

**CERALE - ESCP Business School and l'Institut des Amériques are pleased to invite you to the round table on**

**Latin America and Research Frontiers in International Strategy and Management: the Reorganization of Ecosystems, GVCs and Multinationals**

***Latinoamérica y las fronteras de la investigación en management y estrategia internacional. La reorganización de los ecosistemas, las cadenas de valor globales y las multinacionales.***

**April 11 at 6pm**

**Amphi Gélis - ESCP Business School  
79 avenue de la République - 75011 Paris  
English / Spanish, translation  
face-to-face and online mode**

This panel will illustrate how the current Latin American context constitutes a propitious terrain for the development of new multidisciplinary theoretical and methodological approaches to fundamental issues in management and strategy. The panel is especially beneficial for graduate students undertaking research in environments of emerging markets and also high uncertainty.

- How can research in Latin America reveal new ideas and solutions to major issues in international business?
- What are the new ecosystems that help emerging market firms to innovate and compete in global markets and value chains?
- How are firms and their stakeholders in Latin America creating solutions for their broader communities?

*Este panel ilustrará cómo el espacio latinoamericano constituye hoy un terreno propicio para la exploración de problemáticas de management que los contextos de crisis replantean de modo perentorio. Se dirige a todos aquellos que desarrollan estudios sobre este campo, especialmente a los doctorandos.*

- ¿Cómo puede la investigación en América Latina revelar nuevas ideas y soluciones a los principales problemas de los negocios internacionales?
- ¿Cuáles son los nuevos ecosistemas que ayudan a las empresas de los mercados emergentes a innovar y competir en mercados globales y cadenas de valor?
- ¿De qué modo las empresas y sus grupos de interés en América Latina están creando soluciones para sus comunidades en sentido amplio?

[Participation is free, registration is required](#)

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**Program**

**Prof. Florence Pinot de Villechenon (CERALE – ESCP):**

Opening words / *Palabras de bienvenida*

**Prof. Carlos Quenan (Institut des Amériques) and Hernán Manson (International Trade Centre):**

Introduction / *Introducción*

**Prof. Gerald McDermott (Darla Moore School of Business of the University of South Carolina):**

Networks, Public-Private Institutions, and Innovation Paths in Emerging Markets  
*El impacto de las redes y las instituciones en la innovación en los mercados emergentes.*

**Prof. Jorge Walter (Universidad de San Andrés & CERALE):**

Multiproduct-multichannel cooperative strategies and food security: the case of small family coffee producers.

*Estrategias cooperativas multiproducto-multicanal y seguridad alimentaria. El caso de los pequeños productores familiares de café.*

**Guest speakers:**

**Gerald A. McDermott** (Ph.D. MIT), is Professor of International Business and Moore Research Fellow at the Darla Moore School of Business of the University of South Carolina, where he is the Faculty Director of the Folks Center for International Business. He is also Senior Research Fellow at IAE Business School in Argentina and was a professor of Multinational Management at the Wharton School of the University of Pennsylvania for seven years. Dr. McDermott specializes in international business and political economy, particularly on issues of innovation, risk, corporate strategy, and institutional change in emerging market countries. He has thirty years of experience on these issues in manufacturing and agriculture, especially in East Central Europe and Latin America. Learn more on his Research [Website](#).

**Jorge A. Walter**, Principal researcher at de argentine Consejo Nacional de Investigaciones Científicas y Técnicas (CONICET), he has a Phd in Sociology of Work from Université Paris III. He is the director of [CICS](#) (Centre de Recherche pour une Culture de Sécurité) and of CERALE (Centre d'Etudes et de Recherches Amérique latine - Europe) at the Universidad de San Andrés and former President (2013-2016) of the Latin American Sociology of Work Association (ALAST). He has published in France: "Privatisations et relations de travail dans les telecommunications latinoaméricaines". Sociologie du Travail Volume 46, Numéro 1, 2004 ; « Les stratégies multi canal des producteurs dans la chaîne mondiale de l'agrumes à contre-saison ». Géographie, Economie et Société vol.9, n° 3, 2007 (with J. Ruffier) et « L'agir en sécurité : confiance, intelligence de la règle et coopération », In de Terssac G. et al., La sécurité en action. Octarès, 2009 (with M. Poy and A. Darmohraj).

**Carlos Quenan**, French - Argentine nationality, PhD in economics, professor of Economics at the Institut des Hautes Etudes de l'Amérique latine (IHEAL)/University Sorbonne Nouvelle, and Vice President of the Institut des Amériques. He is the author or co-author of more than sixty books and book chapters and numerous articles in scientific journals on international economic and geostrategic relations, regional integration and the macroeconomics of emerging countries, particularly Latin American and Caribbean countries.

**Hernán Manson**, Head Inclusive Agribusiness Systems at the International Trade Centre. He received his MA in International Public Affairs and Governance at the LUISS Guido Carli School of Government, Italy and holds a degree in Business Management from the Universidad de San Andrés, Argentina. He has been involved in promoting public-private partnerships for Agribusiness and Sustainable food systems since 2005. He regularly works with smallholder producer associations, Micro Small and Medium sized Enterprises (MSMEs), Agri-entrepreneurs, and Corporates in Africa, Latin America, the Caribbean and the Pacific regions. As part of his work under ITCs Agribusiness portfolio, Hernan has contributed to the adaptation and piloting of the SAFIN (SME Agribusiness Finance and Investment Network) Investment Prospectus work stream in several ACP countries.

**Florence Pinot de Villechenon**, PhD in International Relations, has headed the [CERALE](#) at ESCP Business School since 2002. She teaches International Business, International Relations and Geopolitical Issues. Her research and publications focus on Business Dynamics and Cooperation between Europe and Latin America, SME's Internationalization, Female Entrepreneurship and Big Events as Soft Power Tools.