
Rosana SILVEIRA REIS

Department: Economics, Market and Society
Professor in Human Resource Management
Faculty Position: Associate Professor

- Elected Country Representative to represent France in the EURAM Council of Country Representatives (2021 to 2024)
- French Coordinator at MIG.EN.CUBE Project – International Research Consortium sponsored by Erasmus+

A brief about me, born in Brazil, I have been living in Europe since July 2004. I have spent six years in Italy, where I defended my Ph.D. at the University of Bologna, and the last eleven years in France where I'm currently Associate Professor at ISG - Paris. I have 35 years of experience in Human Resources, 15 of them as a manager in large companies in Brazil. As a manager, due to my strategic position in the market, I was invited to give seminars in MBA courses, and over five years I accumulated (in parallel) both experiences when I opted for an academic career in 1999. In 2000 I received my Scientific Master's in Business Administration from the Federal University of Santa Catarina (Brazil) and in 2010, my Ph.D. in Management (Italy).

Since 2000 I have been teaching Human Resource Management, International HRM, Organization Behaviour, Management of Innovation, and Doing Business in America. Following the International Partnership Program at ISG, I am also a visiting professor at Fundação Dom Cabral – FDC in Brazil (one of the most renowned business schools in Executive Education in the world) and Invited Professor in MBA and master's programs at IMPS Business School in Brno (Czech Republic), and in Italy at University of Bologna and at University Cattolica del Sacro Cuore in Rome and Milano.

In my research, I am working in the cross-border of Organization Behaviour, Innovation, and Entrepreneurship. My focus is on Ecosystems of Innovation, Culture, Creativity in Global Teams, and Leadership. My research has appeared in books and international journals published in English, Portuguese, and Chinese languages. Nowadays I'm France Coordinator of the project "*Fostering MIGrant Entrepreneurship inCUBation in Europe*" which is centrally coordinated in Italy by Unibo. The project is financed by Erasmus+ and our aim here is to investigate barriers and limitations found for the immigrants to open their own business. In the end, we will also propose a mapping of the incubators in France, Italy, and the Netherlands, and develop MOOCs that can upgrade the knowledge of the incubator operators who work directly with these immigrants.

Teaching Areas

Course 1: Human Resource Management and Organization Behavior

Course 2: International Human Resource Management

Research Interests

Interest 1: Immigration, startups, and Innovation Culture

Interest 2: Identity, authenticity, platform work, and HRM

Interest 3: Creative process, leadership, and global teams

Education

2010: PhD in Management Sciences, University of Bologna, Italy
2000: MSc in Business Administration, University of Santa Catarina, Brazil
1996: Specialization: Coordinator for Interpersonal Development Groups and Specialist in Group Dynamics, Associação Brasileira de Dinâmica de Grupo, Brazil
1994: MBA, Amana Key Group, Brazil
1992: Policy and Strategy, ADESG - Escola Superior de Guerra, Brazil
1985: Master (post graduate) in Marketing, FAE Centro Universitário, Brazil
1984: Master (post graduate) in Human Resources, FAE Centro Universitário, Brazil
1981: Graduation in Pedagogy, Tuiuti University, Brazil

Teaching Experiences

2010 (to now) Permanent professor at ISG International Business School, Paris - France

January 2015 to now - Associate Professor of Human Resource Management
September 2010 to December 2014 - Assistant Professor

Invited professor:

January 2019 to 2022: Invited Professor for the Master's in Pharmacy Management (*Organizzazione e gestione della farmacia*) to teach the course "HRM for Healthcare" (in Italian language) at Università Cattolica del Sacro Cuore, Roma-Italy.

May 2021 to 2022: Invited Professor for the Master's in International Business to teach the course "International People Management" (in English) at Università Cattolica del Sacro Cuore, Milan-Italy.

September 2018 to 2021: Invited Professor for the Master's in Healthcare Management, to teach the course "Management and Innovation in Health & Social Services" (in English) at Università Cattolica del Sacro Cuore, Roma-Italy.

May 2015 to 2021: Invited Professor for the Master in-Service Management to teach the course "Human Resource Management and Leadership (in English) at University of Bologna – Campus Rimini, Italy.

May 2015 to 2020: Invited Professor for the Master's in Tourism Degree Program to teach the course "Organization Behavior" (in English) at University of Bologna – Campus Rimini, Italy.

December (2018 and 2019): Invited professor for the Master's in Health Economics and Management, to teach the course "Fundamentals in Healthcare Management" (in English) at University of Bologna - Campus Bologna, Italy.

September to November (2018 and 2019): Invited professor at ESCP Europe, to teach the course "Human Resource Management", Paris, France.

2011 to 2016: Visiting Professor of IHRM at FDC – Fundação Dom Cabral, Belo Horizonte-Brazil
According to the Financial Times, Fundação Dom Cabral is elected, for the 11th consecutive year, the best business school in Latin America. FDC, founded in 1976, in Belo Horizonte (MG-Brazil), occupies

the 17th place in the overall ranking, in 2016 occupies the 10th place in the 'Open Programs' and 28th position in the 'Customized Programs'.

2010 to 2015: Invited Professor of Cross-Cultural Management and International Human Resource in MBA programs at IMPS Business School in Brno, Czech Republic

2009: Invited Professor of Organization Behavior at ESSEC, Cergy-France

2003 to 2005: Invited Professor in MBA program at UNICURITIBA, Brazil

1994 to 1999: Invited Professor in MBA program at FAE Centro Universitário, Brazil

1999 to 2004: Permanent Lecture Professor at Positivo University, Curitiba-BR

Activities developed:

- Teaching: Human Resource Management (160 hours/year) and Organization Behavior (80 h/year)
- Consultation in the elaboration and execution of Managerial Development Programs
- Development and facilitation of courses in personnel administration, negotiation, and leadership
- Program consulting to develop new talents for the mobile company TIM (2001 and 2002)
- Supervising and administration of trainees (1999 to 2003)
- Supervising exchanging program between companies and universities (1999 to 2003)
- Teaching the disciplines: Human Resource management, Organization Behavior, Leadership and Negotiation for graduation and post-graduation courses.

Keynote Speaker

- February 2021 and 2022: Lions Clube Foundation - Scuola Superiore Maurizio Panti, Rimini, Italy
Lecture: *Gestione delle Risorse Umane (Human Resource Management)*
- October 2019: Career Submit – Seminário na Câmara Municipal do Porto, Portugal.
Lecture: *Gestão Internacional de Pessoas (International People Management)*
- September 2019: International Conference in Administration. Ponta Grossa, Brazil.
Lecture: *Competences needed to compete in the 4th Industrial Revolution*
- April 2019: IX International Conference on Human Resources Research and Intervention. Porto, Portugal.
Lecture: *Living the trends: the role of HRM in the digital age.*
- September 2015: Forum of City Halls from Rio de Janeiro State. Rio de Janeiro-RJ, Brazil.
Lecture: *Leadership in Public Sector working in a global environment.*
- December 2013: 3o. Forum of Managers from Secretary of Administration of Goiás. Goiania-GO, Brazil.
Lecture: *How to innovate: the commitment of the leaders*
- September 2013: Brazil National Forum of Secretaries of Administration State – 91° CONSAD, Belém-PA, Brazil. Lecture: *The Evolution of Leadership in the Public Sector.*
- August 2013: Forum "The scope of the law" for the Delegates of Federal Police of Brazil, Brasilia-DF, Brazil. Lecture: *Identity and Leadership.*

- June 2013: II International Congress of Management at FEEVALE University.
Lecture: *Innovation and Human Behavior*, Novo Hamburgo-RS, Brazil.
- May 2013: MINAS Benchmarking Center of Innovation. Belo Horizonte-MG, Brazil
Lecture: *Innovation & Organization Behavior*,
- July 2011: Social entrepreneurship: Broking knowledge in the future & Knowledge Management Conference. Valencia, Spain.
Lecture: *Knowledge integration in globally distributed teams: the social side of the creativity*.

Professional Experiences

1997 – 1999: Branch Manager, Manpower, Brazil

Mainly activities:

- Settlement of the branch (physical, logistical and human aspects)
- In charge of Paraná and Santa Catarina States
- Market analysis, prospecting and follow-up
- Meaning find contracts with Chrysler, Brose, Vallourec, Robert Bosh, Sonae Group, Global Telecom, among others

1993 – 1997: Director, RReis & Associates – Business Consulting, Brazil

- Worked together with AMANA-KEY Group (Sao Paulo) in Executive Education, being in charge of Curitiba Branch;
- Coordination of national and international courses, workshops, congresses and seminars.

1986 – 1993: Manager of Human Resources, SERPRO – Brazil

Managerial performances:

- Human Resource Manager Department
- Counselor for the President - Director (Brasília - DF)
- Vice Manager of Human Resources Department
- Manager for Personnel Hiring and Development Sector

1985 – 1986: Human Resource Analyst, Banestado Informatica, Brazil

Activities developed: Responsible for the implementation of Career Plan.

1984 – 1985: In charge of Personnel Development, Automaton Industria e Comercio, Brazil

Activities developed: Responsible for the implementation of Salary Plan

Publications

Journals

2021: Reis, R.S., Quental, C. & Van-Heck, E. "When three is better than two: How culture can bridge collaboration in globally distributed teams". *M@n@gement* (CNRS =2; FNEGE = 2; HCERES = A)

2021: Vicentini, M., Reis, R.S., Cappiello, G. & Casoli, D. Sensing the virus: How social capital enhances the hotels' ability to cope with the pandemic. *International Journal of Hospitality Management*, 94. ref: 102820 (Impact Factor =5,410; ESSEC= 1; FNEGE =3)

2015: Reis, R.S. Creative process within globally distributed teams: Brazil, Sweden, France, and India. *Management and Organization Studies Journal*, 2(1).

2015: Spinosa, L.M., Schlemm, M.M & Reis, R.S. Brazilian Innovation Ecosystems in perspective: Some challenges for stakeholders. – *REBRAE – Revista Brasileira de Estrategia (Brazilian Strategy Journal)*, 8 (3): 386- 400. <http://www2.pucpr.br/reol/pb/index.php/rebrae?dd1=15894&dd99=view&dd98=pb>

2012: Curzi, Y. & Reis, R.S. Bridging rigor and relevance: Weber's research approach to understand knowledge integration in creative processes spanning over time and space. *International Journal of Organization Analysis*, 20(1): 82-94.

Under Review

2021: Reis, R.S., Curzi, Y. & Bolzano, D. Managing and resisting precarity: Multi-level evidence from Brazilian digital content creators. Special issue – Social Diversity and Precarity Organizations – *Organization Studies*

2022: Sant'Anna, A.S., Reis, R.S., Campos, L.F.S. & Batista, M.A.R. The representation of women in Brazilian popular music. *The Journal of Development Studies*.

2022: Reis, R.S. Trust as output (or input?) of collaboration in globally distributed teams: an empirical study of R&D area. *Technology Analysis & Strategic Management Journal*.

Working papers

2022: Curzi, Y., Reis, R.S. & Bolzano, D. The (in)authentic BookTubers: Constructing identities in platform work (target: *Journal of Management Studies*; paper accepted & presented at JMS Special Issue Virtual Workshop "Extending to work": February 2022)

2021: Bolzano, D., Curzi, Y & Reis, R.S. Managing and resisting precarity: A multi-level framework (target: *Academy of Management Review*; paper accept & presented at AMR Idea Development Workshop on "Developing Theories Informed by Latin American and Caribbean Experiences", November 2021).

Book

2019: Reis, R.S. *Valores organizacionais e políticas de RH: Uma dimensão interativa (Organizational values and HR policies: An interactive dimension)* Novas Edições Acadêmicas.

Chapters

2021: Spinosa, L.M., Reis, R.S. & Schlemm, M.M. Brazil's innovation ecosystems: The role of cultural factors. In McMurray, Muenjohn & Weerakoon (Eds.), *Workplace Innovation across Developed and Developing Countries*. Palgrave Handbook.

2020: Baniski, G.M., Reis, R.S., Fernandes, B.H.R. & Pupo, F.P., High Performance Work Systems in a cross-cultural context: Comparing multinational plants in Sweden and Brazil. In R. Brunet-Thornton (Ed.), *Examining Cultural Perspectives in a Globalised World*. ICI Global.

2016: Salum, F., Reis, R.S. & Tadeu, H. Innovation management reflexions: A Brazilian market perspective. In A. Brem & E. Viardot (Ed.), *Evolution of Innovation Management – Trends in an international context*. Book translated and published in China for Tsinghua University Press.

http://www.tup.tsinghua.edu.cn/bookscenter/book_06281901.html

2016: Spinosa, L.M., Schlemm, M.M & Reis, R.S. A process-based approach to support entrepreneurship and innovation ecosystem management – A Brazilian Trial. In Fini R., Grimaldi R. 2016. "Process approach to academic entrepreneurship: evidence from the globe", *World Scientific Publishing*, ISBN 978-981-4733-42-7 (v4).

2015: Schlemm, M.M.; Spinosa, L.M. & Reis, R.S. [Report] *New paradigms of innovation: Leading practices and policies for the new stage* (Novos Paradigmas de Inovação: Conduzindo Práticas e Políticas para o Novo Estágio). Order of the Brazilian Ministry of Science, Technology, and Innovation.

2014: Reis, R.S. & Quental, C. Global Talent Management in Brazil: *Jeitinho* as a managerial talent. In Ariss, A.A. (Ed.), *Global Talent Management – Challenges, Strategies and Opportunities*. Switzerland: Springer International Publishing: pp 123-140.

2013: Salum, F., Reis, R.S. & Tadeu, H. Innovation management reflexions: a Brazilian market perspective. In Brem, A. & Viardot, E. (Ed.), *Evolution of Innovation Management - New ways for innovations in an international context*. Basingstoke, UK : Palgrave Macmillan.

2011: Reis, R.S. & Curzi, Y. Knowledge integration in creative process of globally distributed teams. In Al-Shammari, M. (Ed.), *Knowledge Management in Emerging Economies: Social, Organizational and Cultural Implementation*. Hershey, PA: IGI Global Press.

Case study

2020: Sassi, N., Reis, R.S., & Lelebina, O. Meubles du Plexin: The forgotten RH dimensions. Centrale de Cas et de Médias Pédagogiques – CCMP, in *Management of Human Resources*, Ref : H0667(GB).

Under Review

2021: Reis, R.S. & Casoli, D. "Managing Riviera Romagnola hotels in COVID-19 times: A case study of Misano Adriatico, Italy". The Case Centre.

News paper

2005: Pires, P., Bastos, A.P., Reis, R.S. & Yamamoto, C. *Entrepreneurial Life* (Empreendedorismo - 1 - Vida Empreendedora). Vol. 1 ; Curitiba: 13 de Junho 2005, Special supplement to the *Journal Gazeta do Povo*.

2005: Reis, R.S., Bastos, A.P., Pires, P., Prates, R.P. & Yamamoto, C.S. *The use of Creativity* (Empreendedorismo - 2 - O uso da criatividade). Vol. 2; Curitiba: 14 de Junho 2005, Special supplement to the *Journal Gazeta do Povo*.

2005: Bastos, A.P., Pires, P., Prates, R.P., Reis, R.S. & Yamamoto, C. *Survive and Grow* (Empreendedorismo – 5 – Sobreviver e crescer). Vol. 5; Curitiba: 17 de Junho 2005, Special supplement to the *Journal Gazeta do Povo*.

Didactic Editions

2002: Didactic Folder: Appraising job positions through the Point-Scoring Methodology (Avaliação de cargos através do Método de Pontos). [Fernandes, B. & Reis, R. S.] - Didactic Folder:

2003: Video Lesson: *Evaluation of Performance* (Avaliação de Desempenho), realized by DTCOM – Educação e Comunicação Corporativa (<http://www.dtcom.com.br>), 2003.