

8th RWIO - PARALLEL SECTIONS

Section 01 – 03h-18h30 – Profs. Guilherme F. A. Monteiro (Insper); Nicolai J. Foss (Copenhagen Business School) and Sérgio G. Lazzarini (Insper)

- *Vargas-Hernández* INSTITUTIONALISM AND CULTURE IN MULTINATIONAL FIRMS: THE...
- *Maia, Bataglia* TECHNOLOGICAL INNOVATION SYSTEM AS ANTECEDENT TO THE...
- *Presoto, Schnaider, Pongeluppe* MAPPING THE HIGH AND LOW CHURCHES: THE EVOLUTION OF THE...
- *Garcia de Agnelli* THE EVOLUTION OF BUSINESS GROUPS IN BRAZIL, CHILE AND...
- *Nogueira, Bataglia* TRANSACTION COSTS, CAPABILITIES AND VERTICAL INTEGRATION...
- *Augusto, de Souza, Cario* COMPLEMENTARITY BETWEEN ECT, ECM AND RBV IN THE STUDY OF...
- *Moron, Durigan Júnior* UNDERSTANDING THE INSTITUTION BASED VIEW AND IT'S...
- *Britto, Lemos, De Angelo* UM ESTUDO BIBLIOMÉTRICO SOBRE A EVOLUÇÃO DA PESQUISA...

8th RWIO - PARALLEL SECTIONS

Section 02 – 03h-18h30 – Profs. Emmanuel Raynaud (INRA); Fábio Chaddad (University of Missouri/Insper) and Gaetano Martino (Università Perugia)

- *Vinholis, Souza Filho, Carrer, Chaddad* THE ROLE OF COMPLEMENTARITY IN AGRICULTURAL TECHNOLOGY...
- *Trindade, Biasloskorski Neto* ANALYSIS AND PERCEPTION OF THE COSTS OF CORPORATE...
- *Cunha, Saes, Mainville* THE INFLUENCE OF INSTITUTIONAL ENVIRONMENT IN THE...
- *Candido, Toyama* THE SOCIAL CONSTRUCTION OF “GREEN” MARKETS: A SYSTEMATIC...
- *Ortelan* MECHANISMS OF GOVERNANCE IN SWINE SECTOR: THE CASE OF...
- *Donini, Prado, Martinelli* CONFLICT MANAGEMENT IN AGRICULTURAL DEALERS: ANALYSIS OF...
- *Kolya* ASSESSING THE ROLE OF MANAGERIAL PRACTICES ON FIRM...
- *Aviani, Feldmann* COLLECTIVE ORGANIZATIONS AND THE CHALLENGE OF PLANT...
- *Chouan, Barki* MANAGING SUPPLY CHAINS AT THE BASE OF THE PYRAMID...

8th RWIO - PARALLEL SECTIONS

Section 03 – 03h-18h30 – Profs. Alexandre Nicolella (FEARP USP); Dante Martinelli (FEARP USP) and Sylvia Saes (FEASP USP)

- *Cavalcanti* THE ESSENTIAL TRINDAD IN HIGH TECH INDUSTRIES: ECOSYSTEM...
- *Lemeilleur* ALTERNATIVE GOVERNANCE AND CONTRACTUAL MODELS IN LOCAL...
- *Neto, Rezende, Ferreira, Maciel* THE IMPORTANCE OF THE INTELLECTUAL CAPITAL AND OF THE...
- *Barros* ORGANIZATIONAL DESIGN OF THE BIOEN-FAPESP PROGRAM:...
- *Schnaider, Macchione Saes* WHY DO SOME JOINT R&D PROJECTS FAIL TO BE...
- *Arruda, Mariani, Carvalho* COORDINATION AND GOVERNANCE STRUCTURES BETWEEN TOUR...
- *Gonçalves, Vieira, Bánkuti* RELATIONAL DRIVERS OF WILLINGNESS TO DEAL: A STUDY IN...
- *Bernardino de Carvalho, Carvalho...* DETERMINING THE USE OF CONTRACT IN CATTLE FEEDLOT IN BRAZIL
- *Salgado, Moraes, Bettini* (WRONGLY) REGULATING THE CIGARETTES MARKET

8th RWIO - PARALLEL SECTIONS

Section 04 – 03h-18h30 – Profs. Ben Ross Schneider (MIT); Hildo Meireles Souza Filho (UFSCar) (UFRJ); Paulo Furqim de Azevedo (EASP FGV)

- *Fiani* TRANSACTION COSTS IN HEALTH SUPPLY CHAIN AND HEALTH...
- *Ryngelblum, Vianna, Onusic* ANALYSIS OF CONSUMER PROTECTION PUBLIC POLICIES
- *Martino, Mabovorv* FOOD SAFETY PRIVATE INVESTMENTS DRIVERS: A QUANTITATIVE...
- *Afonso, Ornelas, de Oliveira* PUBLIC MANAGEMENT IN BRAZIL: REFLECTIONS ON THE...
- *Ito, Zylbersztajn* POWER AND ASSET SPECIFICITY IN THE ECONOMIC ORGANIZATION
- *Foscaches, Sproesser* SUSTAINED COMPETITIVE ADVANTAGE IN AN INTERMODAL TERMINAL...
- *Fredriksson* INFORMAL FIRMS, INVESTMENT INCENTIVES AND FORMALIZATION
- *Koenig, Oliveira, Saes* EXPORT AND INVESTMENT PROMOTION ORGANIZATION: AN ANALYSIS...
- *Penha, Oliveria* INSTITUTIONAL CHANGE IN IRRIGATED AREAS OF FRUIT PRODUCTION IN...

8th RWIO - PARALLEL SECTIONS

Section 05 – 03h-18h30 – Profs. Celina Souza (UFBA); Ramon V. G. Fernandez (UFABC) and Rubens Nunes (FZEA USP)

- *Filho* RATIONALITY INTERTWINDED: CLASSICAL VS INSTITUTIONAL VIEW
- *Toyama, Candido, Côrtes* THE MUSIC INDUSTRY CASE ANALYZED THROUGH THREE DIFERENT...
- *De Almeida, Araújo, Da Silveira* COGNITION AND INNOVATION DIFFUSION: INDIVIDUAL LEVEL...
- *Salles-Filho, Massaguer, Campos,...* NEW HORIZONS FOR DECISION SUPPORT MECHANISMS - PROMISES...
- *Barros, Pereira, Andrade* TOLERANCE AND VOTERS' BEHAVIOR: DO CORRUPTION AND...
- *Picolli, Spers* HEURISTICS AND BIASES OF BRAZILIAN RANCHER IN RELATION...
- *Picolli, Spers* THE COUNTRY OF ORIGIN EFFECT OF QUIMICAL COMPANIES ON...
- *Bressan* ON EXECUTIVES' STRATEGIC DECISION PROCESS AND THE MENTAL...
- *Wever* THE COGNITIVE SIDE, DARK SIDE AND EMOTIONAL SIDE OF THE "HOMO TRANSACTION COST ECONOMICUS"

8th RWIO - PARALLEL SECTIONS

Section 06 – 03h-18h30 – Profs. Daniel Friel (Universidad de San Andrés); Sigismundo Bialokorski Neto (FEARP USP) and Kássia Watanabe (FEA USP)

- *Lemeilleur FOREST CERTIFICATION IMPLICATIONS FOR SMALL...*
- *Alves, Neuberger, Bernardes THE ROLE OF UNIVERSITIES IN DEVELOPING A SOLIDARITY...*
- *Zacareli, Veiga, Garcia ENVIRONMENTAL RESPONSIBILITY AND PRIVATE ACTORS: THE...*
- *godoy, Saes, Nunes CARBON MARKET AND INSTITUTIONAL ECONOMICS THEORY: DO...*
- *Ferreira, Pilli, Mazzon AN ANALYSIS OF THE GLOBAL REPORTING INITIATIVE (GRI)...*
- *Hohendorff, Engelmann TECHNOLOGICAL INNOVATION IN ENVIRONMENTAL INSTITUTIONS:...*
- *Mourad, Conejero, Ferreira THE INFLUENCE OF INSTITUTIONAL AND ORGANIZATIONAL...*
- *Watanabe, Leão de Sousa, Lima Cheron,... UNDERSTANDING THE HIERARCHY GOVERNANCE OF SOME WINERIES...*

8th RWIO - PARALLEL SECTIONS

Section 07 – 03h-18h30 – Profs. Decio Zylbersztajn (FEASP USP) Jean –Marie Codron (INRA) and Silvia Caleman (UFMS)

- *Yeung, Caleman, Monteiro THE ROLE OF THE COURTS IN SOLVING CONFLICTS OF...*
- *Correia NATION IS A CONVENTION: WHY NATIONS FAIL?*
- *Prado Filho THE “TRAGEDY OF THE ANTICOMMONS” IN MOTION: COLLECTIVE...*
- *Pavez, Codron, Menard MECHANISMS OF ENFORCEMENT IN INTERNATIONAL TRADE: THE...*
- *Siniscalchi INSTITUTIONAL COMBINATION AND ECONOMIC DEVELOPMENT IN...*
- *Bambini, Furtado ORGANIZATIONAL R&D MODEL AND NETWORKED INNOVATION AT...*
- *Codron, Bouhsina, Bonnaud COLLECTIVE ACTION AND ALLOCATION OF DECISION RIGHTS IN...*
- *Avrichir, Lennan THE POLITICAL DYNAMIC OF CO-EVOLUTION: A CASE STUDY IN A...*