



## INTERNATIONAL WEEK: MARKETING AND MANAGEMENT IN EMERGING COUNTRIES

### SYLLABUS

March 24, 2014

08h15-10h00: Prof. Paulo Feldmann



Paulo Feldmann is a Professor at the University of São Paulo (USP), teaching microeconomics and globalization, at the courses of Ph.D., MSc, and MBAs. He is the author of three books on Social Impacts of Informatics and Management in Latin America. Professor Feldmann is an Engineer from the University of São Paulo, and holds a Masters and Ph. D. in Management at FGV (Fundação Getulio Vargas). Director of FIA – Business Administration Foundation, from the University of São Paulo.

#### CONTENT AND REFERENCES

##### **Brazil as an Emerging Country: Major Potentialities and Challenges**

- Brazil: An overview about the economy
- Brazilian Trade and Commerce
- Lack of large Brazilian multinationals: Reasons and consequences
- The most important issue: low productivity and major reasons
- The backwardness in technology

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March 24, 2014

10h15-12h15: Prof. James Terence C. Wright



Prof. Wright teaches Strategic Management and Technology Forecasting at the School of Economics, Administration and Accounting of the University of São Paulo. He holds a BSc. in Civil Engineering from the Mackenzie University, in São Paulo, Brazil, a MSc. in Engineering Management from Vanderbilt University, and Ph.D. in Business Administration, from the University of São Paulo. At FIA Business School, he is also the Director of the International and the Future Studies Program, as well as of the Executive MBAs.

His professional experience includes industrial project management in Brazil and Africa, and extensive consulting work for international companies, trade associations, research institutes, the Brazilian Government, and the World Bank. Research interests include technology and business forecasting, strategic planning, cognitive mapping and computer-aided group decision, with 6 books, 12 book chapters and over 80 articles published both in Brazilian and international journals.

## **CONTENT AND REFERENCES**

### **Emerging Markets and Bottom of the Pyramid: opportunities for Brazil 2020**

- A land of contrasts: A Portuguese Cultural heritage;
- The emerging middle class vs the Bottom of the Pyramid;
- Major regional differences and vocations;
- The productivity challenge;
- Agribusiness : Sustaining growth and leadership and;
- Many opportunities, but a difficult business environment.

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**March 25, 2014**

**08h00 – 10h00: Prof. Decio Zylberstajn (FEA/USP)**



Prof. Zylberstajn is a Professor at the University of São Paulo since 1989 (Economics of Organization). He is an Agricultural Economist, holds a Masters in Rural Economy from the University of Sao Paulo (1979), a Master's in Economics from North Carolina State University (1981), a Ph.D. in Economics from North Carolina State University (1984), and a Post-doctorate from the University Of California Berkeley (1995).

## **CONTENT AND REFERENCES**

1. Introduction to the institutional perspective.
2. Brazilian Business Environment (exploring some particularities).
3. One Brazil or many different countries? (exploring institutional variability).
4. Discussing Agribusiness Systems in Brazil, as one of the most competitive systems in the world.

### Examples

Case 1: Costs to start up a business (including empiric paper).

Case 2: Property rights institutions and costs of transaction.

### Discussion

The institutional perspective of business environment will be discussed. The heterogeneity of Brazilian institutions will be stressed, with particular focus on agribusiness. Two empiric studies will be delivered. A study of start-ups and a study of intellectual property rights in the biotech business.

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**March 25, 2014**

**10h15 – 12h15: Prof. Luciana Yeung (INSPER)**



Full time Professor at Insper (Instituto de Ensino e Pesquisa), São Paulo, Brazil, and Associate Dean of the Undergraduate Programs at this School. She got her Doctorate in Economics from the São Paulo School of Economics (Escola de Economia de São Paulo, Fundação Getúlio Vargas/EESP-FGV), her Master's in Applied Economics and in Industrial Relations, both from the University of Wisconsin, Madison (USA), and her Bachelor in Economics from the University of São Paulo. She was a visiting researcher at the Boalt Hall School of Law, University of California, Berkeley (USA). Her research interests are: Law and Economics, Institutional Economics, Applied Microeconomics and Labor Relations.

### **CONTENT AND REFERENCES**

1. Overview of the legal institutions affecting investors and business in Brazil.
2. Recent history of the Brazilian economy and institutions-building.
3. Analysis of some indicators that measure the quality of institutions.
4. Exercise of predicting the future of the Brazilian economy.

#### Reports:

WORLD BANK: "Doing Business in Brazil 2014"

PwC: "Doing Business and Investing in Brazil 2013"

The results of some academic papers and some book chapters will also be discussed during the lecture.

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**March 26, 2014**

**08h00 – 11h15: Prof. Isabela Curado (FGV/SP)**



Isabela Baleeiro Curado holds a Ph.D. in Business Administration from FGV, SP, and a Bachelor degree on Social Science from the University of São Paulo. She is a Professor in Organizational Behavior and Management, from the General and Human Resources Management Department in FGV, and the Director of the Doing Business in the Brazilian Chapter, from the World Bank. She has held several positions at FGV/EAESP such as the Associate Dean of CEDEA (Center for Teaching and Learning Development). At present, her research interests are mainly on the subjects of Community Development in Protected Areas, Protected Areas Management and Innovation in teaching and learning.

### **CONTENT AND REFERENCES**

#### **Doing Business in Brazil (II): Organizational Structures, Corporate Culture, Human Resources**

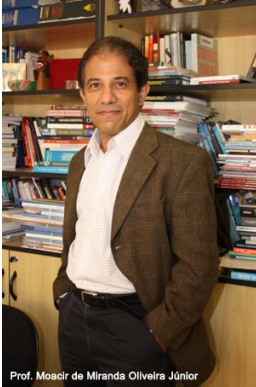
This lecture will offer a general overview of Brazilian Business Environment, considering the challenges faced by the country's regional differences, national culture, and labor market.

1. Brazilian National Culture in a Historical Perspective;
2. Regional differences: understanding heterogeneity;
3. Organizations in Brazil: a brief overview;
4. HR challenges.

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**March 27, 2014**

**08h00 – 12h15: Prof. Moacir de Miranda Oliveira Jr. (FEA/USP).**



Associate Professor in Business Administration at the University of São Paulo, he holds a Ph.D. and Masters in Business Administration from the University of Sao Paulo, including a scholarship programme at the University of Cambridge - Judge Business School in England. Extension course conducted by the Harvard Business School (2009 and 2010).

**CONTENT AND REFERENCES**

**Brazilian Companies Doing Business in/with Europe: Expectations and Experiences, and  
'Strategy and Innovation from Brazilian Multinationals'**

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