



## Research Methodology for Global Business Clusters and Global Value Chain Networks

**Workshop Date:**

October 23, 2014

**Location:**

Faculty of Economics and Administration at University  
of São Paulo – FEA/USP

**Co-organizers:**

Stakeholders & Networks (CNPq Research Group)

BCNED

**Support:**

FAPESP

FEA-USP

**Hosts:**

Cristina Espinheira Costa Pereira, MS. (FEA-USP)

<http://lattes.cnpq.br/7216000380543959>

Eduardo Armando, Ph.D. (FFIA)

<http://lattes.cnpq.br/2886663075479049>

**Keynote Speakers:**

Emanuela Todeva, Ph.D. (University of Surrey)

[http://www.surrey.ac.uk/sbs/people/emanuela\\_todeva/](http://www.surrey.ac.uk/sbs/people/emanuela_todeva/)

Charles Kirschbaum, Ph.D. (INSPER)

<http://lattes.cnpq.br/7245862293227645>

Maurício Gama Boaventura, Ph.D. (FEA-USP)

<http://lattes.cnpq.br/1053368113254185>

Maria Sylvia Macchione Saes, Ph.D. (FEA-USP)

<http://lattes.cnpq.br/1114037512202812>

Amato Neto, Ph.D. (POLI-USP)

<http://lattes.cnpq.br/8567646111923942>

**Program:**

- 8.30 a.m. Welcome coffee
- 9.00 – 9.30 Welcome speech from the Director of FEA-USP, Professor Adalberto Américo Fischmann, Ph.D.
- 9.30 – 10.00 **Research Methodology for Global Business Clusters & Global Value Chain Networks**  
Emanuela Todeva, Ph.D., University of Surrey
- 10.00 – 10.30 Coffe Break
- 10.30 – 12.00 Debate
- 12.00 – 14.00 Lunch
- 14.00 – 14.30 **Measuring the Performance of Brazilian District Systems**  
João Amato Neto, Ph.D., POLI-USP
- 14.30 – 15.00 **Competitiveness of Clusters: a comparative analysis between wine industries in Chile and Brazil**  
João Maurício Gama Boaventura, Ph.D., FEA- USP
- 15.00 – 16.00 Debate
- 16.00 – 16.30 **Applications of relational perspective to the Administration (including industrial and innovation clusters)**  
Charles Kirschbaum, Ph.D., INSPER
- 16.30 – 17.00 **Center for Organization Studies – ongoing research**  
Maria Sylvia Macchione Saes, Ph.D., FEA- USP
- 17.00 – 18.00 Discussion and Future Directions