

Since its foundation, the EAESP has developed and applied managerial models that helped local and foreign firms to do business in Brazil. In 2010, the school decided to take its lead in Latin America and reunited in this research forum its capability of conducting basic and applied research in order to approach the subject of international business.

The EAESP International Business Research Forum (EAESP-IBRF) aims at providing informed recommendations for Brazilian firms doing, or willing to do, business abroad, and for foreign multinationals doing, or willing to do, business in Brazil. The focus is the management of the firm and its interactions with a multilevel and complex environment, involving economic, financial, social, institutions, political and cultural dimensions. The geographical scope focus on Brazil and its relationships with other emerging economies, particularly, the BRICs.

The format of a research forum has two important characteristics. First, it makes easier to integrate several bodies of knowledge in order to conduct interdisciplinary studies. Second, it allows for an active participation of organizations interested in the topic. Both practitioners and scholars work together to create relevant knowledge. We intend to conduct our work around four main axis:

**International Business and Finance:** This axis studies the interactions between financial and strategic internationalization decisions in corporation. For example, what are the best financing strategies and investment techniques to support multinationals from emerging and developing economies to invest abroad, how do they do it and which challenges do they face? How do the internationalization processes influence the financial decisions such as: risk management, going public or private, financial leverage, corporate governance, merger and acquisition, and insolvency. The axis will also go beyond these financial analyses by focusing on the impact of tax and accounting rules in the treasury, financial planning and control of the multinationals.

**Strategy and Competition:** This axis encompasses market aspects of domestic competition, such as industry structures, competitive strategies, capability accumulation, as well as the resulting performance distributions. What are the main drivers of firm performance in emerging economies? What resources and organizational forms are most valuable in competition with foreign firms? How can foreign firms face competition of domestic firms? How institutional features of emerging economies affect the formulation and implementation of business strategies?

**Business, Government, and Society:** This axis involves all issues derived from the interaction between market and nonmarket factors of managing in emerging economies. It assumes that political economy and strategic management factors need to be taken together in order to understand domestic competition differences among emerging countries. To what extent firms cope with the embrace of the government and how this affects strategy and performance distribution? How can firms gain access and influence the government? How can firms shape public policies and benefit from their asymmetric effects? What is the impact of organizations on their social and environmental environments? How institutional features such as corruption and piracy affect market strategies and how local and foreign firms can cope with them?

**Organization and culture:** This axis reflects specific organizational problems pertaining to emerging and foreign multinational. What is the impact of different organizational structures and practices on the relationship with the subsidiaries? How firms can cope with cultural country differences that reflect on the organizational culture differences? How to create and to integrate organizational competences under different cultural settings? How to manage people in different cultural settings?

Besides conducting basic and applied research, the research forum also promotes events to integrate our academic community (scholars and students) with the external community (practitioners, managers and executives). Best practices guide, surveys, indexes, diagnostics, seminars and theoretically informed recommendations are among our products.

### ***Be Part of It!***

***Organizations willing to be partners are welcomed to help in creating knowledge and to take part in the Forum's governance.***

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