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*Senior Lecturer of Management, Director, Emerging Markets Institute
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<http://ssrn.com/author=101715>

<http://lourdescasanova.com>

http://en.wikipedia.org/wiki/Lourdes_Casanova

<https://www.facebook.com/CornellEMI/>

<http://www.johnson.cornell.edu/Emerging-Markets-Institute>

<https://www.facebook.com/casanovalourdes>

Research Interests

- Emerging markets
- Emerging multinationals
- Corporate Social Responsibility in emerging multinationals
- Women in business in Latin America
- Family business networks
- Innovation in emerging markets

PROFESSIONAL EXPERIENCE

2012- now Johnson School of Business, Cornell University
Senior Lecturer of Management and Director of the Emerging Markets Institute

Teaching

2016 – now **Leaders in Emerging Markets** MBA Program. Johnson School of Business. Cornell University.

2016 **Competition from Emerging Markets: The New Emerging Multinationals** Executive MBA Program. Johnson School of Business. Cornell University.

2016 Brazilian companies in the Global Economy in Executive Education program. **Strategic and Innovative Leadership – Brazil, 21 June 2016**

2012 – now **Competition from Emerging Markets: The new Emerging Multinationals.** MBA Program. Johnson School of Business. Cornell University.

2014-now **Colombia trek** in collaboration with Universidad de los Andes, Bogotá, Colombia and Connect Americas from the Inter-American Development Bank (since 2017) including Consulting projects with Colombian SMEs.

2013 **International Management Practicum MBA Program.** Johnson School of Business. Cornell University in collaboration with ESCP Paris/Madrid.

2018-2021 Visiting Professor, Wenzhou University, China

1989-2013 Lecturer, Affiliate Professor, Strategy Department INSEAD, France-Singapore
Teaching: MBA and Executive Education

1989-2013 Lecturer, Affiliate Professor, Strategy Department INSEAD
Teaching: MBA and Executive Education

2011-2013 **Emerging multinationals from Brazil and Latin America** –
Design and development of teaching material, taught MBA program INSEAD in the Singapore and Fontainebleau campus.

2008-2013 **Field trip to Brazil** - Design and development of teaching material, MBA program INSEAD in the Singapore and Fontainebleau campus.

1999-2008 **Strategies for Latin America** - Design and development of teaching material, MBA INSEAD in the Singapore and Fontainebleau campus.

2008- 2012 **Innovation** - Design, direction and teaching of INSEAD executive education program in collaboration with Confederaçao Nacional da Industria (CNI, Brasil).

2004- 2008 **CIMP program for Cemex** - Design, direction and teaching of INSEAD executive education program in collaboration with Stanford University and Tec de Monterrey.

2000- 2012 **Competitive Strategy** - Direction, design and teaching of INSEAD executive education program in collaboration with Universidad Adolfo Ibáñez from Chile.

2000-2012 **Customized Executive Programs** - Teaching in programs for Alcatel, Alstom, EADS, Henkel and in 'open programs' for executives such as Marketing Telecoms.

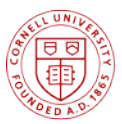
2003-2007 **BBVA** - Design, direction and teaching of 8 INSEAD executive education programs for 500 top executives of BBVA.

2003-2005 **Telefónica** - Design, direction and teaching of 5 INSEAD executive education programs for 300 top executives of Telefónica.

Awards/Honors

2017. One of the 30 most influential Iberoamerican women intellectuals by Esglobal, published by the Foundation for International Relations and Dialogue (Fundación para las Relaciones Internacionales y el Diálogo Exterior, FRIDE), offspring of Foreign Policy en español). <https://www.esglobal.org/30-intelectuales-2017/> <https://www.esglobal.org/visibilizar-talento-femenino-iberoamerica/>

2014 and 2015 One of the 50 most influential Iberoamerican intellectuals by Esglobal, published by the Foundation for International Relations and Dialogue (Fundación para las Relaciones Internacionales y el Diálogo Exterior, FRIDE), offspring of Foreign Policy en español).



<http://www.esglobal.org/50-intelectuales-iberoamericanos-de-2015/>
<http://www.esglobal.org/los-50-intelectuales-iberoamericanos-mas-influyentes-2014/>

1987-1989 Fulbright Scholarship

Board/Advisory Council Memberships/Nominating committees

Leadship positions

2014 – now Director Emerging Markets Institute

Service Activities Internal to Cornell/Board Membership

2015-now Chair Academic Standards Committee at S.C. Johnson School of Management
 2015-now Member of the Graduate Faculty CIPA (Cornell Institute for Public Affairs)
 2015-now Faculty Advisor Brazilian Student Association (BRASA) at Cornell University
 2016-now Faculty Fellow. Family Business Institute. Cornell College of Business. Cornell University.
 2016-now Member of the executive committee. Latin American Studies Program. Einaudi Center. Cornell University.
 2016-now Faculty Affiliate Cornell Program on Infrastructure Policy (CPIP)
<http://www.human.cornell.edu/pam/cpip/people.cfm>
 2016-now Member of the Advisory board Member Cornell Program on Infrastructure Policy (CPIP)
 2015-now Faculty Fellow Atkinson Center for a Sustainable Future. Cornell University
<http://www.acsf.cornell.edu/about/people/fellows/>
 2013 Chair. Search Committee Director of the Family Business Institute
 2016 Member. Search Committee Faculty Family Business Institute
 2016 Member of taskforce Centers and Institutes. CCB
 2016 Affiliate Member of the ISS collaborative Project on China's cities
<http://socialsciences.cornell.edu/china/affiliates/>
 2015 Member. Women in Faculty Tasforce.
 2013- now Member of the executive committee of Cornell Institute European Studies (CIES). Cornell University. <http://cies.einaudi.cornell.edu/>

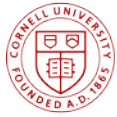
Service Activities External to Cornell/Board membership

2018-now Co-editor in chief Journal of Evolutionary Studies in Business. RCUB. Economics Department. Universidad de Barcelona. Barcelona. Spain. <http://revistes.ub.edu/index.php/JESB>
 2017-now Member of the *Spanish Leadership Network*. Fundación del Pino. Madrid. Spain.
 2017-now Member of Management Journal Editorial Board RAUSP Revista Administração. Published University of São Paulo. <http://www.journals.elsevier.com/revista-de-administracao>.
 2016-now Member of the Global and International Studies Program. Universidad de Salamanca. <https://globalandinternationalstudies.com/2017/03/03/lourdes-casanova-director-of-the-emerging-markets-institute-at-cornell-university-joins-the-faculty-of-our-global-and-international-studies-program/>
 2016-now Member of the Expert Network. World Economic Forum.
 2016-now Member of Editorial Board Manager Focus <http://www.managerfocus.com/quienes-somos/>
 2016-now Member of International Advisory Council. Fondo Editorial. Universidad del Pacífico. Lima. Perú.
 2015-now Member of the Advisory Board Democracy Lab. Costa Rica. <http://www.democracy-lab.org/our-team/>
 2015-now Member of the Scientific Committee IdA – European Union – Latin America - CERALE
 2015-now Editorial Review Board. RAI - Revista de Administração e Inovação. Brazil

- 2015-now Steering Committee Competitiveness. World Economic Forum.
- 2015-now Senior Research Fellow Mr. & Mrs. S.H. Wong Center for the Study of Multinational Corporations <http://mnccenter.org/wong-center-news> <http://mnccenter.org/research-fellows-and-assistants>
- 2015-now Member of the selection committee of the Tallberg Foundation Global Leadership Prize.
- 2015 Member of the selection committee Rolex Awards.
- 2015-now Member of the SAGE Business & Management advisory board <https://us.sagepub.com/en-us/nam/sage-business-cases>
- 2014-now Member of the Senior Editorial Board of the 'International Journal of Emerging Markets'. Emerald Group Publishing <http://www.emeraldgrouppublishing.com/products/journals/journals.htm?id=ijoem>
- 2014-now Member of the executive committee Business Association Latin America Society (BALAS) http://www.balas.org/about_executive.php
- 2014-2015 Global Business School Network's (GBSN) Collaborative PhD Initiative (CPI) Mentorship Program. <http://www.gbsnonline.org/>
- In charge of coaching a PhD student in Lagos, Nigeria.
- 2014-now Member of the Board in North America. The Case Center (formerly ECCH) <http://www.thecasecentre.org/educators/casemethod/competitions/caseteachingcomp/about>
- 2012-now Member of Editorial board. Journal of Economics, Finance and Administrative Science. www.elsevier.es/jefas. Universidad ESAN. <http://www.emeraldgrouppublishing.com/services/publishing/jefas/index.htm>
- 2012-now Member of LEAD Board Programme. Global Compact. United Nations.
- 2014-now Member of the board of Directors. Boyce Thompson Institute for Plant Research. <http://bti.cornell.edu/about/leadership-2/board-of-directors-2>. Member of the external relations and Chair of compensation committees.
- 2013-2018 Member of the Latin America Competitiveness Lab Steering Board. Brazil, Mexico and Colombia. World Economic Forum.
- 2013- now Member of the advisory board. Tompkins County Public Library. Ithaca, NY. <http://tcpl.org/>
- 2014-now Member of the NCE Standing Selection Committee: Natural Sciences and Engineering Research Council of Canada (NSERC), the Social Sciences and Humanities Research Council of Canada (SSHRC), the Canadian Institutes of Health Research (CIHR), Health Canada and Industry Canada. http://www.nce-rc.gc.ca/About-APropos/Committees-Comites/StandingSelection-SelectionPermanent_eng.asp
- 2011-2016 Member of the Global Agenda Council on Latin America. World Economic Forum. <http://www.weforum.org/community/global-agenda-councils>
- 2016-now Member of the Bretton Woods International Committee.
- 2007-2008 Member of the Strategic Research Grants Special Call in management, Business and Finance selection committee. Social Sciences and Humanities Research Council of Canada (SSHRC)
- 2008-2010 Member of the Global Agenda Council: The Future of Mobile Communications. World Economic Forum. <http://www.weforum.org/community/global-agenda-councils>
- 2010-now Member of the Advisory Committee European Union Brazil. <http://www.eubrasil.eu/en/advisory-board/>
- 2012-2013 Member of the ICT Innovation Task Force. B20. Los Cabos. <http://b20.org/technology.aspx>
- 2010-2013 Member of the Advisory Board European Union-Brazil <http://www.eubrasil.eu/en/advisory-board>
- 2009-2012 Member of the Nominating committee of the World Innovation Summit HIT: Global Entrepreneurship Competition-Barcelona.
- 2009- 2018 Board Member of My Documenta, a start-up on e-learning www.mydocumenta.com
- 2006-2012 Founding board member of the *Société des Amis et Mécènes du Château de Fontainebleau*. <http://www.amisdefontainebleau.org>

Other Teaching: Visiting Faculty

- 2014 EGADE. *Tec de Monterrey*. Monterrey. Academic leader. 9-12 June 2014. <http://egade.mx/wps/wcm/connect/ebs/egade+business+school+nd/noticias+home/noticias/noticias95> <http://www.itesm.mx/wps/wcm/connect/ebs/egade+business+school+nd/news+home/news/news95>
- 2013 *Tec de Monterrey*. Guadalajara. Academic leader. 5-6 November 2013.
- 2011 HEC Montreal. 12 April.



Johnson
Cornell
SC Johnson College of Business



- 2011 ESADE, Barcelona - MBA course: Doing Business Globally. 21 March.
 2011 Universitat Pompeu Fabra, Barcelona – Master in International Business
 2 and 3 March and 1-2 December
 2011 University of San Diego School of Business Administration -
 International Speakers Series. 23 February. "The Emergence of Latin American Multinationals"
http://www.sandiego.edu/business/centers/international_business/news_and_events/international_speaker_series.php
 2010 Latin American Center, University of Oxford - Guest Lecturer.
 2010 Judge Business School, University of Cambridge - Guest Lecturer.
 2008-2012 Instituto de Estudios Europeos, Universidad Autónoma de Barcelona -
 Master course: Emerging Markets
 2005-2012 University of Zurich - Executive MBA: Intercultural Management and
 Globalization in Latin America.
 1996-1999 Haas School of Business, University of California, Berkeley - MBA course:
 Strategies for Latin America

Other Appointments/Regular Media Contributions

- 2014-now Opinion Column Latin Trade magazine (English and Spanish versions). www.latintrade.com
 2014-now Regular contributor to CNN en español
 2014-now Member of Judging Panel Outstanding Case Teacher category. The Case Center (formerly ECCH)
 2011 – now Reviewer of Strategic Management Journal
 2010-now Member of the Network of Interdisciplinary Research in Family Firms NIRFF. University of Barcelona. <http://www.ub.edu/histeco/p4/eng/>
 2008-now Member of Experts Committee Foreign Direct Investment and Development. Real Instituto Elcano
 2008 Member of the Selection Committee of the Social Sciences and Humanities Research Council of Canada
 2007 Member of the selection jury world women leaders ‘35 under 35. World Business. Funded by Shell and World Business - London. Reviewed at Women: Young Latina Leaders. <http://www.bnamericas.com/ten/articulo.jsp?idioma=I&documento=34>. Edición 02, 2008
 2007 Member of World Investment Network. Investment & Enterprise Division. United Nations Conference on Trade & Development (UNCTAD) – Geneva.
 2002-now Consultant Inter-American Development Bank
 2003-2007 Member of the Management Committee of the European Union funded RESPONSE Research Project on Corporate Social Responsibility
 2004-2010 Member of the Board of “Cuadernos de Estudios Empresariales” - Universidad Complutense. Madrid.
 2006 -2008 Member of the Editorial Board. Business news Americas
 1986 “Y ahora qué” Film about Spanish immigrants in Holland in collaboration with Universiteit van Amsterdam and the Ministry of Education of Holland

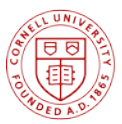
EDUCATION

- 1995 Ph.D. (cum laude) in Philology, Universidad de Barcelona, Barcelona, Spain
 1989 M.A. in Sociolinguistics, University of Southern California, Los Angeles, California
 1986 M.A. in Linguistics. Universiteit van Amsterdam
 1985 Fall Visiting Scholar Department of Education. University of California at Berkeley
 1981 Licenciatura (con grado). Filología. Universidad de Barcelona
 2017 Workshop in Global Leadership Fundación Rafael del Pino, September and, Belfer Center for Science and International Affairs. September.

PUBLICATIONS

Journal Articles (peer reviewed)

- Chen T, Chen C, Casanova L. 2016. *Outward FDI in China and Latin America: A Comparative Study*[J]. Journal of Latin American Studies, 2016, 38(4): 94-110. <http://en.cnki.com.cn/Article/en/CJFDTotal-LDMZ201604006.htm>
- Peña-Vinces, JC. Casanova, L. Guillen, J. & Urbano D (2016). *International Competitiveness of Small and Medium-sized Enterprises: Peru, a Latin-American Emerging Market*. **Emerging Markets Finance and Trade**. Pages: 1-20. DOI: 10.1080/1540496X.2016.1156525.
- Rullán S. and Casanova, L. (2015). *Innovation in Latin America: the Case of Mexico*. Special Issue of Dubrovnik International Economic Meeting in International Journal of Business and Economic Sciences Applied Research. Vol. 8 Issue 3: 59-68. December 2015. http://ijbesar.teiemt.gr/volume8_issue3.php.
- Casanova, L. & Losada, M. 2014. *Internationalization of Emerging Multinationals: The Latin American case*. European Business Review. ISSN: 0955-534X Vol. 26. Issue 6. <http://www.emeraldinsight.com/doi/pdfplus/10.1108/EBR-03-2013-0055>
- Casanova, L. Rodríguez-Montemayor, E. 2014. *The Bridge Model: The case of Spanish Multinationals building bridges between Asia and Latin America*. Business and Politics. DOI 10.1515/bap-2013-0028. Issue 3 (October 2014). pages 373-479. Published online 2014-04-04. <http://www.degruyter.com/view/j/bap.2014.16.issue-3/bap-2013-0028/bap-2013-0028.xml?format=INT>
- Casanova, L., Fernández, P. 2012. *Longevidad y competitividad de las grandes empresas familiares brasileñas: claves de largo plazo*. Apuntes. Empresas y grupos Económicos. Vol. 38. Nr. 70. Primer semestre. Págs. 273. Universidad del Pacífico. Lima, Perú. ISSN 0252-1865 (printed version) ISSN: 2223-1757 (on line version). <http://research.insead.edu/2012/02/casanova-lourdes-fernandez-p.html>
http://www.up.edu.pe/revista_apuntes/SitePages/index.aspx
http://www.up.edu.pe/revista_apuntes/SitePages/ver_articulos_web.aspx?idsec=439&idnum=70
- Casanova, L. 2010. *Las multinacionales latinoamericanas en los albores de una gran oportunidad*. Revista de administração de empresas (RAE). Volume 50. Número 4. October/December 2010. Pp. 439-445. Fundação Getulio Vargas. São Paulo. ISSN 0034-7590. http://rae.fgv.br/sites/rae.fgv.br/files/artigos/42010_10.1590_S0034-75902010000400008.pdf
- Casanova, L. 2010. *Latin American multinationals at the threshold of a Great opportunity* <http://rae.fgv.br/rae/vol50-num4-2010/latin-american-multinationals-threshold-great-opportunity> ISSN 0034-7590 ©RAE • São Paulo • v. 50 • n. 3 • out./dez. 2010 • 439-445 • 443
- Casanova, L. 2010. *Los Nuevos Protagonistas del Sur: Las multinacionales emergentes latinoamericanas*. Foreign Affairs Latinoamérica. Vol. 10. Número 1. Enero-marzo. <http://fal.itam.mx/FAE/?author=321>
 - Reviewed by Luis Mindivil at Crónica (México). 1 junio 2010. http://www.cronica.com.mx/notaImprimir.php?id_notas=509856.
- Casanova, L. Hockerts, K. Minoja, M. Neergaard, P., Schneider, S. Tencati A., & Zollo M. 2009. *Context: External strategy and internal capability. Towards an internal change management perspective...* In Corporate Governance. Volume 9 Issue 4. Pp. 355-372 <http://www.emeraldinsight.com/doi/abs/10.1108/14720700910984918>
- Casanova, L. 2007. *Invest in Latin America: Strategic perspectives of Multinational Corporations*. PKU Business Review (Beijing University). Beijing: Vol. 40. 2007/11. Pages 136-143.
 - Reviewed at <http://www.cqvip.com/qk/88026x/200711/25734935.html>
- Casanova, L. 2005. *Latin America: Economic and business context*. The International Journal of Human Resource Management. December 2005. Vol. 16. Nr.12. pages 2173-2188 <http://flora.insead.edu/fichiersti/inseadart2005/439098.pdf>
- Casanova, L. 2004. *East Asian, European, and North American Multinational Firm Strategies in Latin America*. Business and Politics: Vol. 6: No 1, Article 6. <http://www.bepress.com/bap/vol6/iss1/art6>.
- Casanova, L. 2002. *Lazos de familia: Las inversiones españolas en Iberoamérica*. Foreign Affairs en español. Vol. 2, N°2, Pp. 67-85. May 2002. <http://www.foreignaffairs-esp.org/20020501faenespessay8472/lourdes-casanova/>



Working Papers

- Casanova, L.; Chen C.; Taotao C.: 2016. *China and Latin America Go Global: A Comparison of the Characteristics and Development Phases of Outward Foreign Direct Investment*. EMI Johnson Working Papers. Cornell University. http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2716349
- SSRN's Top Ten download list for: MRN International Business & Management Network. March 2016.
- Casanova, L.; Bacaria, Josep M.; Coll, J.M.; Rullán, S. 2016. *A Comparative Analysis of the Innovation Systems of Brazil, Korea and Mexico*. EMI Johnson Working Papers. Cornell University. http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2593068
- SSRN's Top Ten download list for: MRN Entrepreneurship, Innovation, & Growth eJournal. March 2016.
- Casanova, L. Rodriguez-Montemayor, E. 2013. *The Bridge Model: The case of Spanish Multinationals building bridges between Asia and Latin America*. INSEAD. Working Papers. 2013. http://www.insead.edu/facultyresearch/research/details_papers.cfm?id=31986
<http://research.insead.edu/2013/06/CasanovaRodriguezMontemayor.html>
<http://www.iberiasia.org/index.php?urldestino=triangulacion.html>
- <http://www.spainglobal.com/index.php/recursos/informes-y-articulos/173-las-multinacionales-espanolas-como-puente-entre-asia-y-latinoamerica> <http://ssrn.com/abstract=2712675>
- Casanova, L. Kassum, J. 2013. *From soft to hard power: in search of Brazil's winning blend*. INSEAD. Working papers. 2013. http://www.insead.edu/facultyresearch/research/details_papers.cfm?id=31879
http://research.insead.edu/2013/05/CasanovaKassum_21.html <http://ssrn.com/abstract=2712673>
- Casanova, L. Kassum, J. 2013. *Brazilian Emerging Multinationals, in search of a second wind*. INSEAD. Working papers. 2013. http://www.insead.edu/facultyresearch/research/details_papers.cfm?id=31925
http://research.insead.edu/2013/05/CasanovaKassum_30.html <http://ssrn.com/abstract=2712662>
- Casanova, L. Kassum, J. 2013. *Brazil in search of a role in the global stage*. INSEAD. Working papers. 2013. https://flora.insead.edu/fichiersti_wp/inseadwp2013/2013-86.pdf
<http://ssrn.com/abstract=2712676>
- Casanova, L. Elola, A. 2013. *International Strategy and its Redefinition in the Context of the Economic Crisis: Insights from a Study of Basque Firms*. INSEAD Working papers. 2012 http://www.insead.edu/facultyresearch/research/details_papers.cfm?id=31805
<http://research.insead.edu/2013/04/CasanovaElola.html> <http://ssrn.com/abstract=2254919>.
- Casanova, L. Losada, M. 2012. *Resources and Internationalization Strategies: The case of Latin American Multinationals*. INSEAD Working papers. 2012
http://www.insead.edu/facultyresearch/research/details_papers.cfm?id=31068
<http://research.insead.edu/2012/09/losada-otalora-mauricio-casanova.html>
<http://ssrn.com/abstract=2146498>
- Casanova, L.; Fonstad, N.; Dayton-Johnson, S.; Pietikanen, A. 2012. *Innovation from emerging markets: the case of Latin America*. INSEAD Working papers. 2012.
- http://www.insead.edu/facultyresearch/research/details_papers.cfm?id=31001
<http://ssrn.com/abstract=2135548> <http://research.insead.edu/2012/08/casanova-lourdes-dayton-johnson-jeff.html> http://www.insead.edu/facultyresearch/centres/elab/publications/research_reports.cfm
- SSRN's TOP 10 Papers for Journal of Socially Responsible Investment eJournal
- SSRN's Top Ten download list for: Development Economics.
- SSRN's Top Ten download list for: ERN: Industrial Policies & Economic Growth in Emerging Markets
- SSRN's Top Ten download list for: ERN: Management of Technological Innovation & R&D in Developing Economies (Topic).
- Casanova, L., Campos Filho, L.A., Azevedo Gomes, D., 2012. *Institutional influences on the Global CSR actions of Brazilian Mining Company Vale*. INSEAD Working papers. 2012. <http://research.insead.edu/2012/02/gomes-dayse-azevedo-campos-filho-luiz.html>
<http://ssrn.com/abstract=2006453>

- SSRN's Top Ten download list for: INTL: Other Global Business Issues.
- SSRN's Top Ten download list for: Strategy & Social Policies eJournal
- SSRN's Top Ten download list for CGN: Corporate Social Responsibility/Corporate Citizenship.
- SSRN's Top Ten download list for CGN: Code of conduct.
- Casanova, L., Campos Filho, L.A., Gonçalves, M. Xavier, Jardim, P. Esteban do Valle. M. 2012. *Institutional theory, membership in Business Groups and the Internationalization of Brazilian Multinationals*. INSEAD Working papers. 2012. <http://research.insead.edu/2012/02/goncalves-marta-xavier-campos-filho.html> http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2001348
- Top Ten download list for: Other Emerging Markets Economics: Firm Behavior & Microeconomic Issue
- Casanova, L., Campos Filho, L.A., Castro de Oliveira Lopes. M. 2011. *Dynamics of IORs: A case study of upstream partnerships of Petrobras*. INSEAD Working papers. 2011. <http://ssrn.com/author=101715>
- SSRN's Top Ten download list for ERN: Internal & External Contracting & Transaction Costs (Topic), ERN: Other Organizations & Markets: The Firm as a Nexus of Contracts (Boundaries of the Firm) (Topic) and ERN: The Partnership Form (Topic). As of 10 September 2011.
- Casanova, L., Campos Filho, L.A., Martins Almeida, L.M. 2011. *The Brazilian Institutional Environment: The Impact on Companies' Strategies in the Oil and Gas Sector*. INSEAD Working papers. 2011. <http://ssrn.com/author=101715>
- SSRN's Top Ten download list for ERN: Institutional Change & the Environment (Topic) and Institutions & Transition Economics: Environmental Issues eJournal. As of 10 September 2011.
- Casanova, L. & Dumas, A. 2010. *Corporate Social Responsibility and Latin American Multinationals*. INSEAD Working papers.
- SSRN's Top Ten download list for Development Economics in February 2010.
- SSRN's Top Ten download list for Corporate Governance: Social Responsibility & Social Impact in February 2010.
- SSRN's Top Ten download list for Institutions & Transition Economics: Political Economy eJournal.
- SSRN Top Ten (it was 4th) downloaded paper for Latin America & the Caribbean (Development)
- Casanova, L. Gradillas, M., Hockerts, K., Sloan, P., Crone Jensen, E., 2008. *An overview of CSR Practices. Response Benchmarking Report*. INSEAD Working papers. INSEAD. 2008. books.google.ca/books?isbn=8792114105 Also published at Copenhagen Business School
- Casanova, L. 2004. *Bi-Regional Private Sector Networks. Harnessing the Potential of the Private Sector in European Union and Latin America*. Working papers. Euro-Asia Centre. INSEAD.
- Reviewed my Lucie Junet. 10 May 2010. In *Les relations entre l'Europe et l'Amérique latine en quete d'un nouveau souffle* http://www.opalc.org/web/index.php?option=com_content&view=article&id=588:les-relations-entre-leurope-et-lamerique-latine-en-quete-dun-nouveau-souffle&catid=120:integration-et-relaciones-internacionales&Itemid=212
- Casanova, L. 2004. *Multinational Strategies in Latin America: Comparing East Asian, European and North American Multinationals*. Working papers. Euro-Asia Centre. INSEAD. 2004.

Journal articles (not peer reviewed)

- Casanova, L. (2017). *Claroscuros en las relaciones entre América Latina y China*. Pensamiento Iberoamericano. Revista de la Secretaría General Iberoamericana. 3a época/01/2017. Pp 140-147. <https://issuu.com/segibpdf/docs/15-lc>
- Casanova, L. (2017). *Iberoamérica mira hacia el futuro*. 4 July 2017. Esglobal/Secretaría Permanente de las Cumbres Iberoamericanas. <https://www.esglobal.org/infoguias/iberoamerica-mira-hacia-el-futuro/#>
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SELECTED RESEARCH PROJECTS

- 2010-2012 **La internacionalización de la empresa vasca.** Orkestra.
- 2011-2012 **La inversión y el comercio entre Asia y Latinoamérica.** Casa Asia. Universitat Pompeu Fabra in collaboration with Barcelona's City Council. Report on trade and investment between Asia and Latin America.
- 2008-2011 **Innovalatino** 'Innovation in Latin America at the base of the pyramid' with OECD. To prepare a report on innovation in Latin America. Funded by Fundación Telefónica. www.innovalatino.org
- 2008-2011 **Goldman Sachs** 10 000 women. Funded by 10000 Women initiative of Goldman Sachs in collaboration with FDC from Brazil. Successful Women entrepreneurs at the bottom of the pyramid in Latin America.
- Reviewed on April 28, 2010. at *A Process of Rediscovery: INSEAD and Fundação Dom Cabral Learn from Each Other.* <http://knowledge.wharton.upenn.edu/10000women/article.cfm?articleid=6132>
 - Reviewed at <http://knowledge.insead.edu/economics-working-women-100127.cfm>
 - Reprinted at <http://www.humanresourcesonline.net/news/17809>
 - Reprinted on 10 February 2010 at <http://www.marketing-interactive.com/news/17809>
 - Reprinted on 19 February 2010 at <http://www.incorporativa.com.br/mostranews.php?id=3339>
- 2016** Research Supervision. Member of the Jury. Phd Thesis. **Estrategias de crecimiento de los conglomerados ecuatorianos: un estudio de cuatro grandes grupos.** 4th November 2016. Universidad del Rosario. Bogotá, Colombia.
- 2015 – 2016** Research supervision and Member of the Committee. phD Thesis. Aguda Parra. **Triangulación Empresarial: España-China-Latinoamérica.** Facultad de Ciencias Políticas y Sociología. Universidad de Madrid. Spain.
- 2014 – 2015** Thesis advisor. Undergraduate Honors Thesis. Kaiwen Zhong. **Local Media Coverage and Its Relationship with Chin's Outbound Mergers and Acquisition in developed Countries: Evidence from Canada, The United Kingdom and the United States.** Economics China and Asia Pacific Studies Minor. College of Arts and Sciences. Cornell University.
- 2007 – 2011** Research supervision. Phd Thesis. Samantha Rullán. **Co-director phD thesis: Jordi Bacaria. Universidad Autónoma de Barcelona. Estudios de Postgrado. Estudios de Doctorado en Relaciones Internacionales e Integración Europea. Mención europea. Defense 20 July 2011. *Supra-National Innovation Systems: A Proposal for Latin America and the Caribbean.*** Institute of European Studies. Universidad Autónoma de Barcelona.
- 2011 – 2013 **Research supervision. Thesis. Mauricio Losada.** Co-director thesis: Veneta Andonova. Universidad de los Andes. Bogotá, Colombia. Defense 13 December 2013. *Internationalization strategies of emerging country multinationals (EMNCs): The Case of Multilatinas.*
- February 2012 **Research supervision. Thesis.** Part of thesis tribunal Thesis Josep Maria Coll Morell. 23 February 2012. *Aid Valuenomics: Institutionalization of the Linkages among Culture, Entrepreneurship, Endogenous development: A New Governance of an Innovative International Aid System: Lessons from The European Commission and Tanzania.* Director: Jordi Bacaria. Institute of European Studies. Universidad Autónoma de Barcelona.
- 2007-2009 **High Growth Companies.** Funded by Orkestra in San Sebastián, Spain.
- 2006-2009 **Emerging Multinational from Latin America.** Inter-American Development Bank/INSEAD. Funded by the Inter-American Development Bank.



2004-2007

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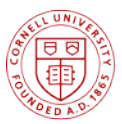


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- Casanova, L. 2018. *Exploring Emerging Markets: Opportunities and Challenges*. World Affairs Council Austin, BBVA Bank Executive Board Room. In Collaboration with Kozmetsky Center of Excellence. St. Edward's University. Austin, Texas. 24 October 2018. https://wacaustin.org/events/?tribe_paged=1&tribe_event_display=list&tribe-bar-date=2018-10-18
- Casanova, L. 2018. *Emerging Markets: Opportunities and Challenges*. Jones Global Events Center. Kozmetsky Center of Excellence. St. Edward's University. Austin, Texas. 23 October 2018. <https://stedwards.app.box.com/s/7pz34l8m802zktz025aa0si56tu9cdwx>
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<http://cec.zju.edu.cn/english>
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- Casanova, L. 2018. *Speed, global Reach and Flexibility: The Rise of Chinese Multinationals*. 6th Copenhagen Conference on 'Emerging Multinationals': Outward Investment from Emerging Economies. Copenhagen. Denmark. 11 October 2018. <https://globaledge.msu.edu/academy/announcements/conferences/66007>
- Casanova, L. 2018. *China and Latin America Go Global: Characteristics and Development Phases of their Outward Foreign Direct Investment. C*. 6th Copenhagen Conference on 'Emerging Multinationals': Outward Investment from Emerging Economies. Copenhagen. Denmark. 11 October 2018. <https://globaledge.msu.edu/academy/announcements/conferences/66007>
- Casanova, L. 2018. *Latin America, the United States in the Global Economy. Annual Forum*. Spain-U.S. Chamber of Commerce in collaboration with El País. September 21, 2018. The Paley Center For Media. NYC. <https://www.spainuscc.org/public/ViewEventDetails?Type=EventDetails&TypeID=576>
- Casanova, L. 2018. *Business challenges in Brazil before the Presidential elections*. EMI in collaboration with MEI and Brazilian Confederation of Industries (CNI). August 15, 2018. Cornell Tech. NYC.
- Casanova, L. 2018. *Innovation in the Americas Event*. EMI in collaboration with MEI and Brazilian Confederation of Industries (CNI). July 11 2018. Cornell Tech. NYC. <http://www.cvent.com/events/launch-of-the-global-innovation-index-2018/custom-18-05fb23fad10c4414979602207e1f2b4c.aspx>
- Casanova, L. 2018. *India's Next Leap. Foreign Direct Investment*. Horasis India Meeting. 25 June 2018. Málaga. Spain. <https://horasis.org/horasis-india-meeting/horasis-india-meeting-2018/>
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- Casanova, L. 2018. *Innovation and Competitiveness in Emerging markets and its impact for the Brazilian industry*. 16 May 2018. Confederação Nacional Da Industria (CNI). IEL. São Paulo. Brazil.
- Casanova, L. 2018. *Innovación en los Mercados y el auge las multinacionales chinas*. CIDOB in conversation with Lourdes Casanova. Center for International Affairs. CIDOB. Barcelona, Spain. 8 May 2018. https://www.cidob.org/en/events/regions/asia/cidob_in_conversation_with_lourdes_casanova_innovation_in_emerging_markets_and_the_rise_of_chinese_multinationals
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- Casanova, L. *Tourism in Mexico*. Digital Summit, JCB. Cornell Tech Campus, NYC, 8 December 2017.
- Casanova, L. *Innovation in Latin America*. ABDEDEB annual meeting. Buenos Aires, Argentina, 6 December 2017.
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- Casanova, L. *The China Surge*. 14 July 2017. Corning headquarters. Corning.
- Casanova, L. *Innovation in Latin America*. 30 June 2017. Universidad de San Andrés and INPE. Buenos Aires, Argentina.
- Casanova, L. Innovation Congress. CNI and SEBRAE. São Paulo. Brazil. 28 June 2017. <http://www.congressodeinovacao.com.br/>
- Casanova, L. *T-Time with Mexico*. Club Industriales. Ciudad de Mexico, Mexico. 19 June 2017.
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- Casanova, L. *The Future Relations of China & Latin America Forum*. Panel A. *The Interwoven Future of the Chinese and Latin American Economies*. 19 May 2017. Center of Latin American Studies and OLAS. At the International House Assembly House. University of Chicago. Chicago. <https://www.eventbrite.com/e/china-latin-america-forum-tickets-34092081333#>
<https://www.youtube.com/watch?v=tzNDu77uz3U&feature=share>
- Casanova, L. *Latin American Outlook*. CME ACS Luncheon. Penn Club. New York. May 4, 2017.
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- Casanova, L. *Mobile Money, Development and Financial Inclusion*. CIIFAD. Cornell University. 22 April 2017. <https://www.facebook.com/pg/CornellEMI/videos/>
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- Casanova, L. *Productivity in Latin America*. Moderator of panel. World Economic Forum Latin America. Buenos Aires, Argentina. 7 April 2017. <https://www.youtube.com/watch?v=Lo9EtlIF5Co>
- Casanova, L. *Emerging Market Multinationals Report: The China Surge* 3 April 2017. In Universidad de los Andes. Bogotá, Colombia.
- Casanova, L. and Miroux, A. *Emerging Market Multinationals Report: The China Surge* 17 March 2017. In Workshop on Emerging Multinationals and EMGP. Columbia University. Columbia Center on Sustainable Investment.
- Casanova, L. *Latin America, the day after*. Panel with Otaviano Canuto. Cornell Institute Public Affairs (CIPA). Cornell University. 14 March 2017.
- Casanova, L. *Brazil and Latin America. Innovating to Overcome the Crisis*. Physical Science Building. Cornell University. 13 March 2017. <http://events.cornell.edu/event/brazil-and-latin-america-innovation-to-overcome-the-crisis>
- Casanova, L. *Emerging Latin America*. 2017 New York Latino Leadership Summit. March 11th, 2017. Sage Hall Atrium. Cornell University, Ithaca NY 14850. <http://nyslls.wixsite.com/nys-lls>
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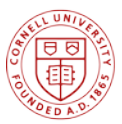
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LANGUAGES

- *Spanish* and *Catalan*: mother tongues
- *French* and *English*: fluent (spoken and written)
- *Dutch*, *Italian* and *Portuguese*: working knowledge
- *German*: basic knowledge