

Allegato alla domanda di partecipazione  
Curriculum formativo, didattico, scientifico e professionale del candidato

**Dichiarazione sostitutiva di certificazioni**

(Art. 46, D.P.R. 28 dicembre 2000 n. 445)

**Dichiarazione sostitutiva dell'atto di notorietà**

(da sottoscrivere davanti all'impiegato addetto o da presentare o spedire con la fotocopia di un documento di identità)

(Art. 47, D.P.R. 28 dicembre 2000 n. 445)

Estremi del bando di selezione	DR 905/2022
Informazioni aggiornate al	17.01.2023
Nome e Cognome	MAYER, BEATRICE MARIA ZANELATO FONSECA
Data di nascita	21/04/1974

**Esperienza professionale**

Periodo	Ente	Principali attività e responsabilità
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• Date (da – a) 2019 - Lecture and Supervisor at UNISUL since 2008 for undergraduate courses: business administration and international affairs, teaching international business, international business management, international marketing and foreign trade. Participating in research group in IB studies as supervisor of graduation course work.

2016 – Speaker in Piloto University in Colombia about Brazilian international business.

Consultant for Brazilian companies in internationalization process, in different projects for relevant institutions, as:

2015/2016: ANPROTEC – National association for scientific parks and companies' incubators. The project included transfer the methodology about softlanding, take-off and matchmaking services to promote support initiatives to residents' companies in specific innovation parks and incubators. The project include Tecnopuc (Porto Alegre –RS), Porto Digital (Recife – PE), Genesis – PUC Rio (RJ), COPPE – UFRJ (RJ), FUMSOFT (Belo Horizonte – MG), Agende Guarulhos (SP).

2015/2017 – Project Brazil IT Emerging players – APEX-Brasil and ANPROTEC. This project focused in mentoring, consultancy and training 10 Brazilians technology based companies, in internationalization process, specifically in these subjects: international partners, internationalization plan, market research, internationalization strategies.

2016 – CNI (National Confederation of Brazilian Industry) – PROSPECT Furniture. The project result in an international market research (desk research and in loco) for a group of companies in the furniture segment (12 companies from 4 provinces), to initialize the internationalization process with real market opportunities. In this case, the country selected was Chile.

2013-2017 – SEBRAE Nacional e IEA (Instituto de Estudos

Avançados) - Coordinator in E-learning about foreign trade.

2014 – BID (Inter-American Development Bank) and IDOM Consult (Spain) – This project was a qualitative research in a critical way to analyze three Brazilian cases of technological extension services: PEIEX, SIBRATEC, SEBRATEC.

2013 – CNI (National Confederation of Brazilian Industry) – PROSPECT TIC (ICT – Information and communication technology). The project result in an international market research (desk research and in loco) for a group of companies in the ICT segment (12 companies from 4 provinces), to initialize the internationalization process with real market opportunities. In this case, the country selected was Chile.

2013 – CNA (National Confederation of agriculture) and KNOWTEC Consulting - Development of contents in the attraction of foreign investments in Brazil for the agroindustrial sector, and agroindustrial production chains.

2009/2012 – CERTI Foundation – international business analyst for technology based companies.

2008 – SEBRAE SC e Knowtec – competitive intelligence analyst.

**Istruzione, formazione (es. titoli di studio, certificazioni professionali/linguistiche/informatiche)**

Data	Titolo / Principali tematiche	Ente
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PhD in Business Administration (Conceito CAPES 5). 2017 - 2022 Universidade do Vale do Itajaí, UNIVALI, Brasil. Title: The Temporalilty of Internationalization process Supervisor: Dinorá Eliete Floriani, Dra.  
Scholarship do(a): CAPES, Brasil.

Master's in business administration (Conceito CAPES 4). 2004 - 2006 Universidade Federal de Santa Catarina, UFSC, Brasil.  
Title: Incentivos à exportação brasileira: o impacto na competitividade do preço de exportação do setor moveleiro de Santa Catarina. Supervisor: José Alonso Borba, Dr.

Specialization in Organizational Consulting and Instruction. 2007 - 2008 Universidade do Vale do Itajaí, UNIVALI, Brasil.

Graduation in Administration with hab. in Foreign Trade. 1991 - 1996 Universidade do Vale do Itajaí, UNIVALI, Brasil.  
Title: Foreign investments in Brazil. Supervisor: Franceline Pantoja Diehl.

**Pubblicazioni / Convegni**

In relation to the participation in the: CALL FOR NR. 1 RESEARCH GRANT ART. 22 L. 240/2010 (TYPE B – GRANTS ON OTHER FUNDS). 13 - ECONOMICS AND STATISTICS - SSD SECS-P/10. CALL SECT. 13/B3 ORGANIZATION AND HUMAN RESOURCE MANAGEMENT. Title: "Spirulina Noa: the birth of an innovative ecosystem". Scientific Manager: Ordinary professor Prof.ssa Maria Chiara di Guardo Selection code: 53A-22

Publications – Papers published in Journals:
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□ Mayer, B. Z., Stuart, L. C., & Martignago, G. (2022). Integration of business units of WEG: how to generate positive externalities in the process of internationalization between business units of a global company?. *Internext*, 17(2).  
<https://doi.org/10.18568/internext.v17i2.661>

§ Mayer, B.Z. and Floriani, D.E. (2021), "The temporal dimension from the perspective of internationalisation: a theoretical discussion", *Critical Perspectives on International Business*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/cpoib-062020-0075>

§ Mayer, B. M. Z. F., Martini, P., & Roecker, R. (2021). I want to export but where to? A proposed method for selecting international markets. *Iberoamerican Journal of Entrepreneurship and Small Business*, 10(3), e1945-e1945. <https://doi.org/10.14211/regepe.e1945>

§ Floriani, D. E., Mayer, B., Damo Rossato, G., & Magnani, G. (2021). Is Time a Liability for International Permanence? An analysis of Uncertain Times. In *Academy of Management Proceedings* (Vol. 2021, No. 1, p. 15940). Briarcliff Manor, NY 10510: Academy of Management.

§ Mayer, B. M. Z. F., de Freitas, C. M., & Borba, J. A. (2010). Cooperação Inter-Industrial No Setor Moveleiro Entre Santa Catarina (Br) E A França: Uma Análise Preliminar. *FACEF PesquisaDesenvolvimento e Gestão*, 8(2).

§ Saurin, V., de Freitas, C. M., Zilio, A. D. C. S., & Mayer, B. M. Z. F. (2005). Instituições de ensino superior: estudo comparativo de receitas e despesas universidades públicas brasileiras, canadenses e americanas. *Maring Management*, 2(2).

Publications – Book Chapters published in the last 5 years:

- Mayer, B. M. Z. F., Floriani, D. E., & Amal, M. (2020). The Internationalization Speed of SMEs and their Long-term Sustainability in Foreign Markets. In *The Palgrave Handbook of Corporate Sustainability in the Digital Era* (pp. 109-130). Palgrave Macmillan, Cham.
- Mazon, G., Mayer, B. M. Z. F., Ribeiro, J. M. P., da Silva, S. A., de Amorim, W. S., Ribeiro, L. P. C., ... & Berchin, I. I. (2020). The Effects of Climatic Variations on Agriculture: An Analysis of Brazilian Food Exports. In *International Business, Trade and Institutional Sustainability* (pp. 321-348). Springer, Cham.
- Dalmollin, L.G., Mayer, B.M.F.Z., Rossato G., Silva, J.S., & Roecker, R. (2020). O grau e a velocidade de internacionalização de empresas: uma revisão da literatura. In *Produção e gestão sustentáveis: experiências e debates* (pp. 143-163). RIUNI.
- Silva, J., Mayer, B. M. Z. F., Roecker R., Autran, A., & Munzlinger, A. (2018). Avaliação das estratégias de marketing empregadas globalmente pela Zara e as características comportamentais da Geração Z. DOI: 10.19177/978-85-8019-206-3.153-179 . In *Tecnologias para sustentabilidade. Debates Interdisciplinares IX* (pp. 153-179). Ed. Unisul.
- Brognoli, N. R., & Mayer, B. M. Z. F. (2017). Análise dos elementos do distanciamento psíquico presentes no processo de internacionalização da empresa Natura Cosméticos S.A. In *Debates Interdisciplinares VIII* (pp. 215-233). Ed. Unisul

Congress - Papers Presented in the last 5 years:

- 2022 AIB LAC – Miami - USA
- Mayer, B., Floriani, D. E. & Magnani, G. (2021). The role of innovation-entrepreneurship ecosystem in the internationalization process. Poster. 12th Annual Conference of the Academy of International Business (AIB) Latin America and the Caribbean Chapter (AIB-LAC). July 1 – 3, 2022. Miami, United States. Mayer, B., Floriani, D. E. & Magnani, G. (2021). The role of innovation-entrepreneurship ecosystem in the internationalization process.
- 2022 International Business Review (IBR). Young IB Scholars Workshop (on line). Mayer, B., Floriani, D. E. & Magnani, G. (2021) IBR - Paper 2.4 The role of time pressure in the internationalization of high-tech firms. 14th January, 2022. On line (Zoom).
- 2022 EIBA – Oslo - Norway  
Mayer, B., Floriani, D. E. & Magnani, G. (2021). International Permanence in the internationalization process of firms. 47th EIBA Annual Conference 2022. (Approved as interactive paper but not presented yet. It will be hold in December 2022).  
Mayer, B., Floriani, D. E. & Magnani, G. (2021). International Permanence in the internationalization process of firms. Mayer, Beatrice. Floriani, Dinora. Magnani, Giovanna.
- 2021 AOM (on line)  
Floriani, D. E., Mayer, B., Damo Rossato, G., & Magnani, G. (2021). Is Time a Liability for International Permanence? An analysis of Uncertain Times. In *Academy of Management Proceedings* (Vol. 2021, No. 1, p. 15940). Briarcliff Manor, NY 10510: Academy of Management.

- 2021 IV° International Conference on Cluster Research – Florence- Italy  
Mayer, B., Floriani, D. E. (2021) The Role of Innovation and Entrepreneurship Ecosystem in the Firms' Internationalization Process.  
22-23rd September 2021 – University of Florence – Italy.
- 2021 EIBA – Madrid - Spain  
47th EIBA Annual Conference 2021. (Approved as competitive paper but not presented).  
Mayer, B., Floriani, D. E. & Magnani, G. (2021). Is Time a Liability for International Permanence? An exploratory analysis of four Brazilian high-tech firms.
- 2021 SEMEAD – SP - Brazil SEMEAD 2021 – USP- Brazil.  
Mayer, B., Floriani, D. E. & Magnani, G. (2021). The Role of Time in the Internationalization of Firms.
- 2020 XXIII SEMEAD – USP - Brazil  
Teaching Case - Integration between business units of a global company: the use of internal and external skills in the process of internationalization of business units of Weg. Apresentação no XXIII SEMEAD - Seminários em Administração, realizado na Universidade de São Paulo, dias 25, 26, 27 de novembro de 2010. Autores: Beatrice Maria Zanellato Fonseca Mayer; Leonardo Carneiro Stuart; Graciella Martignago
- 2020 AIB- LAC (on line)  
10th Annual Conference of the Academy of International Business (AIB) Latin America and the Caribbean Chapter (AIB-LAC formerly known as AIB-LAT). Diversification in the Era of Non-Normal. June 30th and July 1st, 2020 Virtual conference. The use of internal and external skills in the process of internationalization of business units of Weg (ID 76). Autores: Beatrice Maria Zanellato Fonseca Mayer, Universidade Do Vale Do Itajai (UNIVALI), Brazil; Graciella Martignago, Universidade Do Vale Do Itajai (UNIVALI), Brazil; Leonardo Carneiro Stuart, UNISUL, Brazil
- 2020 AIB- LAC (on line)  
10th Annual Conference of the Academy of International Business (AIB) Latin America and the Caribbean Chapter (AIB-LAC formerly known as AIB-LAT). Diversification in the Era of Non-Normal. June 30th and July 1st, 2020, Virtual conference.  
Temporal patterns and its effects on the sustenance of international operations: A theoretical discussion (ID 85). Autores: Beatrice Maria Zanellato Fonseca Mayer, Universidade Do Vale Do Itajai (UNIVALI), Brazil; Dinorá Eliete Floriani, Universidade Do Vale Do Itajai (UNIVALI), Brazil.
- 2019 SEMEAD – USP - Brazil  
Trabalho código 1023 - O Padrão Temporal e seus Efeitos na Sustentação das Operações Internacionais: Uma discussão teórica. Apresentação no XXII SEMEAD - Seminários em Administração, realizado na Universidade de São Paulo, dias 06, 07 e 08 de novembro de 2019. Autoras Beatrice Maria Zanellato Fonseca Mayer; Dinorá Eliete Floriani.
- 2019 SEMEAD - Sapiens Session – USP - Brazil  
O Padrão Temporal e seus Efeitos na Sustentação das Operações Internacionais: Uma discussão teórica. Apresentação na SESSÃO SAPIENS do XXII SEMEAD - Seminários em Administração, realizado na Universidade de São Paulo, dias 06, 07 e 08 de novembro de 2019. Autoras Beatrice Maria Zanellato Fonseca Mayer; Dinorá Eliete Floriani.
- 2019 AIB- LAT 9th Conference in Cochabamba - Bolivia "THE RELATION BETWEEN SPEED OF INTERNATIONALIZATION AND THE SUSTAINABLE

PERMANENCE IN INTERNATIONAL MARKETS", has been ACCEPTED for a POSTER session in the 2019 AIB-LAT Conference in Cochabamba, Bolivia. Autores: Beatrice Maria Zanellato Fonseca Mayer; Rejane Roecker. Poster.

- 2019 AIB- LAT 9th – Conference in Cochabamba - Bolivia International Experience of Managers And Cultural Intelligence as Propellers of the Speed of Internationalization of Technology-Based Companies", has been ACCEPTED for a POSTER session in the 2019 AIB-LAT Conference in Cochabamba, Bolivia. Autores: Rejane Roecker; Beatrice Maria Zanellato Fonseca Mayer. Poster.

- 2018 ENANPAD - PR, Brazil  
The Eclectic Paradigm as a Holistic Model to Analyze Subnational Determinants of FDI – Artigo. Autores: Claudia Beatriz Batschauer da Cruz; Beatrice Maria Zanellato Fonseca Mayer- Divisão Acadêmica:  
ESO - Estratégia em Organizações

- 2018 ENANPAD – PR, Brazil  
PDW ESO-MKT: 03/10/2018 - Artigo Tecnológico – Fast Track. QUERO EXPORTAR, MAS PARA ONDE? UMA PROPOSTA DE MÉTODO PARA SELEÇÃO DE MERCADOS INTERNACIONAIS. Autores: Beatrice Maria Zanellato Fonseca Mayer; Rejane Roecker; Claudia Beatriz Batschauer da Cruz; Pâmela Martini.

- 2018 - SMS – Strategic Managment Society – FGV, São Paulo, Brazil  
SMS Sao Paulo Doctoral Workshop Directors - March 15, 2018, in Sao Paulo at FGV. Projeto aprovado com bolsa integral para participação no evento. Orientadora: Dinorá Eliete Floriani, Dra. Avaliadores: Alvaro Cuervo-Cazurra e Jorge Carneiro.

Ca, 17.01.2023