

EDUCATION

Ph.D. Candidate in Business Administration with concentration in Marketing and specialization in International Business, Georgia State University, Atlanta, U.S., 2023 (current)

- Dissertation: The Agility Construct: Conceptualization and Application
- Supervisor: Dr. S. Tamer Cavusgil

Master of Science in Strategy - Business Administration, COPPEAD Graduate School of Business - 1998

- Thesis: *Strategic Alliances: Conceptualization, Systematization and Evaluation*
- Supervisor: Dr. Angela da Rocha

Specialization in Oil and Gas Engineering, Petrobras University - 1987

Bachelor of Engineering – Specialization in Civil Engineering, Military Institute of Engineering, Brazilian Army - 1986.

RESEARCH EXPERIENCE

Research Assistant, Industrial Extension Export Program August 2017 – June 2018

Brazil Trade and Investment Promoting Agency, Operational Center, Rio de Janeiro, Brazil.

- Developed and facilitated an International Market Selection workshop with operational tools and database to support 20 SMEs selecting their target markets
- Developed and applied International Pricing Strategies considering Incoterms and Pricing Strategy.
- Support the identification for international markets expansion projects for audiovisual, cosmetics, food and beverage sectors.
- Supported SME in planning and organizing their operations to operate abroad.

Research Assistant, The Bank of Boston Chair in Strategic Management June 1996 – Nov. 1997

COPPEAD Graduate School of Business, Rio de Janeiro, Brazil.

- Responsible for collecting and organizing data to update eight Brazilian case studies.
- Development, coordination, and follow-up of the case studies for teaching purposes.

TEACHING EXPERIENCE

Graduate Teaching Assistant Spring 2021 & Spring 2022

Georgia State University, J. Mack Robinson Business School, Atlanta, Georgia, United States

- Developed, taught, and facilitated two 80-hours course for undergraduates: BUSA 3000 - Globalization and Business Practices - (Student's evaluations: 4.8/5 – Spring 2021- online; Spring 2022 – in-person)

Guest Lecturer
2004

December 2001 – August

COPPEAD Graduate School of Business, Federal University of Rio de Janeiro, Brazil.

- Participate in the program committee for the graduate program in Entrepreneurship;
- Subjects: Strategic Planning, Business Management, Fundamentals of Finance, Entrepreneurship and Business Planning.

Coordinator and Assistant Professor

January 1998 – July 2001

Cândido Mendes University, College of Business, Rio de Janeiro, Brazil.

- Elaborated, launched and coordinated the Entrepreneurship Management Graduate Program;
- Subjects: Strategic Planning, Business Management, Fundamentals of Finance, and Business Planning

PUBLICATIONS

Pinho, C.R.A., Pinho, M. L. C., Deligonul, S. Z., & Cavusgil, S. T. (2022). The agility construct in the literature: Conceptualization and bibliometric assessment. *Journal of Business Research*, 153, 517-532.

Pinho, M. L. C., da Rocha, A., & **Pinho, C.R.A.** (2022). International licensing by emerging market SMEs in the audiovisual industry. *Creative Industries Journal*, 1-22.

Ku, S.; Cavulsgil, S. T., Ozkan, K., **Pinho, C.R.A.**; Pinho, M.L.; Poliakova, E.; Sanguinetti, F.; Sharma, S. (2020). “The Great Lockdown Recession and International Business.” *Rutgers Business Review*, Vol. 5, No. 1, pp. 113-135.

Pinho, M. L. C.A. & **Pinho, C. R. A.** (2019). Lottie Dottie Chicken Goes International: How the Brazilian Creative Industry Expands Internationally via Licensing. *Rutgers Business Review*, 4(1).

Pinho, M.L.C.A.; Rocha, A.; Giovanninni, C.; **Pinho, C.R.A.** (2017). “Monica and Friends: The challenge to internationalize”. *Emerald Emerging Markets Case Studies*, Vol. 7 Issue: 2, pp.1-26, <https://doi.org/10.1108/EEMCS-06-2016-0139>

CONFERENCE PRESENTATIONS AND PROCEEDINGS

Pinho, M.L.C.A. & **Pinho, C.R.A** (2021). Globalization & Values - How Territorial Identity and Social Globalization Impact Cultural Values. *Academy of Management (AOM)*. July 29 - August 4. Online

Pinho, M.L.C.A.; Pinho, C.R.A; Rocha, A.; (2019). International Licensing by Firms in the Animation Industry: Contrasting Theory and Practice. *Academy of International Business - Southeast Chapter (AIB-SE)*. San Antonio, TX. October 17-19.

Pinho, C.R.A.; Rocha, A.; Pinho, M.L.C.A. (2019) “Alliances as an Entry Mode alternative in SME’s Internationalization – A Bibliometric Study”. CIMAR 2019, 28th. Annual CIMAR Conference Consortium for International Marketing Research. International Conference. Ankara, Turkish.

Pinho, M.L.C.A., Rocha, A, **Pinho, C.R.A** (2019) International Licensing as an International Marketing Entry – Challenging the Theory in the Audiovisual Industry Practice. *Academy of International Business (AIB)*. Copenhagen, Denmark. June 24-27.

Pinho, M.L.C.A., **Pinho, C.R.A.**, Rocha, A.; Contractor, F.J. & Velez-Calle, A. (2019). International Licensing: A Bibliometric Study in the Business Literature. *Academy of International Business Latin America* (AIB-LAT). Cochabamba, Bolivia. March 14-16

Pinho, M.L.C.A.; **Pinho, C.R.A.**; Rocha, A. (2018). Mapping Licensing in Business and International Business: A bibliometric Study. In CIMAR 2018, 27th Annual CIMAR Conference Consortium for International Marketing Research. International Conference. Atlanta, USA.

Pinho, M.L.C.A.; **Pinho, C.R.A.**; Rocha, A. (2018). Licensing in the internationalization of Brazilian firms in the creative industries –A multiple-case study. In CIMAR 2018, 27th Annual CIMAR Conference Consortium for International Marketing Research. International Conference. Atlanta, USA.

Pinho, M.L.C.A.; **Pinho, C.R.A.**; Rocha, A. (2018). Theoretical Map of Licensing in Business – A Bibliometric Study. In AIB 2018, Academy of International Business Annual Meeting. Minneapolis, Minnesota, USA.

Pinho, C.R.A.; Rocha, A.; Pinho, M.L.C.A. (2017) “O Uso de Alianças Como Modo de Entrada na Internacionalização de Pequenas e Médias Empresas – Um Estudo Bibliométrico” (*Alliances as an Entry Mode alternative in SME’s Internationalization – Bibliometric Study*). Paper presented at VIII Business and Accounting National Conference. Rio de Janeiro, Brazil.

Silva, G.F.; Pinho, M.L.C.A.; Rocha, A.; **Pinho, C.R.A.** Alex Atala e a Promoção da Gastronomia Brasileira (Alex Atala and the Brazilian Gastronomy Promotion) Proceedings of XI ESPM Conference/Symposium , São Paulo. v. 1. p. 1 - 17.

VOLUNTEER ACADEMIC EXPERIENCE

Academy of International Business History Committee
Jul 2021

Since

Member of the IB Teaching History Subcommittee

WORK EXPERIENCE

PETROBRAS OIL COMPANY
1988

June 2016 – June

Planning and Procurement Manager

June 2016 - January 2014

E&P LIBRA PRESAL FIELD, a consortium between Petrobras Oil Company, Shell (UK/NE), Total (FR), CNPC and CNOOC (Chinese), Rio de Janeiro, Brazil.

Sales Executive Manager

December 2013 -

February 2012

Lubes Production Executive Manager

September 2009 – January

2012

PETROBRAS RETAILING COMPANY , Rio de Janeiro, Brazil.

Chief Administrative and Finance Officer

August 2006 - August

2009

GASLOCAL S.A., Joint Venture on Liquefied Natural Gas between Petrobras Oil Company and Praxair (US), Rio de Janeiro, Brazil.

Sales Manager

November 2004 - July 2009

BOLIVIA - BRAZIL GAS DUCT TRANSPORTATION COMPANY (TBG), a Joint Venture between Petrobras Oil Company, Shell (UK/NE), British Gas (UK), and Total (FR), Rio de Janeiro, Brazil.

Gas Natural Sales Manager December 2000 – October 2004
NATURAL GAS BUSINESS UNIT, Rio de Janeiro, Brazil.

Upstream Project Manager September 1999 - December 2000
INTERNATIONAL BUSINESS UNIT, Rio de Janeiro, Brazil.

Upstream Operational Manager June 1988 – September 1999
E&P-CAMPOS BASIN, Macae, Brazil.

LANGUAGES

English – Advanced | Spanish – Intermediary | Portuguese - Native

REFERENCES

- S. Tamer Cavusgil [Dissertation advisor]
Regent's Professor, Fuller E. Callaway Professorial Chair
Georgia State University
stcavusgil@gsu.edu
- Leigh Anne Liu [Dissertation committee member]
Professor, Fulbright-Hanken Distinguished Chair
Georgia State University
laliu@gsu.edu
- Attila Yaprak [Dissertation external committee member]
Historian, the Academy of International Business (the AIB)
Professor of Marketing and international Business
Director, Doctoral Programs
Mike Ilitch School of Business
Wayne State University

October 2022