



Rosana SILVEIRA REIS

Department of Economics, Markets & Society
Faculty position: Associate Professor of Human Resource

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Rosana SILVEIRA REIS has 32 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 visiting professor in Brazil at Fundação Dom Cabral – FDC, and Invited professor in MBA programs in Italy at at University of Bologna and Cattolica University of Rome. 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 and Organization Behavior
Course 2: International Human Resource Management
Course 3: Cross-Cultural Management
Course 4: Doing Business in America

Research Interests

Interest 1: Innovation Culture

Interest 2: Leadership and HRM

Interest 3: Creative process and global teams

Interest 4: Startups and Healthcare

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 Experience

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:

May (2015 to 2020): Invited Professor for the Master's in-Service Management and in Tourism Degree Program (Disciplines: Human Resource Management; and, Organization Behavior, both in English) at University of Bologna, Italy

September (2018 and 2019): 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.

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, Bologna – Italy.

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

January 2019 and 2020: 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.

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:

- 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

- 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.*

Other Professional Experience

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

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

2019: 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 Brunet-Thornton, R. (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 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)*, 8 (3): 386- 400.

<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:

Video Lesson:

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

Conference Presentations

ACADEMY OF MANAGEMENT CONFERENCE

AOM 2018 – Chicago, USA

International Management Division Paper Session (oral presentation)

Reis, R.S., Quental, C. Van Heck, E. "Creative process of globally distributed teams: The shades of flexibility"

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"

EURAM – European Academy of Management

EURAM 2019 - European Academy of Management, Lisbon, PT

Track: Organization Behavior

Reis, R.S., Spinosa, L.M., & Schlemm, M.M. "Globally distributed teams as a collaborative practice towards innovation"

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

Track: Organization Behavior

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

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, SP

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, EN
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 2018 – Tallinn, EN

Sub-theme: Managers and Managerial Behavior in countries in transition

Kakarika, M., Mascia, D. & Reis, R.S. “Am I scientist or a founder? An identity reconstruction model of professionals becoming entrepreneurs”

Sub-theme: Global Forms of Work and Multinational Enterprises

Baniski, G.M., Reis, R.S. & Bulgacov, S. “Global Work and Dynamic Capabilities: How Cultural Differences enable Dynamic Capabilities in Project teams in MNE”

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: 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: 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, SP

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.

OTHERS CONGRESS

- IRBAM 2017 – Nice, FR
8th International Research Meeting in Business and Management
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”
- IAMOT 2013 – Porto Alegre, BR
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. & Qental, C. “Creativity performance of globally distributed engineering team in Brazil, France and Sweden”
- INBAM 2010 – Valencia, SP
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)

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.DQocBx9W.dpuf>

Member of:

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

Languages

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