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<http://www.johnson.cornell.edu/Faculty-And-Research/Profile.aspx?id=lc683>

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<http://ssrn.com/author=101715>

<http://lourdescasanova.com>

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

<http://google.com/+LourdesCasanova>

<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.

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 Confederação Nacional da Indústria (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/>

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

Leadership positions

2014 – now Director Emerging Markets Institute

Service Activities Internal to Cornell/Board Membership

2017-now Member of the Spanish Leadership Network. Fundación del Pino. Madrid. Spain.
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 European Business Society, at Cornell University
2015-now Faculty Advisor Brazilian Student Association (BRASA) at Cornell University
2015-now Member of the Advisory Board Democracy Lab. Costa Rica. <http://www.democracy-lab.org/our-team/>
2016-now Faculty Fellow. Family Business Institute. Cornell College of Business. Cornell University.
2016-now Latin American Steering Committee. Einaudi Center. Cornell University.
2016-now Faculty Affiliate Cornell Program on Infrastructure Policy (CPIP)
<http://www.human.cornell.edu/pam/cpip/people.cfm>
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

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 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=ijoen>
- 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-now 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-rce.gc.ca/About-APropos/Committees-Comites/StandingSelection-SelectionPermanent_eng.asp
- 2011-now 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-now 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- now 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.
- 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
- Fall 1985 Visiting Scholar Department of Education. University of California at Berkeley
- 1981 Licenciatura (con grado). Filología. Universidad de Barcelona

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/>



- 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.iberoasia.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-europe-et-lamerique-latine-en-quete-dun-nouveau-souffle&catid=120:integration-et-relaciones-internationales&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/#>
- Casanova, L. (2017). *Iberoamérica antes una nueva encrucijada económica*. Esglobal. 4 July 2017. <https://www.esglobal.org/iberoamerica-ante-una-nueva-encrucijada-economica/> <https://www.esglobal.org/infoguias/iberoamerica-mira-hacia-el-futuro/#>
- Casanova, L. (2017). *La voz de España en un mundo lleno de ruido*. Esglobal. 22 May 2017. <https://www.esglobal.org/la-voz-espana-mundo-lleno-ruido/>
- Casanova, L. & Kassum, J. 2014. *The Brasília Consensus: Looking for a second wind*. The World Financial Review. September- October. <http://www.exacteditions.com/read/twfr/september-october-2014-40240/65/2?dps=on>.
- Casanova, L. *Latin American multinationals facing the new reality*. 2015. Revista Brasileira de Comercio Exterior (RBCE) nr. 123. Ano XXIX. A revista da Funcex: Fundação Centro Estudos de Comércio Exterior. Brazil. April-May-June 2015.
- Casanova, L. Dumas, A. 2013. *Latin American Emerging Multinationals facing the Region's Social Challenges*. E-International Relations. January 14, 2013. <http://www.e-ir.info/2013/01/14/latin-american-emerging-multinationals-facing-the-regions-social-challenges/>



- Casanova, L. 2011. *La década dorada latinoamericana: las 'global latinas' llegan a occidente*. Economía Exterior 59, invierno 2011. <http://www.politicaexterior.com/articulo?id=4776>
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- Casanova L., Fonseca G., Romanini L. and Santos Silva R. 2003. **Itaú: The Five-Star Brazilian performer. A and B**. INSEAD.
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- Casanova L. Cuadra P. & Jiménez G. 2002. **AOL Latin America and Cisneros Group: A Success Story?** Harvard Business School.
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- Casanova L. & Meseguer M. 1999. **Telefónica - The Making of a Multinational**. INSEAD

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**

europa. 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. Maurico 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 **RESPONSE Corporate Social Responsibility in 16 Multinationals** with Bocconi University and University of Copenhagen. Funded by the European Union

PRESENTATIONS IN CONFERENCES/EVENTS

- Casanova, L. 2018. *Entrepreneurship and the Finance of Innovation in Emerging Markets.* Elsevier. Chats in the stacks with Peter Cornelius. 18th April. https://events.cornell.edu/event/financing_entrepreneurship_and_innovation_in_emerging_markets?utm_campaign=widget&utm_medium=widget&utm_source=Cornell
- Casanova, L. 2018. *Emerging Multinationals. Presentation EMI Report.* Strategic Management Society. Special Conference. São Paulo. 16 March 2018.
- Casanova, L. 2018. *Improving Competitiveness in Brazil.* Panel Discussion. World Economic Forum Latin America. São Paulo. 15 March 2018. <https://www.weforum.org/events/world-economic-forum-on-latin-america/sessions/new-scenarios-for-brazil>
- Casanova, L. 2018. *New Scenarios for Brazil.* Panel Discussion. World Economic Forum Latin America. São Paulo. 14 March 2018. <https://www.weforum.org/events/world-economic-forum-on-latin-america/sessions/new-scenarios-for-brazil>
- Casanova, L. 2018. *Innovation as a business driver in Latin America.* 8 February 2018. ENEL meeting. Rome, Italy.
- Casanova, L. and Pocreass, M. 2018. *Brazil and Latin America, their Role in the New Multilateral Institutions: AIIB and NDB.* Latin America Studies Program. Einaudi Center. 2 February 2018.
- Casanova, L. 2018. *El Auge de las Multinationals Chinas.* University of Puerto Rico. 26 January 2018. <https://www.facebook.com/events/1697128977002969/>
- Casanova, L. 2018. *Emerging Market Multinationals Report: Emerging Multinationals in a Changing World.* Universidad Politécnica de Madrid. ITU. 18 January 2018.
- Casanova, L.; Miroux, A. 2018. *Emerging Market Multinationals Report: Emerging Multinationals in a Changing World.* OECD. 17 January 2018.
- 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.
- Casanova, L. *Value Chains in Latin America.* UPC Meeting. Lima, Perú, 3 November 2017.
- Casanova, L. and A. Miroux. *Emerging Markets Report 2016: Emerging Multinationals in a Changing World.* EMI Conference. JCB. Cornell Tech Campus, NYC, 10 November 2017.
- Casanova, L. *Emerging Markets Report 2016.* Katz School of Business, University of Pittsburgh. 22 September 2017.
- 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.
- Casanova, L. *T-Time with Mexico*. Club Industriales. Monterrey. 20 June 2017.
- Casanova, L. *Retos para la empresa y el empresario mexicano*. Club Industriales. Monterrey, Mexico. 21 June 2017.
- Casanova, L. *Navigating Uncertainty: Strategies for Innovation and Growth*. OECD EMnet Latin America Meeting. OECD. Paris. 9 June 2017. <http://www.oecd.org/about/secretary-general/navigating-uncertainty-strategies-for-innovation-and-growth.htm>
- Casanova, L. *Brasil, el día después*. Esglobal. Madrid, Spain. 31 May 2017. <https://www.esglobal.org/29427-2/>
- 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.
- Casanova, L. *The other One Percent: Indians in America*. CEM in Collaboration with EMI. Northeastern University. Boston. 27 April. 2017. <http://news.northeastern.edu/2017/05/inaugural-lecture-series-examines-indians-in-america/>
- Casanova, L. *Mobile Money, Development and Financial Inclusion*. CIIFAD. Cornell University. 22 April 2017. <https://www.facebook.com/pg/CornellEMI/videos/>
- Casanova, L. *Sino-Latin American relations in the era of Trump*. Latin American Studies Program. Cornell University. 19 April 2017. <https://www.youtube.com/watch?v=Lo9EtlIF5Co>
- 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>
- Casanova, L. *Emerging Market Multinationals Report: The China Surge* <http://bit.ly/eMNCreport>. March 8th to 10th, 2017. AIB-LAT 2017. ESAN. Lima, Perú. <http://aiblat2017.com/>
- Casanova, L. *Meet the editors*. March 8th to 10th, 2017. AIB-LAT 2017. ESAN. Lima, Perú. <http://aiblat2017.com/>
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- Casanova, L. Alvarez, T.; Mitchell, H.; Verma, R. Economic Disruption. November 10, London, UK. Cornell College of Business. Alumni Event. http://www.alumni.cornell.edu/participate/international/LondonCCBEvent_Schedule.cfm

- Casanova, L. with Ralph Christy and Peng Liu. *Business in Emerging and Frontier Markets: Cornell's Role in Teaching, Research and Outreach*. Trustee and Council Members Meeting. Cornell University. Oct. 27, 2016. 141 Sage Hall. Moderated by Chris Barrett
- Casanova, L. 2016. *The emerging markets multinationals report*. Center for the Globalization of Education and Management. New York University. 30 September 2016. <http://www.stern.nyu.edu/experience-stern/about/departments-centers-initiatives/centers-of-research/center-globalization-education-management/conferences>
- Casanova, L. 2016. *La economía latinoamericana. ¿Por qué no crece tanto la economía mundial?* Panel with Federico Steinberg, Alicia García-Herrero. Miguel Otero. Alvaro San-Martín. Debates Fundación Elcano. 4 de julio 2016. Fundación Botín. Madrid. http://www.realinstitutoelcano.org/wps/portal/web/rielcano_es/actividad?WCM_GLOBAL_CONTEXT=/elcano/elcano_es/calendario/actividades/debates-elcano-por-que-no-crece-tanto-economia-mundial?utm_source=Newsletter193&utm_medium=email!%20&utm_campaign=Jul2016
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- Casanova, L. 2016. *Thriving in Volatile Emerging Markets. Report from the field: Brazil*. June 7, 2016. Raytheon Amphitheater, Northeastern University.
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- Casanova, L. 2016. *Global Latinas: the New Reality*. 10th Quest for Global Competitiveness Conference. School of Business Administration. University of Puerto Rico. San Juan de Puerto Rico. Sheraton Hotel. April 7, 2016. <http://quest.uprrp.edu/> <http://fae.uprrp.edu/blog/2016/05/05/la-conferencia-10th-quest-for-global-competitiveness-tuvo-impacto/>
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- Casanova, L. 2016. *Global Latinas: Achievements and Challenges*. BALAS 2016 Conference. Universidad de Guayaquil. Ecuador. <http://www.balas.org/> 16 March 2016.
- Casanova, L.; Coll, Josep M.; Rullán, S.; Bacaria, J. 2016. *A Comparative Analysis of the Innovation Systems of Brazil, Korea and Mexico*. BALAS 2016 Conference. Universidad de Guayaquil. Ecuador. <http://www.balas.org/> 17 March 2016.
- Casanova, L. 2016. *Emerging Multinationals facing the new reality*. School of Economics Business Administration and Accounting (FEA). Academy of International Business Latin America chapter. Universidade de São Paulo. São Paulo São Paulo. Brazil. 21 February 2016. <http://www.aiblat2016.com/conference-information/featured-speakers/>
- Casanova, L. 2015. *Prioritizing equity in new urban policies*. Smart City Expo World Congress. Barcelona. 18 November 2015. <http://www.smartcityexpo.com/>
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- Casanova, L. 2015. *Doing International research relevant for theory and practice*. 40th Anniversary of the PPGA. Graduate Program of Business Administration. School of Economics Business Administration and Accounting (FEA). Universidade de São Paulo. São Paulo São Paulo. Brazil. 4 November 2015.



- Casanova, L. 2015. *From Multilatinas to Global Latinas*. Foro Multilatinas. Miami. 15 October 2015. <http://www.foromultilatinas.com/>
- Casanova, L. 2015. *What can we learn from family business in emerging markets*. Family Business Institute Conference. Cornell University, Ithaca, NY. 9 October 2015. <https://www.johnson.cornell.edu/Smith-Family-Business-Initiative-at-Cornell/News-Events/Events/2015-Families-in-Business-Conference>
- Casanova, L. 2015. *In Search of the Brazil Dream*. At FEA Universidade de São Paulo. São Paulo. Brazil. 2 October 2015.
- Casanova, L. 2015. *In Search of the Brazil Dream*. At Fundação Dom Cabral. São Paulo. Brazil. 1 October 2015.
- Casanova, L. 2015. *O papel dos ativos Intangíveis e da Inovação Nos modelos de negócio das empresas globais*. In XVII REPICT. Encontro de Propriedade Intelectual e Comercialização de Tecnologia. FIRJAN. Rio De Janeiro. Brazil. 1 October 2015. <http://www.microbiologia.ufrj.br/portal/index.php/pt/destaques/tome-nota/312-xvii-repict-encontro-da-rede-de-propriedade-intelectual-e-comercializacao-de-tecnologia>
- Casanova, L. 2015. *Local Innovation Systems*. In Innovation for Businesses and Policies: The Regional Launch of the Global Innovation Index 2015. FIRJAN. Rio De Janeiro. Brazil. 30 September 2015.
- Casanova, L. 2015. *Regional Focus: China*. Blouin Creative Leadership Summit. NYC. The Metropolitan Club. September 22. <http://www.creativeleadershipsummit.org/>
- Casanova, L. 2015. Breakfast with Vice President of Brazil, Michel Temer. Emerging Markets Institute. Cornell Club. New York City. 20 July 2015. <http://g1.globo.com/politica/noticia/2015/07/temer-classifica-de-criezinha-rompimento-de-cunha-com-o-planalto.html>
<https://www.flickr.com/photos/micheltemer> <http://www.johnson.cornell.edu/Emerging-Markets-Institute>
- Casanova, L. 2015. *Brasil la politica económica de una potencia global emergente*. Esglobal. 10 June 2015. Madrid, Spain. <http://www.esglobal.org/brasil-la-politica-economica-de-una-potencia-global/>
- Casanova, L. 2015. *Making the Brazil Dream a reality*. IE Business School. 10 June 2015. Madrid, Spain. http://clubs.ie.edu/IEAlumni/rsvp?club_url2=IEAlumni&id=200002574
- Casanova, L. 2015. *The state of Brazilian economy*. US/Brazil Council. 2015. Midyear Meeting. Washington. 4 June 2015. US. Chamber of Commerce. <http://www.brazilcouncil.org/events/2015-midyear-meeting>.
- Casanova, L. 2015. *Latin America. Beyond the BRICS*. 2015 6th annual CEM Symposium. Northeastern University. 2 June 2015. <http://www.damore-mckim.northeastern.edu/events/2015/04/16/10/49/6th-annual-cem-symposium/>.
- Casanova, L. 2015. *Privatization of Telecoms In Latin America*. Global Agenda Council Latin America. World Economic Forum. Latin America meeting. 6 May 2015. Riviera Maya. Mexico.
- Casanova, L. 2015. *Developing collaboration in emerging markets*. 2015 April International conference and Annual Meeting. AACSB. Tampa. Florida. 28 April 2015. https://www.aacsb.net/eweb/Dynamicpage.aspx?Site=AACSB&WebKey=dec31120-4899-44f2-a903-1b524e840d41&RegPath=EventRegFees&REg_evt_key=78172a15-b6fb-4aaa-98a8-ec86bbd4f36f
- Casanova, L. 2015. Keynote panel. China economic growth prospects. Cornell China Conference 2015. <http://cornellchinaconference.azurewebsites.net/index.php/conferences/2015/panels/21>
- Casanova, L. 2015. *Latinos in the Corporate World*. Café con Leche discussion. Society of Hispanic Professional Engineers. Cornell University. Latino Center. 17 April 2015 at 6:30pm.
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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