

Curriculum Vitae

Joana Rodrigues Pereira

Contact Information

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EDUCATION

- 2013-2017 **PhD, ÉCOLE POLYTECHNIQUE FÉDÉRALE DE LAUSANNE – COLLEGE OF MANAGEMENT OF TECHNOLOGY (EPFL - CDM) - SWITZERLAND**
Ph.D. student since 2013 at the chair of Corporate Strategy & Innovation. Expected date for thesis defense: September 2017.
- 2011 **MSc, CATÓLICA-LISBON SCHOOL OF BUSINESS & ECONOMICS - PORTUGAL**
Master of Science in Business Administration, Major in Marketing and Minor in Strategy with an average grade of 16 out of 20 (GPA=3.8).
- 2010 **EXCHANGE SEMESTER, GOA INSTITUTE OF MANAGEMENT - INDIA**
Exchange semester in Goa, India with an average grade of 16 out of 20.
- 2009 **BS, CATOLICA LISBON SCHOOL OF BUSINESS & ECONOMICS - PORTUGAL**
Degree in Management and Business Administration with an average grade of 16 out of 20 (GPA=3.7).
- 2008 **EXCHANGE SEMESTER, WU - VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS - AUSTRIA**
Erasmus semester in Vienna, Austria with an average grade of 17 out of 20.

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PUBLICATIONS AND WORKING PAPERS

- “Organizational Hybridity Influence on Market Strategies and Competitive Behavior: the Azorean Case”. Working paper, 2017. In preparation for submission to *Strategic Management Journal*.
- “Crowd Organizations: Towards a Definition”. (With Gianluigi Viscusi and Christopher Tucci.) Working paper, 2017. In preparation for submission to *Organization Science*.
- “External Design for Reputation, Perspective and Exposure”. (With Celine Abecassis-Moedas.) 2016. *Creativity and Innovation Management*, 25(3), 396-407.
- “Producer Cooperatives: a Transaction Cost Economic Approach”. 2016. In F. Taisch, A. Jungmeister, and H. Gernet (Eds). *Cooperative Identity and Growth. Conference Proceedings of ICCS 2016 in Lucerne*. St. Gallen: Verlar Raiffeisen Schweiz, 528-536.

For more information:

Infoscience: <https://infoscience.epfl.ch/search?f=author&p=Rodrigues%20Pereira%2C%20Joana&ln=en>

Research gate: https://www.researchgate.net/profile/Joana_Pereira31

PRESENTATIONS

- 2017 **1ST IESE-LUISS CONFERENCE ON RESPONSIBILITY, SUSTAINABILITY AND SOCIAL ENTREPRENEURSHIP - ROME, ITALY**
Presentation of the paper “Organizational Hybridity Influence on Competitive Strategies and Behavior: the Azorean Case”.
- 2017 **CONSORTIUM FOR COOPERATION & COMPETITION 24TH ANNUAL CONFERENCE FOR DOCTORAL STUDENT RESEARCH (CCC) – PHILADELPHIA, USA**
Presentation of the paper “Organizational Hybridity Influence on Competitive Strategies and Behavior: the Azorean Case”.
- 2016 **2016 ANNUAL MEETING OF THE ACADEMY OF MANAGEMENT – ANAHEIM, USA**
PNP Division – Presentation of the paper *Producer cooperatives influence on competitive dynamics - the Azorean case*.
OCIS Division – Participation in the PDW with the paper “*What’s the frequency Kenneth*” *Defining crowd organization*.

- 2016 **14TH INTERNATIONAL OPEN AND USER INNOVATION CONFERENCE – BOSTON, USA**
Presentation of the paper “*What’s the frequency Kenneth*” *Defining crowd organizations*.
- 2016 **EURAM 2016 – PARIS, FRANCE**
Participation in the Doctoral Colloquium with the paper *Producer cooperatives influence on competitive dynamics - the Azorean case*.
- 2016 **INTERNATIONAL CO-OPERATIVE ALLIANCE CONFERENCE 2016 – ALMERIA, SPAIN**
Presentation of the paper *Producer cooperatives influence on competitive dynamics - the Azorean case*.
- 2016 **XVIII INTERNATIONAL CONFERENCE ON COOPERATIVE STUDIES 2016 – LUCERNE, SWITZERLAND**
Presentation of the paper *Producer Cooperatives: A Transaction Cost Economic Approach*.
- 2015 **2ND ANNUAL WORLD OPEN INNOVATION CONFERENCE – SANTA CLARA, USA**
Presentation of the paper “*What’s the frequency Kenneth*” *Defining the crowd organization*.
- 2015 **INTERNATIONAL CO-OPERATIVE ALLIANCE CONFERENCE 2015 – PARIS, FRANCE**
Presentation of the paper *The Cooperative model in the globalized market: the case of Azorean Agriculture Cooperatives*.
- 2015 **STRATEGIC MANAGEMENT SOCIETY SPECIAL CONFERENCE – SANTIAGO, CHILE**
Presentation of the paper *Hybrid Typologies and Innovation Outcomes*.
- 2014 **ICA 2014 - PULA, CROATIA**
Presentation of the paper *Producer Cooperatives: a Transactional Cost Economic Approach*.
- 2012 **2012 INTERNATIONAL DESIGN MANAGEMENT RESEARCH CONFERENCE – BOSTON, USA**
Presentation of the paper *Incremental vs. Radical innovation as a determinant of design position*.

CORE EXPERIENCES

- 2013-2017 **ÉCOLE POLYTECHNIQUE FÉDÉRALE DE LAUSANNE – CDM**
Teaching assistant for the master courses in Innovation Management (2015/2016 Spring Semester), Corporate Strategy (2015/2016 Fall Semester), and Technology & Innovation Management (2013/2014 and 2014/2015 Fall semesters).
- 2012-2017 **MINDFLOW - DESENVOLVIMENTO PESSOAL E ORGANIZACIONAL – LISBON, PORTUGAL**
Co-founder and advisor of a Portuguese startup in the areas of corporate training, mobile learning (Apps), and gamification.
- 2011-2013 **CATÓLICA-LISBON SCHOOL OF BUSINESS & ECONOMICS**
Teaching Assistant for the Bachelor courses in Strategy (2011/2012 and 2012/2013 Fall semesters) and Marketing (2012/2013 Spring Semester). Ranked respectively 7th and 3rd out of 40 lecturers based on students’ evaluation.
Research Assistant in the project: *Entrepreneurial Motivations and their Impact on Ventures Organizational Design in Creative Industries*.
- 2012 **INSTITUTO PIAGET – ESCOLA SUPERIOR DE SAÚDE JEAN PIAGET – ALGARVE, PORTUGAL**
Visiting lecturer of Quantitative Research Methods for a Post-graduation on Special Education (Fall Semester).
- 2011 **ALTER VIA – EXECUTIVE SEARCH & CONSULTING – LISBON, PORTUGAL**
Consultant with the following responsibilities: performance of studies in the area of talent management in Portugal, and professional training assistance.
- 2008 **PT COMUNICACOES – LISBON, PORTUGAL**
Summer internship in the Business and Consulting department. Collaboration in a project that aimed at evaluating the impact of alternative support equipment on service efficiency and quality of the field force.

SKILLS AND COURSES

- Languages** Portuguese (native); English (fluent); French (conversational).
- Software skills** N-VIVO (advanced); SPSS (advanced).
- Academic Courses** Computational methods and data science for management research (EPFL – 2016);
Qualitative research methods (EPFL, 2015);
Social network analysis (Swiss Summer School, 2015);
Research methods (EPFL, 2015);
Case studies: design, methods, and reporting research (Swiss Summer School, 2015);
Econometrics: data analysis & empirical methods (EPFL, 2015);
Theoretical foundations of entrepreneurship (EPFL, 2014);
Institutional theory (Seminar at University of Zurich, 2014);
Theories of organizations (University of Lausanne - UNIL, 2014);
Philosophy of science (UNIL, 2013);
Microeconomics (EPFL, 2013).

AWARDS AND ACTIVITIES

- 2013-2017 Reviewer for AOM (OMT and TIM divisions), SMS, and EURAM;
- 2016-2017 Organizer of the internal Ph.D. seminars series at EPFL-CDM, namely “How I met your paper”;
- 2010 National Final of the *TRUST by Danone 2010* contest;
- 2010 CAP – Pedagogical Aptitude Certificate for Training and Teaching (90 hours);
- 2009 Prize “*Sustentabilidade e Desenvolvimento*” attributed to the best student of Católica-Lisbon’s class of 2006;
- 2008 2° place in the *Imocom Tourism Innovation Awards 2008* contest.