



Rosana SILVEIRA REIS

Department: Management
Professor in Human Resource Management
Faculty Position: Associate Professor

Rosana SILVEIRA REIS has 31 years of experience in HRM, 15 of them she had been a Manager in large companies. Since 2000 she has been teaching HRM, IHRM, Organization Behaviour and Cross Cultural Management in graduation and MBA courses. Currently, she is Associate Professor at ISG - Paris, France. She is also regular visiting professor at Fundação Dom Cabral – FDC, Brazil and Invited professor in MBA programs at IMPS Business School in Brno (Czech Republic) and at University of Bologna (Italy). In 2000 she received her scientific master in Business Administration from the Federal University of Santa Catarina (Brazil) and in 2010, her Ph.D. in Management from the University of Bologna (Italy). Her research focuses on Culture and Innovation, Creativity, Leadership, International HRM, Cross-Cultural Management and Global Teams.

Teaching Areas

Course 1: Human Resource Management
Course 2: International Human Resource Management
Course 3: Organization Behavior
Course 4: Cross-Cultural Management

Research Interests

Interest 1: Innovation Culture
Interest 2: Leadership and HRM

Interest 3: Creative process 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: Post Graduate in Marketing, FAE Centro Universitário, Brazil
1984: 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/Visiting professor:

2015 to 2017: Invited Professor of HRM and Leadership at University of Bologna, Italy

<https://www.unibo.it/sitoweb/rosana.reis/teachings>

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 Master Professor of Human Resource Management at UNICURITIBA, Brazil

1994 to 1999: Invited Master Professor of Human Resource Management, FAE Centro Universitário, Brazil

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

Activities developed:

- 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.

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

Academic Article

2016: Salum, F., Reis, R.S. & Tadeu, H. Innovation management reflexions: a Brazilian market perspective. In Brem, A. & Viardot, E. (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: 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)*.

<http://www2.pucpr.br/reol/pb/index.php/rebrae?dd1=15894&dd99=view&dd98=pb>

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

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.

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.

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.

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*.

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

Working papers:

Reis, R.S., Quental, C. & Van-Heck, E. "Creativity performance of globally distributed team: A cocktail of Brazilian *Jeitinho*, French *Bricolage*, and Swedish Kalmar";

Reis, R.S., Schlemm, M.M. & Spinosa, L.M. "Understanding trust within globally distributed teams"

Fernandes, B.H.R., Pupo, F.P., Baniski, G.M. & Reis, R.S. "High Performance Work Systems deployment in different cultural contexts: a comparison between Sweden and Brazil"

Reis, R.S., Sant'Anna, A. & Quental, C. "Global leader and National Culture: managing HR in a cross-cultural environment";

Salum, F., Reis, R.S. & Schlemm, M.M. "Innovation process in midsize companies on emerging economies: A discussion of the Brazilian context"

Reis, R.S. & Salum, F.A. "Organizational structure improving the relations in a global context": nominated by the chair of International Management Division (AOM) among of the three finalists for the prize "The Robert H. Schaffer Award for the Best Paper in Applied International Management";

Reis, R.S., Curzi, Y. & Righi, H. Organizing a franchisee organization: An organizational innovation in services.

Video Lesson:

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

Conference Presentations

EURAM – European Academy of Management

EURAM 2017 – European Academy of Management, Glasgow, UK
Chair of Track – T 03_13 Entrepreneurship and Intrapreneurship: Developing Innovation Culture through Managers and Academic Actions

EURAM 2016 – European Academy of Management, Paris, FR
Chair of DWG – Entrepreneurship and Intrapreneurship: developing innovation culture

EURAM 2015 – European Academy of Management, Warsaw, PO
Track: Organization Behavior
Reis, R.S. Sant'Anna, A. & Quental, C. "National culture and global leadership: A cross cultural study"

EURAM 2014 – European Academy of Management, Valencia, ES
Track: Organizational Behavior
Reis, R.S. & Schlemm, M.M. "Understanding the trust dynamics in creative process of globally distributed teams"

EURAM 2013 – European Academy of Management, Istanbul, TU
Vice-chair Track: Identity in organizations: Challenges and opportunities

EURAM 2012 – European Academy of Management, Rotterdam, NL
Vice-chair Track: Identity in organizations: Challenges and opportunities

EURAM 2011 – European Academy of Management, Tallin, ES
Track: Organizational behavior: new frontiers in the 21st century
Reis, R.S. & Chevalier, F. "Managing creativity in a cross cultural context"

EURAM 2009 – European Academy of Management, Liverpool, UK
Track: International Management, Leadership and HRM. Reis, R.S.

EGOS CONFERENCE

EGOS 2015 – Athens, GR
Sub-theme: Organizing Organizations: Dynamics and Variation
Reis, R.S., Curzi, Y. & Righi, H.M. "An Organizational Innovation in a Franchise Company"

EGOS 2014 – Rotterdam, NL
Sub-theme: Language and Leadership
Reis, R.S.; Sant'Anna, A. & Quental, C. "Global leader: The interplay between traits of Brazilian national culture and transformational leadership"

EGOS 2012 – Helsinki, FI
Sub-theme: Design for Global organization

Reis, R.S. & Salum, F.A. "The redesign of global structure of innovation: the case study of Vallourec Group"

EGOS 2011 – Gothenburg, SE

Sub-theme/workshop: The Challenges of Organizing in Emerging Economies

Reis, R.S.; Heck, E. & Quental, C. "Creativity and innovation in reassembling organization's context: The case study of VM line in Brazil"

EGOS 2010 – Lisbon, PO

Sub-theme 6: Assembling Global and Local: Practice-Based Studies of Globalization in Organization.

Reis, R.S. & Curzi, Y. "Assembling knowledge and people over time and space"

Sub-theme 18: Practices of Coordination and the Coordination of Organizational Practices

Reis, R.S. "The actual ongoing process of coordinating cooperation in globally distributed teams"

EGOS 2009 – Barcelona, ES

Sub theme: New ways to work: Organizing work and working practices.

Reis, R.S. & Salum, F.A.

EGOS 2008 – Amsterdam, NL

Sub theme: Breakdown of Trust Relations in Organizations

Reis, R.S. & Schlemm, M.M.

EGOS 2007 – Vienna, AU

Sub theme: Professional service organizations and knowledge-intensive work

Mattarelli, E.; Reis, R.S. & Tagliaventi, M.

ACADEMY OF MANAGEMENT CONFERENCE

AOM 2013 - Orlando, FL

Finalists for the prize "The Robert H. Schaffer Award for the Best Paper in Applied International Management"

Reis, R.S. & Salum, F.A. "Organizational structure improving the relations in a global context"

AOM 2011 – Texas, USA

Chair of PDW: "Global competencies: East and West, the pursuit of the complementarities"

AOM 2010 - Montreal, CA

Divisional Paper Session (oral presentation)

Reis, R.S. & Curzi, Y. "Understanding knowledge integration over time and space"

Chair of PDW: Competences and Organizational Learning;

Critical Management Studies Workshop

Reis, R.S. & Curzi, Y. "Bridging rigor and relevance: Weber's research approach to understand knowledge integration in creative processes spanning over time and space"

AOM 2009 – Chicago, USA

Critical Management Studies Division
Reis, R.S. "Unfolding creative process in GDT"

OTHERS CONGRESS

- IAMOT 2013
22nd International Conference for Management of Technology
Righi, H.; Salum, F.A. & Reis, R.S. "*The Barriers to Innovate in Brazil*"
- ENANPAD 2012 – Rio de Janeiro, BR
XXXVI Encontro – Tema: Gestão de Ciência, Tecnologia e Inovação
Reis, R.S. & Van Heck, E. "Demystifying the Creative Process by Globally New Product Development Teams"
- CCC 2012 – Berlin, DE
Culture, Communication and Creativity Conference
Reis, R.S.; Van Heck, E. & Quental, C. "Creativity performance of globally distributed engineering team in Brazil, France and Sweden"
- INBAM 2010 – Valencia, ES
International Network of Business & Management Journals - "Creativity and Innovation in an International Context"; Track: Human Resources Management
Paper: Unfolding creative process in development of new products within globally distributed teams

Responsible for the organization of:

INTERNATIONAL WORKSHOP OFFSHORING OF INTANGIBLES, 2007
Alma Mater Studium, Bologna (IT)

ORGANIZATION ACTION THEORY WORKSHOP, 2007
Responsible for organization of the Seminars in Brazil for groups of teachers and MBA students in August 2007. Universidade Positivo, Curitiba (BR)

VI and VII CONPARH
Paraná Congress of Human Resources, 1996 and 1997, Curitiba (BR)

ABTD CONGRESS
Brazilian Association of Training & Development, 1993, Curitiba (BR)

Languages

- Portuguese (native language)
- English (fluent)
- Italian (fluent)
- French (intermediate) and

- Spanish (reading).

Professional Associations

Participant in the Research Groups:

Innovation Policy and Practice for Sustainable Industrial Development

Coordinator: Marcos Muller Schlemm (PUC – Brazil) and John Danner and Clark Kellogg (Haas School of Business, USA)

Strategy, Competence and People Management Research Group GP-ECGP – Positivo University

Coordinator: Bruno Fernandes (Positivo University, Brazil)

<http://strategyrgpu.blogspot.com.br/>

The FROG (French Research Organization Group)

Coordinator: Susan Schneider

<http://frog-research.org/category/about-us/#sthash.DQocBxgW.dpuf>

Member of:

- AOM - Academy of Management;
- EGOS – European Group of Organisation Studies
- EURAM – European Academy of Management