



Johnson  
Cornell  
SC Johnson College of Business



**Lourdes Casanova**

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**Linkedin** [www.linkedin.com/pub/lourdes-casanova/](http://www.linkedin.com/pub/lourdes-casanova/)

[http://en.wikipedia.org/wiki/Lourdes\\_Casanova](http://en.wikipedia.org/wiki/Lourdes_Casanova)

<http://www.johnson.cornell.edu/Emerging-Markets-Institute>

<https://ecommons.cornell.edu/handle/1813/66953>

<https://orcid.org/0000-0003-3524-1499>

<http://ssrn.com/author=101715>

**Scopus Author ID: 8247449300**

**Google scholar**

<https://scholar.google.com/citations?user=EYdvwEAAAAJ&hl=en> Citations 1433 h-index 6

[ISNI: 000000043486929X](https://scholar.google.com/citations?user=EYdvwEAAAAJ&hl=en)

Amazon author <https://amzn.to/3gQpmPf>

<https://www.johnson.cornell.edu/faculty-and-research/faculty/lc683>

Web of science Clarivate: JUV-2710-2023

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Research Interests

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- Emerging markets
- Emerging market multinationals
- Corporate Social Responsibility in emerging multinationals
- Women in business in Latin America
- Family business networks
- Innovation in emerging markets

## PROFESSIONAL EXPERIENCE

### Leadership positions

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2014 – now Gail and Roberto Cañizares **Director Emerging Markets Institute**  
<https://www.johnson.cornell.edu/emerging-markets-institute/>

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2020 – 2023 **Co-Director** with Arnab Basu and Christopher Marquis (and Shanjun Li after January 2022)  
**Emerging Markets Theme** <https://business.cornell.edu/faculty-research/themes/emerging-markets-theme/> EMI in collaboration with CICER at Dyson

**Co-chair** Global Strategy and Emerging Markets Conference 2023 (October 12-14, Copenhagen Business School) -2022 (SFU Vancouver, Canada), 2020 and 2019 at Cornell S.C. Johnson college of Business Cornell University  
<https://events.cornell.edu/event/fifth-annual-global-strategy-and-emerging-markets-conference-gsem-theme-competing-in-the-digital-world-7007>

**Co-chair** Global Strategy and Emerging Markets Conference May 8-10, 2019 at University of Texas, Dallas  
<https://www.johnson.cornell.edu/emerging-markets-institute/programs/global-strategy-and-emerging-markets-conference/>

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2012- now S.C. Johnson School of Management, Cornell University  
Senior Lecturer of Management and Director of the Emerging Markets Institute

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### MBA Teaching

2019 – now NBA 6370 **Current Global Issues for Business: the US, Europe, China, Latin America and beyond.** Taught with Gustavo Flores-Macías. Associate Vice Provost for International Affairs and Associate Professor of Government Cornell University

2019 – now NBAY5550 **Entrepreneurship and Alternative Finance in Emerging Economies.** Cornell Tech MBA. Taught with Peter Cornelius, Managing Director, Chief Economist Investor Relations. Alpinvest. Carlyle

2016 – now NBA 5260 **Leaders in Emerging Markets: In Search of Global Opportunities.** MBA Program. S.C. Johnson School of Management. Cornell University.

2016-now NBAE 6440 **Disruptive innovative companies from China and other Emerging Markets** Executive MBA Program. S.C. Johnson School of Management. Cornell University.

2012 – 2019 NBA 6440 **Competition from Emerging Markets: The new Emerging Multinationals.** MBA Program. S.C. Johnson School of Management. Cornell University.

2014-now **NBA 5920: International Management: Colombia trek** in collaboration with Universidad de los Andes, Bogotá, Colombia and Connect Americas from the Inter-American Development Bank (since 2017) including Consulting projects for Colombian MSMEs.

2013 **International Management Practicum MBA Program.** Johnson School of Business. Cornell University in collaboration with ESCP Paris/Madrid.

2014 – now NMI 5000, Directed Reading and Research, 1 section

2018-2021	Visiting Professor, Wenzhou University, China
1989-2013	Lecturer, Affiliate Professor, Strategy Department INSEAD, France-Singapore Teaching: MBA and Executive Education
1989-2013	Lecturer, Affiliate Professor, Strategy Department INSEAD Teaching: MBA and Executive Education
2011-2013	<b>Emerging multinationals from Brazil and Latin America</b> – Design and development of teaching material, taught MBA program INSEAD in the Singapore and Fontainebleau campus.
2008-2013	<b>Field trip to Brazil</b> - Design and development of teaching material, MBA program INSEAD in the Singapore and Fontainebleau campus.
1999-2008	<b>Strategies for Latin America</b> - Design and development of teaching material, MBA INSEAD in the Singapore and Fontainebleau campus.
2008- 2012	<b>Innovation</b> - Design, direction and teaching of INSEAD executive education program in collaboration with Confederação Nacional da Indústria (CNI, Brasil).
2004- 2008	<b>CIMP program for Cemex</b> - Design, direction and teaching of INSEAD executive education program in collaboration with Stanford University and Tec de Monterrey.
2000- 2012	<b>Competitive Strategy</b> - Direction, design and teaching of INSEAD executive education program in collaboration with Universidad Adolfo Ibáñez from Chile.
2000-2012	<b>Customized Executive Programs</b> - Teaching in programs for Alcatel, Alstom, EADS, Henkel and in 'open programs' for executives such as Marketing Telecoms.
2003-2007	<b>BBVA</b> - Design, direction and teaching of 8 INSEAD executive education programs for 500 top executives of BBVA.
2003-2005	<b>Telefónica</b> - Design, direction and teaching of 5 INSEAD executive education programs for 300 top executives of Telefónica.

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#### Awards/Honors

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2024 Honorary Professor Amity University in Dubai. February 14, 2024.

<https://www.youtube.com/watch?v=tez2mjmUq4U>

2017, 2014 and 2015. One of the 30 most influential Iberoamerican women intellectuals by Esglobal, published by the Foundation for International Relations and Dialogue (Fundación para las Relaciones Internacionales y el Diálogo Exterior, FRIDE), offspring of Foreign Policy en español).

<https://www.esglobal.org/30-intelectuales-2017/> <https://www.esglobal.org/visibilizar-talento-femenino-iberoamerica/>

2014 and 2015 One of the 50 most influential Iberoamerican intellectuals by Esglobal, published by the Foundation for International Relations and Dialogue (Fundación para las Relaciones Internacionales y el Diálogo Exterior, FRIDE), offspring of Foreign Policy en español).

<http://www.esglobal.org/50-intelectuales-iberoamericanos-de-2015/>

<http://www.esglobal.org/los-50-intelectuales-iberoamericanos-mas-influyentes-2014/>

1987-1989 Fulbright Scholarship

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## **SERVICE Board/Advisory Council Memberships/Nominating committees**

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### **Service Activities Internal to Cornell/Board Membership**

2022-2023	Cornell Global Public Voices Fellows. Mario Einaudi Center for International Studies. <a href="https://news.cornell.edu/stories/2022/12/global-public-voices-fellows-speak-out-democratic-threats">https://news.cornell.edu/stories/2022/12/global-public-voices-fellows-speak-out-democratic-threats</a>
2022-now	Part of Fintech Affiliated scholars <a href="https://business.cornell.edu/about/fintech/expertise-programs/">https://business.cornell.edu/about/fintech/expertise-programs/</a>
2021-now	Global Hubs Mexico Task Force. Office of VP International Affairs, Cornell University
2021	Member of the Sage Image Taskforce
2021	Member Reappointment committee John Tobin, Professor of Practice of Corporate Sustainability at Dyson, Cornell S.C. Johnson College of Business.
2020-now	Laidlaw Faculty Projects <a href="https://einaudi.cornell.edu/laidlaw/laidlaw-faculty-projects">https://einaudi.cornell.edu/laidlaw/laidlaw-faculty-projects</a>
2020	Member Reappointment committee Neil Tarallo, Senior Lecturer of Entrepreneurship at Hotel School, Cornell S.C. Johnson College of Business.
2019-2021	Elected Member representing the RTE Faculty at the Faculty Policy Committee. Cornell S.C. Johnson College of Business
2015-2020	Chair Academic Standards Committee at S.C. Johnson School of Management
2015-now	Member of the Graduate Faculty CIPA (Cornell Institute for Public Affairs)
2015-now	Faculty Advisor Brazilian Student Association (BRASA) at Cornell University
2016-now	Faculty Fellow. Family Business Institute. Cornell S.C. Johnson College of Business.
2016-now	Member of the Steering Committee. Latin American Studies Program (LASP). Einaudi Center. Cornell University. <a href="https://einaudi.cornell.edu/programs/latin-american-studies-program/people/steering-committee">https://einaudi.cornell.edu/programs/latin-american-studies-program/people/steering-committee</a>
2017-now	Advisor of Rawlings Cornell Presidential Scholars: John Ninia (Cornell 2022) and Michael Pocrress (Cornell 2021)
2016-now	Faculty Affiliate Cornell Program on Infrastructure Policy (CPIP) <a href="http://www.human.cornell.edu/pam/cpip/people.cfm">http://www.human.cornell.edu/pam/cpip/people.cfm</a>
2015-2018	Faculty Fellow Atkinson Center for a Sustainable Future. Cornell University <a href="http://www.acsf.cornell.edu/about/people/fellows/">http://www.acsf.cornell.edu/about/people/fellows/</a>

2018 Member of International trips committee. Chair Mark Milstein  
 2013 Chair. Search Committee Director of the Family Business Institute  
 2016 Member. Search Committee Faculty Family Business Institute  
 2016 Member of taskforce Centers and Institutes. CCB  
 2016 Affiliate Member of the ISS collaborative Project on China's cities  
<http://socialsciences.cornell.edu/china/affiliates/>  
 2015 Member. Women in Faculty Tasforce.  
 2013- 2016 Member of the executive committee of Cornell Institute European Studies (CIES). Cornell University. <http://cies.einaudi.cornell.edu/>

### Service Activities External to Cornell/Board membership

2023-now Member Advisory Council for Center for International Business Acceleration (CIBA)  
<https://cibanewyork.com/people/>  
 2023-now Honorary committee of the Peruvian Journal of Management  
 2023-now Trustee Canning House, UK <https://www.canninghouse.org/about>  
 2016-2021 Member of the PhD committee of Eudes Lopes, PhD candidate Anthropology Department. Cornell University. Thesis Director: Viranjini Munasinghe, Associate Professor and Asian American Program and Pedro Erber, Associate Professor of Luso-Brazilian Studies. Cornell University.  
 2020-now Member of the editorial board Foreign Affairs Latinoamérica (FAL)  
<http://revistafal.com/quienes-somos/>  
 2019-now Member of the 2020-2021 Fulbright U.S. Student Program National Screening Committee  
 2018-2019 Editorial board member Hellyon. Elsevier. <https://www.heliyon.com/>  
 2018-now Co-editor in chief Journal of Evolutionary Studies in Business. RCUB. Economics Department. Universidad de Barcelona. Barcelona. Spain. <http://revistes.ub.edu/index.php/JESB>  
 2017-now Member of the *Spanish Leadership Network*. Fundación del Pino. Madrid. Spain.  
 2017-now Member of Management Journal Editorial Board RAUSP Revista Administração. Published University of São Paulo. <http://www.journals.elsevier.com/revista-de-administracao>.  
 2016-now Member of the Global and International Studies Program. Universidad de Salamanca. <https://globalandinternationalstudies.com/2017/03/03/lourdes-casanova-director-of-the-emerging-markets-institute-at-cornell-university-joins-the-faculty-of-our-global-and-international-studies-program/>  
 2016-now Member of the Faculty Expert Network. World Economic Forum.  
 2016-now Member of Editorial Board Manager Focus <http://www.managerfocus.com/quienes-somos/>  
 2016-now Member of International Advisory Council. Fondo Editorial. Universidad del Pacífico. Lima. Perú.  
 2014-now Founding co-curator Global Shapers Ithaca with Svante Myerick and advisor/mentor  
 2015-now Member of the Advisory Board Democracy Lab. Costa Rica. <http://www.democracy-lab.org/our-team/>  
 2015-now Member of the Scientific Committee IdA – European Union – Latin America - CERALE  
 2015-now Editorial Review Board. RAI - Revista de Administração e Inovação. Brazil  
 2015-now Steering Committee Competitiveness. World Economic Forum.  
 2015-now Senior Research Fellow Mr. & Mrs. S.H. Wong Center for the Study of Multinational Corporations <http://mnccenter.org/wong-center-news> <http://mnccenter.org/research-fellows-and-assistants>  
 2015 Member of the selection committee of the Tallberg Foundation Global Leadership Prize.  
 2015 Member of the selection committee Rolex Awards.

- 2015-now Member of the SAGE Business & Management advisory board <https://us.sagepub.com/en-us/nam/sage-business-cases>
- 2014-now Member of the Senior Editorial Board of the ‘International Journal of Emerging Markets’. Emerald Group Publishing  
<http://www.emeraldgrouppublishing.com/products/journals/journals.htm?id=ijoem>
- 2014-now Member of the executive committee Business Association Latin America Society (BALAS)  
[http://www.balas.org/about\\_executive.php](http://www.balas.org/about_executive.php) <https://youtu.be/65ccuQ0W654>
- 2014-2015 Global Business School Network’s (GBSN) Collaborative PhD Initiative (CPI) Mentorship Program. <http://www.gbsnonline.org/>  
In charge of coaching a PhD student in Lagos, Nigeria.
- 2014-now Member of the Board in North America. The Case Center (formerly ECCH)  
<https://bit.ly/386XiCd> <https://www.thecasecentre.org/AboutUs/executiveCommittee>
- 2012-now Member of Editorial board. Journal of Economics, Finance and Administrative Science. [www.elsevier.es/jefas](http://www.elsevier.es/jefas). Universidad ESAN.  
<http://www.emeraldgrouppublishing.com/services/publishing/jefas/index.htm>
- 2012-now Member of LEAD Board Programme. Global Compact. United Nations.
- 2014-now Member of the board of Directors. Boyce Thompson Institute for Plant Research.  
<http://bti.cornell.edu/about/leadership-2/board-of-directors-2>. Member of the external relations and Chair of compensation committees.
- 2013-2018 Member of the Latin America Competitiveness Lab Steering Board. Brazil, Mexico and Colombia. World Economic Forum.
- 2013- 2017 Member of the advisory board. Tompkins County Public Library. Ithaca, NY. <http://tcpl.org/>
- 2014-2017 Member of the NCE Standing Selection Committee: Natural Sciences and Engineering Research Council of Canada (NSERC), the Social Sciences and Humanities Research Council of Canada (SSHRC), the Canadian Institutes of Health Research (CIHR), Health Canada and Industry Canada. [http://www.nce-rce.gc.ca/About-APropos/Committees-Comites/StandingSelection-SelectionPermanent\\_eng.asp](http://www.nce-rce.gc.ca/About-APropos/Committees-Comites/StandingSelection-SelectionPermanent_eng.asp)
- 2011-2016 Member of the Global Agenda Council on Latin America. World Economic Forum.  
<http://www.weforum.org/community/global-agenda-councils>
- 2016-2019 Member of the Bretton Woods International Committee.
- 2007-2008 Member of the Strategic Research Grants Special Call in management, Business and Finance selection committee. Social Sciences and Humanities Research Council of Canada (SSHRC)
- 2008-2010 Member of the Global Agenda Council: The Future of Mobile Communications. World Economic Forum. <http://www.weforum.org/community/global-agenda-councils>
- 2010-now Member of the Advisory Committee European Union Brazil.  
<http://www.eubrasil.eu/en/advisory-board/>
- 2012-2013 Member of the ICT Innovation Task Force. B20. Los Cabos. <http://b20.org/technology.aspx>
- 2010-2013 Member of the Advisory Board European Union-Brazil <http://www.eubrasil.eu/en/advisory-board>
- 2009-2012 Member of the Nominating committee of the World Innovation Summit HIT: Global Entrepreneurship Competition-Barcelona.
- 2009- 2018 Board Member of My Documenta, a start-up on e-learning [www.mydocumenta.com](http://www.mydocumenta.com)
- 2006-2012 Founding board member of the *Société des Amis et Mécènes du Château de Fontainebleau*.  
<http://www.amisdefontainebleau.org>

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### Advisory roles at Cornell

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## Academic

- 2016-2021 Member of the PhD committee of Eudes Lopes, PhD candidate Anthropology Department. Cornell University. Thesis Director: Viranjini Munasinghe, Associate Professor and Asian American Program and Pedro Erber, Associate Professor of Luso-Brazilian Studies. Cornell University. Title of the thesis: *The death of the Nation-State*  
<https://anthropology.cornell.edu/eudes-prado-lopes>
- 2017-now Advisory of Rawlings Cornell Presidential Scholars: John Ninia (Cornell 2022) and Michael Pocress (Cornell 2021)

## Summer Internship

- 2016-now EMI summer internship in collaboration with Universidad de los Andes. Started with about six students/summer and this has increased to 20 in summer 2021. This program also includes Cornell undergraduate students since 2020.

## Community Building: Connecting Cornell with Ithaca

- 2014-now Founding co-curator and advisor/mentor to Global Shapers Ithaca with Mayor Svante Myerick as Founding co-curator. <https://www.globalshapers.org/hubs/ithaca-hub>

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## Other Teaching: Visiting Faculty

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- 2014 EGADE. *Tec de Monterrey*. Monterrey. Academic leader. 9-12 June 2014.  
<http://egade.mx/wps/wcm/connect/ebs/egade+business+school+nd/noticias+home/noticias/noticias95>  
<http://www.itesm.mx/wps/wcm/connect/ebs/egade+business+school+nd/news+home/news/news95>
- 2013 *Tec de Monterrey*. Guadalajara. Academic leader. 5-6 November 2013.
- 2011 *HEC Montreal*. 12 April.
- 2011 *ESADE, Barcelona* - MBA course: Doing Business Globally. 21 March.
- 2011 *Universitat Pompeu Fabra, Barcelona* – Master in International Business  
2 and 3 March and 1-2 December
- 2011 University of San Diego School of Business Administration -  
International Speakers Series. 23 February. "The Emergence of Latin American Multinationals"  
[http://www.sandiego.edu/business/centers/international\\_business/news\\_and\\_events/international\\_speaker\\_series.php](http://www.sandiego.edu/business/centers/international_business/news_and_events/international_speaker_series.php)
- 2010 *Latin American Center, University of Oxford* - Guest Lecturer.
- 2010 *Judge Business School, University of Cambridge* - Guest Lecturer.
- 2008-2012 *Instituto de Estudios Europeos, Universidad Autónoma de Barcelona* -  
Master course: Emerging Markets
- 2005-2012 University of Zurich - Executive MBA: Intercultural Management and  
Globalization in Latin America.
- 1996-1999 Haas School of Business, University of California, Berkeley - MBA course:  
Strategies for Latin America

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## Other Appointments/Regular Media Contributions

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2019-now	Opinion Column Agenda Pública. <a href="http://agendapublica.elpais.com/">http://agendapublica.elpais.com/</a>
2014-now	Opinion Column Latin Trade magazine (English and Spanish versions). <a href="http://www.latintrade.com">www.latintrade.com</a>
2014-now	Regular contributor to CNN en español
2014-now	Member of Judging Panel Outstanding Case Teacher category. The Case Center (formerly ECCH)
2011 – now	Reviewer of Strategic Management Journal
2010-now	Member of the Network of Interdisciplinary Research in Family Firms NIRFF. University of Barcelona. <a href="http://www.ub.edu/histeco/p4/eng/">http://www.ub.edu/histeco/p4/eng/</a>
2008-now	Member of Experts Committee Foreign Direct Investment and Development. Real Instituto Elcano
2008	Member of the Selection Committee of the Social Sciences and Humanities Research Council of Canada
2007	Member of the selection jury world women leaders '35 under 35. World Business. Funded by Shell and World Business - London. Reviewed at Women: Young Latina Leaders. <a href="http://www.bnamericas.com/ten/articulo.jsp?idioma=1&amp;documento=34">http://www.bnamericas.com/ten/articulo.jsp?idioma=1&amp;documento=34</a> . Edición 02, 2008
2007	Member of World Investment Network. Investment & Enterprise Division. United Nations Conference on Trade & Development (UNCTAD) – Geneva.
2002-now	Consultant Inter-American Development Bank
2003-2007	Member of the Management Committee of the European Union funded RESPONSE Research Project on Corporate Social Responsibility
2004-2010	Member of the Board of “Cuadernos de Estudios Empresariales” - Universidad Complutense. Madrid.
2006 -2008	Member of the Editorial Board. Business news Americas
1986	“Y ahora qué” Film about Spanish immigrants in Holland in collaboration with Universiteit van Amsterdam and the Ministry of Education of Holland

## EDUCATION

1995	Ph.D. (cum laude) in Philology, Universidad de Barcelona, Barcelona, Spain
1989	M.A. in Sociolinguistics, University of Southern California, Los Angeles, California
1986	M.A. in Linguistics. Universiteit van Amsterdam
1985	Fall Visiting Scholar Department of Education. University of California at Berkeley
1981	Licenciatura (con grado). Filología. Universidad de Barcelona
2017	Workshop in Global Leadership Fundación Rafael del Pino, September and, Belfer Center for Science and International Affairs. September.

## PUBLICATIONS

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### Journal Articles (reviewed)

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- Casanova, L. and Miroux A. 2023. Europa y los países emergentes en esta nueva fase de la globalización. Papeles de Economía Española. La Europa del Futuro. Nr. 177. Funcas. ISSN: 0210-9107. Madrid. Spain. <https://www.funcas.es/wp-content/uploads/2023/11/PEE-177-WEB-baja.pdf>
- Finchelstein, D., Casanova, L., Duque, J. G., & Andonova, V. 2023. The rise of digital entrepreneurship in Latin America. *Internext*, 18(1), <https://doi.org/10.18568/internext.v18i1.735>
- Casanova, L. 2021. En busca del sueño latinoamericano. Foreign Affairs Latinoamérica. Volumen 21. Número 4. Los Dilemas de Latinoamérica. Septiembre-diciembre 2021 <https://revistafal.com/fal-21-4/>



- Casanova, L. 2021. La pandemia, un punto de inflexión para las empresas españolas en Iberoamérica y en el mundo Documentos de Trabajo 48 / 2021 (2ª época). Madrid. Fundación Carolina.  
[https://www.fundacioncarolina.es/dt\\_fc\\_48/](https://www.fundacioncarolina.es/dt_fc_48/) ISSN-e: 1885-9119 DOI: <https://doi.org/10.33960/issn-e.1885-9119.DT48>
- Casanova, L. 2021. La Estrategia Comercial de Biden. ¿Será Latinoamérica una prioridad para el nuevo gobierno de Estados Unidos? Foreign Affairs Latinoamérica. Volumen 21. Número 1. Enero-Marzo 2021.  
<http://revistafal.com/la-estrategia-comercial-de-biden/>
- Casanova, L. 2020. *Las Multinacionales españolas ante un futuro incierto*. In *Geopolítica y Comercio en tiempos de cambio. Una mirada desde Barcelona*. P. García-Durán Huet and Eloi Serrano Robles (eds.) December 2020. Monografías CIDOB 79. ISBN: 978-84-92511-86-0 Barcelona.  
[https://www.cidob.org/es/articulos/monografias/geopolitica/las\\_multinacionales\\_espanolas\\_ante\\_un\\_futuro\\_incierto](https://www.cidob.org/es/articulos/monografias/geopolitica/las_multinacionales_espanolas_ante_un_futuro_incierto)  
[https://www.cidob.org/es/publicaciones/serie\\_de\\_publicacion/monografias/monografias/geopolitica\\_y\\_comercio\\_en\\_tiempos\\_de\\_cambio\\_una\\_mirada\\_desde\\_barcelona](https://www.cidob.org/es/publicaciones/serie_de_publicacion/monografias/monografias/geopolitica_y_comercio_en_tiempos_de_cambio_una_mirada_desde_barcelona)
- Casanova, L. 2020. El daño económico el covid-9 en Latinoamérica. Foreign Affairs Latinoamérica. Volumen 20. Número 3. ITAM. July/September 2020. <http://revistafal.com/fal-20-3/>
- Casanova, L. Anne Miroux et al. Emerging Multinationals Research Network (EMRN). 2019. Innovation in Emerging Markets: The Case of Latin America. 2019. Academy of International Business (AIB) insights. Special issue on Latin America. Vol. 9. Issue 2. Pages 8-12.  
[https://documents.aib.msu.edu/publications/insights/v19n2/v19n2\\_Article2.pdf](https://documents.aib.msu.edu/publications/insights/v19n2/v19n2_Article2.pdf)
- Casanova, L. & Anne Miroux (2019) [Chinese companies conquering the world: A descriptive analysis of the rapid rise of Chinese acquisitions](http://revistes.ub.edu/index.php/JESB/article/view/i059/0) Journal of Evolutionary Studies in Business, 2019  
<http://revistes.ub.edu/index.php/JESB/article/view/i059/0>
- Casanova, Ls. & Anne Miroux (2018) Emerging market multinationals and development. Transnational corporations review, special issue, Transnational Corporations Review, 10:4, 285-287, DOI: [10.1080/19186444.2019.1573599](https://doi.org/10.1080/19186444.2019.1573599)
- Casanova, L. & Anne Miroux (2018) **Emerging market multinationals reshaping the business landscape. (2018). Transnational Corporations Review. Transnational Corporations Review, Volume 10. Issue 4. Pages: 285-295. 2019-03-21 DOI: [10.1080/19186444.2018.1560241](https://doi.org/10.1080/19186444.2018.1560241).**  
<https://www.tandfonline.com/eprint/ChudRnH9FIjpxdgHs2PX/full?target=10.1080/19186444.2018.1560241>
- Casanova, L. Taotao Chen, Chen Chen & Run Xu (2019) Emerging multinationals from China and Latin America: a comparative analysis, Transnational Corporations Review, DOI: [10.1080/19186444.2018.1564469](https://doi.org/10.1080/19186444.2018.1564469)  
<https://www.tandfonline.com/doi/abs/10.1080/19186444.2018.1564469?journalCode=rncr20>
- Chen T, Chen C, Casanova L. 2016. *Outward FDI in China and Latin America: A Comparative Study*[J]. Journal of Latin American Studies, 2016, 38(4): 94-110. [http://en.cnki.com.cn/Article\\_en/CJFDTotal-LDMZ201604006.htm](http://en.cnki.com.cn/Article_en/CJFDTotal-LDMZ201604006.htm)
- Peña-Vinces, JC. Casanova, L. Guillen, J. & Urbano D (2016). *International Competitiveness of Small and Medium-sized Enterprises: Peru, a Latin-American Emerging Market*. **Emerging Markets Finance and Trade**. Pages: 1-20. DOI: [10.1080/1540496X.2016.1156525](https://doi.org/10.1080/1540496X.2016.1156525).
- Rullán S. and Casanova, L. (2015). *Innovation in Latin America: the Case of Mexico*. Special Issue of Dubrovnik International Economic Meeting in International Journal of Business and Economic Sciences Applied Research. Vol. 8 Issue 3: 59-68. December 2015. [http://ijbesar.teiimt.gr/volume8\\_issue3.php](http://ijbesar.teiimt.gr/volume8_issue3.php).

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- Casanova, L. Rodríguez-Montemayor, E. 2014. *The Bridge Model: The case of Spanish Multinationals building bridges between Asia and Latin America*. Business and Politics. DOI 10.1515/bap-2013-0028. Issue 3 (October 2014). pages 373-479. Published online 2014-04-04. <http://www.degruyter.com/view/j/bap.2014.16.issue-3/bap-2013-0028/bap-2013-0028.xml?format=INT>
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- Casanova L. & Meseguer M. 1999. **Telefónica - The Making of a Multinational.** INSEAD

#### SELECTED RESEARCH PROJECTS

- 2010-2012 **La internacionalización de la empresa vasca.** Orkestra.
- 2011-2012 **La inversión y el comercio entre Asia y Latinoamérica.** Casa Asia.  
Universitat Pompeu Fabra in collaboration with Barcelona's City Council.  
Report on trade and investment between Asia and Latin America.
- 2008-2011 **Innovalatino** 'Innovation in Latin America at the base of the pyramid' with OECD. To prepare a report on innovation in Latin America. Funded by Fundación Telefónica.  
[www.innovalatino.org](http://www.innovalatino.org)
- 2008-2011 **Goldman Sachs 10 000 women.** Funded by 10000 Women initiative of Goldman Sachs in collaboration with FDC from Brazil. Successful Women entrepreneurs at the bottom of the pyramid in Latin America.
- Reviewed on April 28, 2010. at *A Process of Rediscovery: INSEAD and Fundação Dom Cabral Learn from Each Other.*  
<http://knowledge.wharton.upenn.edu/10000women/article.cfm?articleid=6132>
  - Reviewed at <http://knowledge.insead.edu/economics-working-women-100127.cfm>
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- 2016** Research Supervision. Member of the Jury. Phd Thesis. **Estrategias de crecimiento de los conglomerados ecuatorianos: un estudio de cuatro grandes grupos.** 4th November 2016. Universidad del Rosario. Bogotá, Colombia.



- 2015 – 2016** Research supervision and Member of the Committee. PhD Thesis. Aguda Parra. **Triangulación Empresarial: España-China-Latinoamérica**. Facultad de Ciencias Políticas y Sociología. Universidad de Madrid. Spain.
- 2014 – 2015** Thesis advisor. Undergraduate Honors Thesis. Kaiwen Zhong. **Local Media Coverage and Its Relationship with Chin’s Outbound Mergers and Acquisition in developed Countries: Evidence from Canada, The United Kingdom and the United States**. Economics China and Asia Pacific Studies Minor. College of Arts and Sciences. Cornell University.
- 2007 – 2011** Research supervision. Phd Thesis. Samantha Rullán. **Co-director PhD thesis: Jordi Bacaria. Universidad Autónoma de Barcelona. Estudios de Postgrado. Estudios de Doctorado en Relaciones Internacionales e Integración Europea. Mención europea. Defense 20 July 2011. *Supra-National Innovation Systems: A Proposal for Latin America and the Caribbean***. Institute of European Studies. Universidad Autónoma de Barcelona.
- 2011 – 2013** **Research supervision. Thesis. Maurico Losada**. Co-director thesis: Veneta Andonova. Universidad de los Andes. Bogotá, Colombia. Defense 13 December 2013. *Internationalization strategies of emerging country multinationals (EMNCs): The Case of Multilatinas*.
- February 2012 **Research supervision. Thesis.** Part of thesis tribunal Thesis Josep Maria Coll Morell. 23 February 2012. *Aid Valuenomics: Institutionalization of the Linkages among Culture, Entrepreneurship, Endogenous development: A New Governance of an Innovative International Aid System: Lessons from The European Commission and Tanzania*. Director: Jordi Bacaria. Institute of European Studies. Universidad Autónoma de Barcelona.
- 2007-2009 **High Growth Companies**. Funded by Orkestra in San Sebastián, Spain.
- 2006-2009 **Emerging Multinational from Latin America**. Inter-American Development Bank/INSEAD. Funded by the Inter-American Development Bank.
- 2004-2007 **RESPONSE Corporate Social Responsibility in 16 Multinationals** with Bocconi University and University of Copenhagen. Funded by the European Union

#### PRESENTATIONS IN CONFERENCES/EVENTS/WEBINARS

- Casanova, L. 2024. Human Capital and Economic Growth. Panel presentation. Human Capability Initiative (HCI). Riyadh. Saudi Arabia, February 29, 2024. <https://humancapabilityinitiative.org/en/>  
<https://www.youtube.com/watch?v=XeqafRgpVuA>
- Casanova, L. 2024. **The last 10 years in Emerging Markets: from optimism to uncertainty**. Departamento de Económicas. Universidad de Valencia. Spain. January 29, 2024
- Casanova, L. Miroux, A. 2024. China innovation hubs and China Unicorns. February 23. At **CERALE – Universidad de San Andrés 2024 International Conference in Buenos Aires, February 21-23, 2024** "Risk Management, Crisis, and Resilience. Challenges for Public and Private Management in a Changing World" <https://cerale.eu/submission-deadline-extended-cerale-conference-february-2024-buenos-aires/>
- Casanova, L. 2023. Global Mind and Leadership. VinUniversity. December 21. Hanoi. Vietnam.
- Casanova, L. and Miroux, A. 2023. Presentation of EMI report 2023. November 3. Cornell Tech. NY.
- Casanova, L. and Miroux, A. 2023. Presentation of EMI report 2023. October 13. Global Strategy and Emerging markets conference. Copenhagen Business School. Copenhagen. Denmark.

- Casanova, L. 2023. The role of capital markets in eco-innovation. Financing a sustainable future. Innovation summit. September 28, 2023. São Paulo. Brazil <https://www.congressodeinovacao.com.br/en/>
- Casanova, L. 2023. *Restructuring of the Global Economy (ROGE) 2023 International conference. Session 7. Keynote Address. From Regional to global, Chinese companies continue their international expansion.* Centre for Business and Economic Research (CBER) of London, UK and the Faculty of Commerce and Business Administration, Future University, Egypt. Oxford. United Kingdom. 12<sup>th</sup> international Conference on August 7, 2023. [https://cberuk.com/important\\_dates&id=7062](https://cberuk.com/important_dates&id=7062)
- Casanova, L. 2023. Meeting sustainability targets. Part of the panel on **Unlocking the future readiness of Medium-sized companies.** World Economic Forum. Meeting of the New Champions. Tianjin. China. June 27. "Unlocking the future readiness of medium-sized companies"
- Casanova, L. 2023. *The role of SDGs & ESGs in emerging markets and multinationals.* Plenary Session. Triple Helix conference. La Salle University. Barcelona, Spain (virtual participation). June 26.
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- Casanova, L. 2023. *Unicorns from Emerging Markets.* Panel with Fernanda Cahen ESPM, in Brazil, Anne Miroux, (EMI), Diego Finchelstein Universidad de San Andres in Argentina. Scibiz2023. University of São Paulo. São Paulo (virtual participation), Brazil. June 21. <https://www.youtube.com/watch?v=xy6Tpi8YQC4>
- Casanova, L. 2023. *Sud Global: riscos i realiniaments.* Facultat de Economia i Empresa. Salo de Graus. Universitat Autònoma de Barcelona. Barcelona. June 13.
- Casanova, L. 2023.. The Future of Latin America. Latam Business Forum. Said Business School. Oxford University. June 12.
- Casanova, L. 2023. Promoting investment in new and sustainable economic sectors. OECD EMnet Business Meeting on Latin America, "New opportunities in an evolving landscape", Tuesday, June 6, 2023, at the OECD Conference Centre in Paris. 2 rue Andre Pascal.
- Casanova, L. 2023. Sur global: Riesgos y realineamientos. 13 de junio. 12 30pm. Ciclo de conferencia sobre Geopolítica. Programa Economía y Empresa. Facultad de Economía y Empresa Universidad Autónoma de Barcelona. <https://www.uab.cat/web/detalle-de-noticia/geopolitica-nuevo-ciclo-de-conferencias-1345697198445.html?noticiaid=1345859020562>
- Casanova, L. 2023. OECD EMnet working breakfast on digital inclusion in Emerging Markets. Friday 14 April at 8 30-10am. OECD Washington Centre. 1776 Eye Street NW. Suite 450. Washington DC
- Casanova, L. 2023. The Political Economy of an Emerging Power. May 5<sup>th</sup> Eco-Innovation and Brazil – US industrial cooperation. Cornell Tech. NYC. <https://events.cornell.edu/event/eco-innovation-in-brazil-and-us>
- Casanova, L. 2023. Just Transitions and NetZero: People, Organisations and Places. March 13. Said Business School. Oxford University. <https://www.sbs.ox.ac.uk/events/just-transitions-and-net-zero-people-organisations-and-places>
- Casanova, L. and Miroux A. 2023. Chinese companies going global. March 1. Cornell China Center. Oxford University <https://chinacentre.web.ox.ac.uk/home> <https://talks.ox.ac.uk/talks/id/2e0f2719-d917-437a-9f87-9e4ce1472c28/> <https://talks.ox.ac.uk/talks/persons/id/9b4ecef8-8a42-4d4d-b388-1de71e526b3a>
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- Casanova, L. 2023. New Opportunities for US-China Financial Cooperation. BNY Mellon. American Chinese Finance Association. February 23, 2023. <https://english.news.cn/20230228/1a6a0c87e4b14185b845b4ecddf0e6df/c.html>
- Casanova, L. 2023. Startups in India. February 22. Amity University. Delhi, India. <https://virtualevents.amizone.net/>
  - Casanova, L. 2023. España, la Unión Europea y América Latina: Una cooperación renovada para el desarrollo sostenible. Una iniciativa conjunta de la Fundación Carolina y la Fundación ICO. January 16, 2023. Casa América. Madrid. España. <https://youtu.be/Dxd1cf91x1w>  
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  - Casanova, L. 2022. Reflections on Entrepreneurship & Innovation in Emerging Markets. Future University in Egypt. Online presentation. November 15. [https://m.facebook.com/FutureUniversityinEgypt/photos/a.253164738067902/5904458106271842/?type=3&eid=ARAXR4fYP0J3-CarlzSUBMb0I3k8clI2J5HKuP356xBB3\\_iwAGA\\_TJbfnXKdrzi78unMFyYzEB-3sgfu](https://m.facebook.com/FutureUniversityinEgypt/photos/a.253164738067902/5904458106271842/?type=3&eid=ARAXR4fYP0J3-CarlzSUBMb0I3k8clI2J5HKuP356xBB3_iwAGA_TJbfnXKdrzi78unMFyYzEB-3sgfu)
  - Casanova, L. 2022. In the panel Diaspora Remittances and Pension Funds for Development in Africa in 'Innovative and Sustainable Finance in Post-COVID Africa'. October 20, 2022. Skylight Conference Room. Graduate Center, City University of New York, 365 Fifth Avenue, NY. <https://tfi4sdafrica.org/tfi4sd-2022/>
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  - Casanova, L. 2022. Imagine 5.0 Organized by Sebrae. September 20, 2022 <https://imagine5sebrae.com.br/>
  - Casanova, L. 2022. Latin America, Spain and the United States in the Global Economy Forum. The Yale Club, 50 Vanderbilt Ave. NYC. September 21, 2022 <https://www.spainuscc.org/public/ViewEventDetails?Type=EventDetails&TypeID=655>
  - Casanova, L. 2022. Imagine 5.0 September 20, 2022
  - Cahen, F.; Casanova, L.; Finchelstein, D.; Miroux, A. 2022. From Dust to Gold: The unprecedented growth of unicorns in Emerging Markets. Academia of International Business. July 8, 2022 at noon. Miami 2022. <https://www.aib.world/events/2022/>
  - Cahen, F.; Casanova, L.; Finchelstein, D.; Miroux, A.; Vasconcellos, S. 2022. Rising Fintech unicorns in Latin America: How to accelerate their development. Miami 2022. Academia of International Business Latin America. AIB-Lac 2022. July 5<sup>th</sup>, 2022 at 11am. <https://lac.aib.world/>
  - Cahen, F. Casanova, L, Finchelstein, D., Miroux, A., Borda, A. Buitrago, R., 2022. Innovation and international business after the pandemic. SciBiz. Science meets business. June 20, at 11am. University of São Paulo. São Paulo. Brazil. <https://scibizconference.com/livenow#> <https://scibizconference.com/>
  - Casanova, L.; Miroux, A.; Guillamon, B.; Aijazzudin, M.; Pavone, L.: *Presentation of EMI report 2021: Environmental-Social-governance Excellence: Building the future on ESG excellence*. 24 May 2022, 16:00 (CET). Dev Talks. OECD Development Center

- Casanova, L, Chau, Nancy, Karolyi, Andrew, Kanvur, Ravi and Christly, Ralph. Fifth college of business Faculty Panel on International Business and International Development. Friday, March 11, 2022, 2 30pm-4pm. 401 Waween Hall [Zoom Link](#)
- Casanova, L. and Garza, Felipe. 2022. The transformation of Alpek. In collaboration with Cornell Americas Program. February 8.
- Casanova, L. and al. 2022. The Decade of Emerging Markets. How ready are we? Launch of EMI report 2021. February 4. <https://www.facebook.com/ecornell/videos/1628916197472411>  
<https://ecornell.cornell.edu/keynotes/overview/K020422/>
- Casanova, L. and Ying Hua, Anne Miroux, Mark Mobius, Andrew Lim and Mihika Badjate. Does the Term 'Emerging Markets' still make sense? EMI, CCC in collaboration with eCornell. Cornell University. <https://ecornell.cornell.edu/keynotes/view/K120321/>  
<https://www.facebook.com/ecornell/videos/426873552262290>
- Casanova, L. And Anne Miroux. 2021 Innovation from Emerging Markets: From Copycats to Leaders. Chats in the stacks. Cornell University. November 23. 2021.  
[https://events.cornell.edu/event/innovation\\_from\\_emerging\\_markets](https://events.cornell.edu/event/innovation_from_emerging_markets)  
<https://www.youtube.com/watch?v=RTkm18SAUxo&feature=youtu.be>
- Webinar on the Future of Money: *How will innovative digital currencies and finance technology platforms impact society?* eCornell. November 4, 2021.  
<https://ecornell.cornell.edu/keynotes/overview/K110421a/>
- *Los dilemas de Latinoamérica*. En La Sociedad Internacional ante la pandemia. Hacia el fortalecimiento de la gobernanza y la cooperación XXXIV Congreso Annual Asociación Mexicana de Estudios Internacionales. October 22, 2021 in (Oct 22-24) <https://amei.mx/convocatoria-xxiv-congreso-anual-de-la-amei/>
- Panel on *What should we know about EMNCs and the politics of internationalization*. With A. Cuervo-Cazurra, R. Ramamurti, Andrei Panibratov, K. Meyes, P. Gammeltoft and S. Lundan The 7<sup>th</sup> Copenhagen conference on *Emerging Market Multinationals: Outward Investment* from Emerging Economies. October 14, 2021 [https://sf.cbs.dk/ofdi/conferences/2021\\_conference](https://sf.cbs.dk/ofdi/conferences/2021_conference)
- *Contra Viento y Marea: Mujeres líderes que dejan su legado para generaciones futuras*. September 22. 4pm. Asociación por la Diversidad Asociación Interamericana de Contabilidad.(AIC). <http://contadores-aic.org/asociacion-por-la-diversidad-aic-contra-viento-y-marea-mujeres-lideres-que-dejan-su-legado-para-generaciones-futuras/>
- *Innovación y Emprendimiento en Mercados Emergentes*. Facultad de Administración Universidad de los Andes, and Colombia competitiva <http://www.colombiacompetitiva.gov.co/> Bogotá, Colombia September 22, 2021. <https://www.facebook.com/centrodeemprendimientoUA/>  
[https://forms.office.com/Pages/ResponsePage.aspx?id=fAS9-kj\\_KkmLu4-YufucyrcHb-IzPkJPIY7po5OrgABUMVBFV0FYT1VFR0UxRIYzRjhSNIFZUzROWi4u](https://forms.office.com/Pages/ResponsePage.aspx?id=fAS9-kj_KkmLu4-YufucyrcHb-IzPkJPIY7po5OrgABUMVBFV0FYT1VFR0UxRIYzRjhSNIFZUzROWi4u)
- Transatlantic Economic Conference. US/Spain Chamber of Commerce. September 22, 2021 <https://www.spainuscc.org/public/ViewEventDetails?Type=EventDetails&TypeID=644>
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## LANGUAGES

- *Spanish and Catalan*: mother tongues
- *French and English*: fluent (spoken and written)
- *Dutch, Italian and Portuguese*: working knowledge
- *German*: basic knowledge