

**CEMS Research Symposium  
Program**

**8:00-8:15** The good, the bad and the successful – how CSR leads to competitive advantage and organizational transformation by **André Martinuzzi** and Barbara Krumay (WUW)

**8:20-8:35** Identity Regulation through Corporate Codes of Conduct, by **Linda Harrison** (CBS)

**8:40-8:55** Responsible Competitiveness: Embedding CSR in Core Business Processes by Marc Vilanova (Esade) and Kanji Tanimoto (Hitotsubashi Univ)

**9:00-9:30** Discussion

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**9:30-9:45** Coffee Break

**9:45-10:00** Developing Sustainable International Entrepreneurial Ventures: The case of a Mexican restaurant in France by **María Fernanda Arreola** (EAESP-FGV)

**10:05-10:20** Effective Business Model Change in Entrepreneurial Ventures: The Roles of Venture Capital Firms and New Manager Additions by **Violetta Gerasymenko** (Nova SBE), Dirk De Clercq and Harry J. Sapienza

**10:25-10:40** Family Networks in Agriculture and innovative model aimed Certification and Internationalization Value Chain by Zilma Borges de Souza and Luciel Henrique de Oliveira (EAESP-FGV)

**10:45-11:15** Discussion

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**11:15-11:30** Coffee Break

**11:30-11:45** Regional Cooperation for Sustainable Development by **Ágnes Zsóka** and **Gyula Zilahy** (Corvinus)

**11:50-12:05** Beyond Masters and Monsters: Reframing Resistance to Change via Improvisation by **Miguel Pina e Cunha** (Nova SBE), Stewart Clegg (Nova SBE and UTS) and Arménio Rego (Univ Aveiro and UNIDE)

**12:10-12:25** The Political Ecology of Palm Oil Production: Eco-activism and Multinationals in Malaysia and Indonesia by Renato Orsato (EAESP-FGV), Stewart Clegg (Nova SBE and UTS) and Frank den Hond (VU Univ)

**12:30-13:00** Discussion

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**13:00-14:00** Lunch with CEMS Executive Board Members