovações inclusivas: Como a Área de Administração pode contribuir? Federal U. Of Santa Maria. 2012.
11. Barin Cruz, Luciano. Empresa Social e Social Business como inovação social. Federal U. Of Rio Grande do Sul, GESTOR, 2012.
12. Barin Cruz, Luciano. Responsabilidade Social Corporativa: Possibilidades de Pesquisa e Publicação. Federal U. Of Rio Grande do Sul, PPGA, 2012.

13. Barin Cruz, Luciano. Responsabilidade Social Corporativa: Como resolver o dilema Relevância Local vs Publicação Nacional e Internacional? Aula Inaugural do PPGA. U. Of Fortaleza, 2012.
14. Barin Cruz, Luciano. La notion de responsabilité sociale des entreprises (RSE) stratégique. U. of Montreal, 2012.
15. Barin Cruz, Luciano. Sustainable Development and Corporate Social Responsibility. Transatlantic Doctoral Academy on Corporate Social Responsibility (TADA), 2010.

TEACHING EXPERIENCE:

Teaching at HEC Montreal

2018 – 2019	Executive MBA (EMBA McGill-HEC Montréal). Module Director – Sustainability Challenge (French-English) – 4 days
	Master in Management: Sustainable Development, Corporate Social Responsibility and Management (French) – Fall - 39 hours
	BAA: Sociology of the firm (English/French) – 18 hours
2017 – 2018	Executive MBA (EMBA McGill-HEC Montréal). Module Director – Sustainability Challenge (French-English) – 4 days
	Master in Management: Sustainable Development, Corporate Social Responsibility and Management (French) – Fall - 39 hours
	DESS Degree: Corporate Social Responsibility (French) - 36 hours – Course provided out of campus (Algeria)
	MBA: Social Enterprise (French) – Winter – 18 hours
2016 – 2017	Executive MBA (EMBA McGill-HEC Montréal). Module Director – Sustainability Challenge (French-English) – 4 days
	Master in Management: Sustainable Development, Corporate Social Responsibility and Management (French) – Fall - 39 hours
	PhD in Management: Research Seminar in Social Responsibility and Sustainability (French) – 39 hours
2015 – 2016	Master in Management: Sustainable Development, Corporate Social Responsibility and Management (French) – Fall - 39 hours
	Executive MBA (EMBA McGill-HEC Montréal). Sustainability & Competitive Advantage (French-English) – 5 hours

	Executive MBA (EMBA McGill-HEC Montréal). Collaborating for Sustainability (French-English) – 5 hours
	DESS Degree: Fundamentals of Management (English) – Course provided out of campus (Lebanon) – 39 hours
2014 – 2015	PhD in Management: Recherche en responsabilité sociale et développement durable (French) – 39 hours
	Executive MBA (EMBA McGill-HEC Montréal). Sustainability & Competitive Advantage (French-English) – 5 hours
	Executive MBA (EMBA McGill-HEC Montréal). Collaborating for Sustainability (French-English) – 3 hours
	Master in Management: Sustainable Development, Corporate Social Responsibility and Management (French) – Fall - 39 hours
	Master in Management: Sustainable Development, Corporate Social Responsibility and Management (French) – Summer - 18 hours
	DESS Degree: Fundamentals of Management (English) – Course provided out of campus (Lebanon) – 39 hours
	Bachelor Degree: Corporate Social Responsibility (English) -36 hours
2013 – 2014	Executive MBA (EMBA McGill-HEC Montréal). Sustainability & Competitive Advantage (French-English) – 5 hours
	Master in Management: Sustainable Development, Corporate Social Responsibility and Management (French) - 39 hours
	DESS Degree: Corporate Social Responsibility (French) - 36 hours
	Bachelor Degree: Corporate Social Responsibility (English) -36 hours
	Campus Abroad Brazil (Doing Responsible Business – English and French) Bachelor – HEC Montréal
2012 – 2013	Master in Management: Sustainable Development, Corporate Social Responsibility and Management (French) - 39 hours
	DESS Degree: Corporate Social Responsibility (French) - 36 hours

	Bachelor Degree: Corporate Social Responsibility (English) -36 hours
	Campus Abroad Brazil (Doing Responsible Business – English and French) Bachelor – HEC Montréal
2011 – 2012	Master in Management: Sustainable Development, Corporate Social Responsibility and Management (French) - 39 hours
	DESS Degree: Corporate Social Responsibility (French) - 36 hours
	Bachelor Degree: Corporate Social Responsibility (English) -36 hours
	Campus Abroad Brazil (Doing Responsible Business – English and French) Bachelor – HEC Montréal
2010 – 2011	Master in Management: Sustainable Development, Corporate Social Responsibility and Management (French) – 39 hours
	DESS Degree: Corporate Social Responsibility (French) – 36 hours
	Bachelor Degree: Corporate Social Responsibility (English) – 36 hours
	Campus Abroad Brazil (Doing Responsible Business – English and French) Bachelor – HEC Montréal
	Summer School (Unisinos-Brazil) – (English and Portuguese) Bachelor Degree – HEC Montréal (3 weeks in Montréal)
2009 – 2010	MBA: Managing for Sustainability (English) – 18 hours
	MBA: Managing for Sustainability (French) – 18 hours
	Bachelor Degree: Corporate Social Responsibility (English) – 36 hours
	Corporate Education – Corporate Social Responsibility in the energy sector – HEC Montréal (3 hours in French and 3 hours in English)
	Summer School (Unisinos-Brazil) – (English and Portuguese) Bachelor Degree – HEC Montréal

(3 weeks in Montréal)

Corporate Social Responsibility (French)
DESS Degree – HEC Montréal
(36 hours)

Teaching at invited universities

2019	MBA in Management: Innovation and Sustainability (Portuguese) Unisinos (Brazil) Visiting Professor – (15 hours)
2019	MBA: Ethics & Sustainability (English) HEC Paris (France) Visiting Professor – (1 course)
2017	MBA in Management: Innovation and Sustainability (Portuguese) Unisinos (Brazil) Visiting Professor – (15 hours)
2017	MBA: Ethics & Sustainability (English) HEC Paris (France) Visiting Professor – (3 courses)
2016	MBA in Management: Innovation and Sustainability (Portuguese) Unisinos (Brazil) Visiting Professor – (15 hours)
2016	PhD in Management: Gestión y Responsabilidad Social Corporativa. (Spanish). UDeO (Mexico) Visiting Professor – (32 horas)
2016	PhD in Management: Sostenibilidad y Gestión (Spanish) Universidad EAFIT (Colombia) Visiting Professor – (20 hours)
2016	PhD in Management: Qualitative Research: Strengths and opportunities for publication (Portuguese) Unisinos (Brazil) Visiting Professor – (12 hours)
2015	MBA in Management: Innovation and Sustainability (Portuguese) Unisinos (Brazil) Visiting Professor – (15 hours)
2015	PhD in Management: Sostenibilidad y Gestión (Spanish) Universidad EAFIT (Colombia)

	Visiting Professor – (16 hours)
2014	PhD in Management: Sostenibilidad y Gestión (Spanish) Universidad EAFIT (Colombia) Visiting Professor – (16 hours)
2014	PhD in Management: Séminaire de responsabilité sociale des entreprises et développement durable (French) Université Jean Moulin Lyon III (France) Visiting Professor – (12 hours)
2014	PhD in Management: Corporate Social Responsibility and Sustainability (Portuguese) Unisinos (Brazil) Visiting Professor – (15 hours)
2014	MBA in Management: Innovation and Sustainability (Portuguese) Unisinos (Brazil) Visiting Professor – (15 hours)
2013	MBA in Management: Innovation and Sustainability (Portuguese) Unisinos (Brazil) Visiting Professor – (15 hours)
2013	PhD in Management: Corporate Social Responsibility (Portuguese) University of Fortaleza (Brazil) Visiting Professor – (32 hours)
2012	Master's Degree: Corporate Social Responsibility (Spanish) Universidad Autonoma del Occidente (Mexico) Visiting Professor – (20 hours)
2012	PhD in Management: Corporate Social Responsibility (Portuguese) University of Fortaleza (Brazil) Visiting Professor – (32 hours)
2011	PhD in Management: Corporate Social Responsibility (Portuguese) University of Fortaleza (Brazil) Visiting Professor – (32 hours)
2010	PhD in Management: Corporate Social Responsibility (Portuguese) University of Fortaleza (Brazil) Visiting Professor – (32 hours)
2009	Master Degree: Epistemology and Scientific Methodology (Portuguese) University of Fortaleza (Brazil) Assistant Professor – (45 hours)

2009	Master and Ph.D. Degree Seminar on Epistemology and Methodology in Management (French) Université Pierre Mendès France (France) Visiting Professor – (02 hours)
2009	Bachelor: Seminar on Corporate Social Responsibility in Brazil (French) EISEE Université Paris Est (France) Visiting Professor (02 hours)
2009	Master Degree Stakeholders' Management (French) Université Jean Moulin Lyon III (France) Visiting Professor (04 hours)
2009	Bachelor Level: Management in Brazil: A country of Opportunities (English and French – 3 different classes – Chinese and French students) ESC Saint-Etienne (France) Visiting Professor – (05 hours)
2008	Bachelor Level: Sustainable Development Management (English) University of Deggendorf (Germany) Visiting Professor – (10 hours)
2008	Master Degree: Qualitative Methods on Management (English) University of Deggendorf (Germany) Visiting Professor – (15 hours)
2008	Sustainable Development Strategies (English) Master Degree – University of Fortaleza Assistant Professor – (45 hours)
2008	Master Degree: Qualitative Methods (Portuguese) University of Fortaleza Assistant Professor – (45 hours)
2008	Master Degree: Epistemology and Scientific Methodology (Portuguese) University of Fortaleza Assistant Professor – (45 hours)
2005	Social and Environmental Management (Portuguese) MBA (e-Learning) Lecturer – (60 hours)
2004 – 2005	Management and Finance (Portuguese) Bachelor Degree – Federal University of Rio Grande do Sul

Lecturer – (60 hours per semester – 4 semesters)

Graduate supervision and committee activity (ongoing):

PhD

1. **Supervisor** of Miguel Milanez – **PhD** in Management at HEC Montreal. Provisory title: Impact entrepreneurship in developing countries. Start date: 2018.
2. **Supervisor** of Linda Bensalah – **PhD** in Management at HEC Montreal. Provisory title: Building ecosystems for Social Innovation. Start date: 2017.
3. **Supervisor** of Jinhwan Kim – **PhD** in Management at HEC Montreal. Provisory title: Institutional Work and Social Innovation in Nepal. Start date: 2016.
4. **Supervisor** of Mathieu Bouchard – **PhD** in Management at HEC Montreal. Provisory title: Institutional Work and Social Innovation in the Health Sector. Start date: 2014.
5. **Supervisor** of Joseph El Khoury – **PhD** in Applied Human Sciences at Université de Montreal. Provisory title: Institutional Work and Permaculture. Start date: 2013.

Graduate supervision (completed):

PhD

1. Thu-Trang Tran. Power in contextual bridging: Insights from the process of institutionalization of social enterprise in Vietnam (In English). **May 2017**.
2. Susana Esper. Power in contextual bridging: Insights from the process of institutionalization of social enterprise in Vietnam (In English). **May 2018**.

Master

1. Anaïs Scussel. Transition vers des scénographies plus écoresponsables : diagnostic des pratiques du domaine culturel (In French). **August 2019**.
2. Geneviève Beauprès Bérard. Les outils de stratégie d'impact social pour un incubateur civique (In French). **May 2019**.
3. François Delandres (with Pierre-Olivier Pineau). La RSE au sein de l'industrie pétrolière: une analyse multi-niveaux. (In French), **May 2019**.
4. Pierre Constantin. Introduction à l'implantation d'un programme RSE (In French), **September 2018**.
5. Etienne Caron. Segmentation, adaptation et distribution d'une offre pour le bas de pyramide: le cas de Pawame au Kenya (In French), **September 2018**.

6. Coralie Eyssallenne. Relation entre les organisations internationales et populations locales dans un contexte de partenariat intersectoriel - Cas de GAVI, l'Alliance du Vaccin (In French), **September 2018.**
7. Isabelle Mérineau. Développement d'une stratégie de partenariats pour l'organisation Passages (In French), **March 2018.**
8. Joanie Mercier. Certification B Corp: l'impact sur les employés. (In French), **May 2018.**
9. Benoit Genest. Limiter la spéculation immobilière et favoriser l'accès abordable à la propriété en contexte d'innovation sociale québécoise: identifier et implanter les bons outils juridiques et managériaux. (In French), **March 2018.**
10. Francis Bertrand-Lafrenière. A case study: The implementation of a Dialogue Strategy by Produits Forestiers Résolu in response to pressure from an NGO. (In English), **January 2018.**
11. Marie-Philippe Frenette. Élaboration d'une planification stratégique pour un organisme à but non lucrative. (In French), **August 2017.**
12. Marine Savarit. Partenariat ONG-Entreprises : les rôles de facilitation des brokers externes (In French), **May 2016.**
13. Karine Prevost. L'engagement de la communauté Enapienne vers une culture organisationnelle en Développement durable, (In French), **September 2015.**
14. Pierre Belin (with Danilo Dantas). Responsabilité sociale des entreprises et stratégie d'affaires dans l'industrie de la marijuana: Le cas Marley Natural, **September 2015.**
15. Renaud Dumouchel-Fournier. Développement de la version francophone du cours Programme d'agrément professionnel en placements durable du centre de perfectionnement John-Molson, **February 2015.**
16. Gabriel Landry-Rivest (with Emmanuel Raufflet). Impacts et responsabilité sociale de l'industrie des gaz de schiste au Texas: Apprentissages pour le Québec, (In French), **January 2015.**
17. Guillaume Tremblay. Le rôle des partenariats en entrepreneuriat social, (In French), **July 2014.**
18. Clémence Blain. La responsabilité sociale des entreprises à partir des Fondations: mécénat de compétence et financier, (In French), **July 2014.**
19. Sophie Spitzer (with Emmanuel Raufflet). Étude des pratiques de responsabilité sociale des entreprises d'industries extractives et de transformation : pétrolière/gazière et chimique, (In French), **July 2013.**
20. Emmanuelle Jobidon (with Emmanuel Raufflet). Responsabilité sociale de l'entreprise, associations industrielles et cohésion sociale : deux essais, (In French), **July 2013.**
21. Yasmine Ben Younes (with Emmanuel Raufflet). Évaluation environnementale stratégique sur le gaz de schiste : impacts sociaux et responsabilité sociale dans le cas d'Alberta, Grande-Prairie, (In French). **July 2013.**

22. Charlotte Marchesseault (with Marlei Pozzebon). Mundo Jeri: Association de femmes crocheteras, (In French), **July 2012**.
23. Benjamin Gadbois (with Marlei Pozzebon). Starshea Limited: Social Balanced Scorecard, (In French), **July 2012**.
24. Laurence Wilhelmy. Révision du programme entreprise de la Fondation David Suzuki, (In French), **July 2012**.
25. Clémentine Jouard. Eco Group Asia: De l'élaboration d'une stratégie durable à la conception d'un modèle d'affaire "ouvert", (In French), **July 2012**.
26. Vanessa Blouin. Le tourisme communautaire en Argentine, (In French), **July 2012**.
27. Ulysse Dorioz (with Marlei Pozzebon). La consultation dans le domaine du Social Business, (In French). **July 2012**.
28. Marie-Ève Lacombe (with Marlei Pozzebon). Développement d'un plan de marketing social pour l'implantation d'une entreprise sociale à Jericoacoara, (In French). **July 2012**.
29. Jean-Emmanuel Poitras (with Marlei Pozzebon). La responsabilité sociale d'entreprise stratégique dans le contexte du « bas de la pyramide » : le cas de Coelce au Nordeste du Brésil, (In French). **July 2011**.
30. Rolf Ezequiel de Oliveira Simões (University of Fortaleza, Brazil). Sustainable Global Value Chains: Brazilian export companies, (In Portuguese). **July 2010**.
31. Cristiane Buhamra Abreu (University of Fortaleza, Brazil). CSR in Multinational Companies of the Brazilian Tourism Industry, (In Portuguese), **December 2009**.
32. Christine Seigner (University of Fortaleza, Brazil). The influence of learning management on sustainable competitive advantages, (In English), **June 2009**.
33. Aroldo Paraguassu (University of Fortaleza, Brazil). Strategic Context in Ceará's car stores, (In Portuguese), **December 2008**.

PhD Dissertation Defenses: J. A. V., Paniagua, EAFIT (2017); M. R., Agostini, Unisinos (2017); A, Dridi, UQAM (2017); C. P. Turcato, Federal U. of Rio Grande do Sul/Université Paris-Dauphine (2017); M.P. Acosta Collazos, ESCP Paris (2015); V. Lecourt, HEC Montréal (2014); R.P.Tondolo, Unisinos (2014); L. M. R. Montoya, EAFIT (2014); S.A.S. Sato, Federal U. of Rio Grande do Sul (2013); D.A.B.Marconatto, Federal U. of Rio Grande do Sul (2013).

External Examiner and Candidacy Proposals: A. Nosrat, McGill University (2017); M. Reyes, EAFIT (2016; 2017); M. Rachid, UQAM (2016); A. Dridi, UQAM (2015); E. A. Almeida, Unisinos (2014); L. Fu, U. of Adelaide (2014); C.P. Turcato, Federal U. of Rio Grande do Sul (2014); L. M. R. Montoya, EAFIT (2013); J.L.M. Foka, U. du Québec à Montréal (2012); R. Ezequiel, Federal U. of Rio Grande do Sul (2011); D.A.B.Marconatto, Federal U. of Rio Grande do Sul (2010); Sato, Federal U. of Rio Grande do Sul (2013).

MSc Dissertation Defenses: Pelletier, S.R., HEC Montreal (2019), Milanez, J.M.P.G., UFRJ (2018); Matsuo, A., HEC Montréal (2017); C. Morin-Larochelle, HEC Montreal (2016); G. Coutu, HEC Montreal (2016); C. L. Viana, Unisinos (2016); F. M. Zarpelon, Unisinos (2016); R. McCann, HEC Montreal (2016), M. Mercier-Roy, HEC Montreal (2016), T. Taloté, HEC Montreal (2015), C. Boustany, HEC Montreal (2015); K. Boudreau, HEC Montreal (2015); S. Takgoryan, HEC Montreal (2014); H. Chebroux, HEC Montréal (2014); S.R. Kihara, Federal U. of Rio Grande do Sul (2014); C. Perrault, HEC Montréal (2014); C.C. Prates, Federal U. Of Rio Grande do Sul (2013); C. Bugel, HEC Montréal (2013); V. Leblanc, HEC Montréal (2013); M.L.M. Jappe, Federal U. Of Rio Grande do Sul (2013); E.P.S. Rosa, Unisinos (2013); N. Aissatou, HEC Montréal (2013); G. Tremblay, HEC Montréal (2012); J.B. Colombo, HEC Montréal (2012); D.S. Perini, Federal U. Of Ceara (2011); D. Monpetit, HEC Montréal (2011); F. Lavoie, HEC Montréal (2011); L.C. Zucatto, Federal U. Of Rio Grande do Sul (2009); A.O. Kaikenried, U. Of Fortaleza (2009); R. Rossberger, U. Of Fortaleza (2009); C. Silberbauer, U. Of Fortaleza (2009); M.M.A Crossley, U. Of Fortaleza (2008).

Promotion defenses: Acquier, A., ESCP Europe (2016).

ACADEMIC SERVICE

Service at HEC Montréal

2013 – 2015	Responsible for recruitment at the Department of Management
2012 – 2015	Member of Ethics committee of research at HEC Montréal
2012 – 2015	Director of the Interdisciplinary Research Group in Sustainability (GRIDD)

Service at U. of Fortaleza

2009 – 2009	Director of the PhD and MSc Programs in Management
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Service at Network for Business Sustainability (NBS)

2014 – ongoing	Editor of the Blog for Culture and Sustainability (in French)
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Membership in Research Centers and Institutes:

2009 – ongoing	Regular Member of the Research Center in Social Innovation (CRISES)
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Membership on Funding Agency Committees:

2019 – **Reviewer**, bourses de post-doctorat, Fonds de recherche Société et culture (FQRSC), Canada
2019 – **Reviewer**, external examiner – Insight Grant funding, Canada
2017 – **Reviewer**, Agence National de la Recherche (ANR), France
2015 – **Reviewer**, Agence National de la Recherche (ANR), France
2015 – **Reviewer**, SSHRC Partnerships Grant Competition, Canada
2013 – **Reviewer**, SSHRC Insight Research Grant Application, Canada
2009 – **Committee** of Brazilian National Projects in Management (Brazilian Ministry of Education)
January 2009 – December 2010 – **Scientific Committee Member**: Brazilian Academy of Management;

Membership in Editorial Boards:

2014 –	Scientific Committee of M@n@gement (France)
2011 –	Scientific Committee of Journal Contextus (Brazil)
2009 –	Scientific Committee of Journal RAE (Fundação Getúlio Vargas – Brazil)
2009 – 2011	Scientific Committee of Journal RGC (Brazil)
2009 – 2011	Scientific Committee of Revista Eletronica de Pesquisa em Administracao da USP
2009 –	Selection Committee of Brazilian National Projects in Management (Brazilian Ministry of Education)

Reviewer

World Development
Journal of Management Studies
Organization Studies
Organization
Journal of Business Ethics
Management Decision
Journal of Cleaner Production
M@n@gement
Business & Society
Journal of Business Research
RAE
Brazilian Administrative Review (BAR)
Revue Gestion (HEC Montréal)
Revue Internationale de Cas en Gestion (HEC Montréal)
Strategic Organization

AFFILIATIONS:

- Academy of Management – Social Issues on Management (SIM)
- European Group of Organization Studies (EGOS)
- Academy of International Business (AIB) – Latin America Chapter (AIB-LAT)

INTERVIEWS AND/OR PARTICIPATION IN THE MEDIA

1. 2018 (February) – Interview at ‘Perspective with Alison Smith’. (In <http://www.cpac.ca/en/programs/perspective-with-alison-smith/episodes/58432241>)

2. 2014 (October) – Interview Radio Canada International – National Elections in Brazil (in Spanish). <http://www.rcinet.ca/es/2014/10/03/la-elecciones-en-brasil-vistas-desde-canada/>
<http://www.rcinet.ca/es/2014/10/06/analisis-de-los-resultados-de-la-primera-vuelta-de-las-elecciones-presidenciales-en-brasil/>
3. 2012 (February) – Interview Diario do Nordeste (Fortaleza – Brazil) – ‘A Responsabilidade social de todos nós I’ (in Portuguese).
<http://diariodonordeste.verdesmares.com.br/cadernos/negocios/coluna/mkt-max-1.212/mataria-1104928-1.196725>
4. 2012 (February) – Interview Diario do Nordeste (Fortaleza – Brazil) – ‘A Responsabilidade social de todos nós II’ (in Portuguese).
<http://diariodonordeste.verdesmares.com.br/cadernos/negocios/coluna/mkt-max-1.212/mataria-1108847-1.234297>
5. 2011 (September) – Interview ZeroHora (Porto Alegre – Brazil) – ‘Marli Sonha alto e realiza’ (in Portuguese).
<http://www.clicrbs.com.br/pdf/10864584.pdf>
6. 2011 (February) – Article La Presse (Montreal) – ‘Transformer les déchets en énergie.’ (in French).
<http://affaires.lapresse.ca/economie/201102/21/01-4372310-transformer-les-dechets-en-energie.php>
7. 2010 (March) – Article La Presse (Montreal) with Marlei Pozzebon – ‘Économie sociale et entreprise privée sous un même toit.’ (in French).
<http://affaires.lapresse.ca/economie/201003/01/01-4256239-economie-sociale-et-entreprise-privee-sous-un-meme-toit.php>
8. 2010 (October) – Interview Journal de Montreal – ‘Power de retour dans l’énergie’
<http://fr.canoe.ca/infos/quebeccanada/archives/2010/10/20101023-084000.html>
9. 2005 (April) – Article Zero Hora (Porto Alegre – Brazil) – ‘Estratégias Sustentáveis’ (in Portuguese).

OTHER ACTIVITIES

1. Presenter ‘Defi Développement durable 2.0 – Penser le Développement Durable autrement !’ May, 31st 2017. GAIA Presse. Montreal.

PERSONAL INFORMATION

Nationality

Brazilian, Canadian

Language Skills

Portuguese	Native Language
English	Fluent in speaking and writing
French	Fluent in speaking and writing
Spanish	Fluent in speaking and writing

Previous Professional Experience

2004 – 2005	Lecturer in Management and Finance Federal University of Rio Grande do Sul (Porto Alegre – Brazil)
2001 – 2003	Financial Manager Itau Personnalité Bank (Porto Alegre – Brazil)
2000 – 2001	Internship Marketing Department Embratel (Porto Alegre – Brazil)

References

Will be supplied upon request