

## LARISSA MARCHIORI PACHECO

Assistant Teaching Professor  
Northeastern University, D'Amore-McKim School of Business  
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### EXPERTISE AND RESEARCH INTERESTS

Teaching: Business Strategy, Global Strategy, Sustainability, Corporate Social Responsibility.  
Research: Non-Market Strategies, Sustainability, Resilience, Innovation, Institutional Theory.

### TEACHING AND RESEARCH EXPERIENCE

Assistant Teaching Professor, International Business & Strategy, Northeastern University,  
D'Amore-McKim School of Business (Sep. 2023-current)  
*Strategy in Action* – Undergraduate Level (4 credits)  
*Strategic Decision Making in a Changing Environment* – Graduate Level (3 credits)  
Assistant Professor of Strategic Management, State University of New York Polytechnic Institute  
(SUNY Polytechnic), College of Business (Sep. 2022-Jun. 2023)  
*Strategic Management* – Undergraduate Level (4 credits)  
Part-Time Lecturer, Northeastern University, D'Amore-McKim School of Business & College of  
Professional Studies (Sep. 2021-Aug. 2022)  
*International Business & Global Social Responsibility* – Undergraduate Level (4 credits)  
*Strategy in Action* - Undergraduate Level (4 credits)  
*International Business* – Undergraduate Level (3 credits)  
Post-Doctoral Research Fellow, Northeastern University, Global Resilience Institute (Jun. 2020-  
June 2022)  
Visiting Scholar, Northeastern University, D'Amore-McKim School of Business (Nov. 2019 –  
Jun. 2020)  
Teaching Assistant, Fundação Getulio Vargas, São Paulo School of Business Administration (Jul.  
2017 – Jun. 2019)  
*Master in Business Management* (Jul. 2017 – Jun. 2019)  
*Strategic Management – Undergraduate Level* (Mar. 2019 – Jun. 2019)  
Visiting Researcher, Ecologic Institute, Berlin (Mar. 2016 - May. 2016)  
Research Coordinator, Golden for Sustainability – Brazil Chapter (Jun.-2014-current)

### EDUCATIONAL BACKGROUND

Fundação Getulio Vargas, São Paulo School of Business Administration, Strategic Management  
Department - São Paulo, Brazil.

Ph.D. in Business Management, Jul. 2020

University of São Paulo, School of Economics, Business Administration and Accounting at  
Ribeirão Preto - São Paulo, Brazil.

M.Sc. in Business Administration – Concentration in Innovation & Sustainability, Sep. 2016

B.A. in Business Administration, Jan. 2014.

### GRANTS AND AWARDS

Best Paper Award for Emerging Economies Research – AIB 2023  
Best Paper Award, AIB LAC - 2023  
Best Responsible Research Paper Prize, Nominee - SMS 2022 - 2022  
CAPES Brasil Best Thesis Award, Nominee - 2021  
FGV EASP Best Thesis Award - 2020  
Best Paper with Authors from Latin America Award, AIB LAC – 2020  
Best Reviewer Award, AIB 2021; AIB LAC 2021; AIB 2020; AIB LAC 2020  
CAPES PRINT Research Grant – 2019-2020

AIB Doctoral Stipend – 2018 and 2019  
CAPES Scholarship – 2017-2020  
Green Talents Award (German top honor for young Sustainability Researchers) – 2015,

## RESEARCH AND PUBLICATIONS

### *A. Papers Published in Refereed Journals*

[11] ALVES, M.F.R.; PACHECO, L.M.; GALINA, S. (2023). Balancing Exploration and Exploitation Across Boundaries: Evidence from New Product Development. *Business Research Quarterly*, 0(0). <https://doi.org/10.1177/23409444231156192>.

[10] STOCKER, F.; SAJJAD, A.; RAZIQ, M.M.; PACHECO, L.M. (2022). Innovation and business strategy for sustainability. *Innovation & Management Review*, 19(3), 174-179.

[9] CEZARINO, L.D.; LIBONI, L.B.; HUNTER, T.; PACHECO, L.M.; MARTINS, F.M. (2022). Corporate social responsibility in emerging markets: opportunities and challenges for sustainability integration. *Journal of Cleaner Production*, 362, 132224.

[8] CALDANA, A.C.F.; PACHECO, L.M.; ALVES, M.F.R.; EUSTACHIO, J.; SANTOS, N. (2022). Strategy Implementation for the 2030 Agenda: Insights from Brazilian companies. *Business Ethics, the Environment & Responsibility*, 31(2), p.296-306.

[7] LOURENCAO, M. T. A.; KRUGER, C.; PENNABEL, A.F.; PACHECO, L.M.; GUIMARAES, F.H.C.B.; CALDANA, A.C.F. (2021). Achieving sustainable value chains by adopting sustainable development goals: a mapping exercise. *World Review of Entrepreneurship, Management and Sustainable Development*, 17(5), p. 1-15

[6] LEO, P.; PACHECO, L.M.; FLEURY, M.T.L. (2021). All but impossible? Sustainability in extractive industry located in unstable institutional context. *Academy of Management Proceedings*, 1, 13618.

[5] PACHECO, L. M.; ALVES, M. F. R.; LIBONI, L. B. (2018). Green absorptive capacity: a mediation-moderation model of knowledge for innovation. *Business Strategy and the Environment*, 1, p. 1-12.

[4] PACHECO, L.M.; ALVES, M. F. R.; KRUGER, C.; LOURENCAO, M. T. A.; CALDANA, A.C.F. (2018). Are we all green? Understanding the microfoundations of corporate citizenship. *Journal of Cleaner Production*, p. 552-561.

[3] FLEURY, M.T.L.; PACHECO, L.M.; FERNANDES, K. R.; LEO, P. (2018). Qualitative Research: case study. *RAE-Revista de Administracao de Empresas*, v. 58, p.101-103.

[2] PACHECO, L.M.; DANTAS, M.K.; PASSADOR, C.S.; LIBONI, L.B. (2017). Environmental public expenses: an integrative literature review and future research agenda. *Ambiente & Sociedade*, 20, 209-228.

[1] MACINI, N.; ALVES, M.F.R.; PACHECO, L.; CALDANA, A.C.F.; AVEIRO, P. (2017). Sustainable Certifications: the influence of Foreign Direct Investment in companies in sugarcane industry firms in Brazil. *Organizacoes Rurais & Agroindustriais*, 19(2), p.137-148.

### *B. Book Chapters*

[5] Pacheco, L.M., Moore, E.M., Allen, E., White, R.K. and Dau, L.A. (2023), "Catalyzing Progress Toward the UNs' SDGs: Building Systemic Partnerships Across Organizations Using the I-RES Methodology", van Tulder, R., Giuliani, E. and Álvarez, I. (Ed.) *International Business and Sustainable Development Goals (Progress in International Business Research)*.

[4] DAU, L.; PACHECO, L.M.; WHITE, R.K.; ALLEN, E.; MOORE, E. (to be released). In: *International Business and Sustainable Development Goals – PIBR Vol. 17*. Knowledge Works Global.

[3] MOORE, E.; PACHECO, L.M.; BRANDL, K.; DAU, L.A. (to be released). Using Non-market Strategies to Respond to Institutional Schisms: The Case of Florida House Bill 1557 and the Walt Disney Company. In: LEE, J. M. et al. (Eds.). *Inequality, Geography, and Global Value Chains*. Springer Nature.

[2] PACHECO, L.M.; MOORE, E.; BRANDL, K.; DAU, L.A. (to be released). Managing Complex Institutional Logics Across Borders: A Study of CSR in Latin America. In: GOERZEN, A. (Ed.). *Research Handbook on International Corporate Social Responsibility*, Edward Elgar Publishing.

[1] CASNICI, C.V.C.; PACHECO, L.M.; LEAO, P.; SANTIAGO, A.J.D. (2022) Regenerative and Sustainable Futures for Brazil. In: GONZALEZ-PEREZ, M.A. (Ed.) *Regenerative and Sustainable Futures for Latin America and the Caribbean*, Emerald Publishing Limited, Bingley, p.117-139.

### **C. Working Papers & Early Drafts**

Getting Ahead of Yourself: How Institutional Logics Accelerate Exploration. (with Marlon Alves, Nahyun Kim, Oana Branzei & Adriana Caldana). Status: R&R at *Research Policy*.

*Earlier versions of this paper were presented at AIB 2023, AOM 2021, Business & Society research workshop 2019 and 2021, ARCS 2021 and invited to participate in the Symposium “Regenerative Organizations: Living and Well-being in, with and for Nature” in the Academy of Management Annual Meeting in 2018.*

Innovative Collaboration between Developing Countries: The Role of National Innovation Systems in Latin America. (with Elizabeth Moore, Andres Velez-Calle, Fernando Sanchez). Status: Submitted to *International Journal of Emerging Markets*.

Institutional Schisms and Strategic Responses: Understanding the Cascading Effects of the COVID-19 Pandemic. (with Elizabeth Moore, Luis Dau, & Kristin Brandl). Status: Refining theoretical argumentation and preparing for submission. Target journal: *Strategic Management Journal*.

*Earlier version of this paper was presented at the AIB 2022, AIB 2022, AOM 2022, AIB UK&I 2022, and SMS 2022. It was nominated for the SMS Annual Conference Responsible Research Paper Prize in 2022.*

IGOs and the impact of institutional and economic integration on CSR activity: Evidence from the European Union (with Elizabeth Moore & Kristin Brandl). Status: submitted to conferences/ preparing for submission to journal. Target journal: *Journal of International Business Studies*.

The role of CSR on the perception of government effectiveness in the Latin American context. (With Elizabeth Moore, Kristin Brandl & Luis Dau). Status: Refining theoretical argumentation and preparing for submission. Target journal: *Journal of International Business Studies*.

*Earlier versions of this paper were presented at the AIB 2021, AIB-LAC 2021 and AOM 2021, and discussed at JIBS-JIBP PDW at AIB Canada 2020.*

Board Composition and Structure: Understanding How to Catalyze Opportunities for CSR. (with Elizabeth Moore & Maria Andrea de Villa Correa). Status: Refining theoretical argumentation and preparing for submission. Target journal: *Journal of Management*.

Keep your friends close and your enemies closer: stakeholder engagement for sustainability and community resilience. (with Pablo Leao & Maria Tereza Fleury). Status: Refining theoretical argumentation and preparing for submission. Target journal: *Journal of Business Ethics*.

*Earlier versions of this paper were presented at AIB 2021 and AOM 2021, nominated “Best Paper in the International Management Division” of AOM 2021 and published in the Proceedings of the 2021 Academy of Management Meeting.*

Catalyzing progress towards the UN’ SDGs: building systemic partnerships across organizations using the I-RES methodology. (with Elizabeth Moore, Elizabeth Allen, & Robin White). Status: *Theoretical development – first draft.*

### **C. Participation in Congress (last 5 years)**

[18] PACHECO, L.M.; MOORE, E.M.; BRANDL, K.; DAU, L. Understanding the firms’ role in building community resilience. In: *AOM 2022 Annual Meeting, 2022, Seattle – USA; SMS 2022, London – UK.*

[17] MOORE, E.M.; PACHECO, L.M.; BRANDL, K.; DAU, L. CSR and Institutional Schisms: examining the EU. In: *AIB Latin America and the Caribbean Chapter AIB-LAC 2023, Sao Paulo - Brazil; AOM 2022 Annual Meeting, 2022, Seattle – USA; AIB Latin America and the Caribbean Chapter AIB-LAC, 2022, Miami – USA; AIB 2022 Annual Meeting, 2022, Miami – USA; AIB UKI Chapter 2022, Miami – USA.*

[16] PACHECO, L.M.; MOORE, E.M.; BRANDL, K.; DAU, L. Firm level CSR and the perception of government effectiveness in Latin America. In: *AIB Latin America and the Caribbean Chapter AIB-LAC 2023, Sao Paulo - Brazil; AIB 2021 Annual Meeting, 2021, Virtual Conference; AOM 2021 Annual Meeting, 2021, Virtual Conference; AIB Latin America and the Caribbean Chapter AIB-LAC 2021, 2021, Virtual Conference; AIB UKI Chapter, 2021, Virtual Conference.*

[15] PACHECO, L.M.; LEAO, FLEURY, M.T.L. All but impossible? Sustainability in extractive industry located in unstable institutional context. In: *AOM 2021 Annual Meeting, 2021, Virtual Conference.*

[14] ALVES, M.F.R; PACHECO, L.M.; KIM, N.; BRANZEI, O.; CALDANA, A.; SANTOS, N.M.B.F. Getting Ahead of Yourself: How to Close the Gap Between What Organizations Say and Do. In: *AIB 2023, Warsaw – Poland; AOM 2021 Annual Meeting, 2021, Virtual Conference; 13<sup>th</sup> Annual ARCS Research Conference, 2021, Virtual Conference; Business & Society Research Seminar, 2021, Virtual Conference.*

[13] PACHECO, L.M.; FLEURY, M.T.L. Institutional Voids as a Platform for Change: The Case of CSR in Latin America. In: *AIB 2021 Annual Meeting, 2021, Virtual Conference.*

[12] PACHECO, L.M.; FLEURY, M.T.L. Leveling the playing field: CSR and institutional voids in Latin America. In: *AIB Latin America and the Caribbean Chapter AIB-LAC 2021, 2021, Virtual Conference.*

[11] PACHECO, L.M.; MONJE-CUETO, F. The implementation of Agenda 2030 in Latin America and the Caribbean: perception of practitioners and academia on the SDGs. (panel submission). In: *AIB Latin America and the Caribbean Chapter AIB-LAC 2021, 2021, Virtual Conference.*

[10] PACHECO, L.M.; MOORE, E.M.; BRANDL; K. After all, is CSR promoting institutional change in emerging countries? In: *iBEGIN AIB-Canada, 2020, Virtual Conference.*

[9] PACHECO, L.M.; FLEURY, M.T.L.; HAUSER, C. Institutional work for the good? In: *AIB 2020 Annual Meeting, 2020, Virtual Conference.*

[8] PACHECO, L.M.; FLEURY, M.T.L.; HAUSER, C. Institutional work for the good? In: *AIB Latin America and the Caribbean Chapter AIB-LAC 2020, 2020, Virtual Conference.*

[7] LEAO, P.; PACHECO, L.M.; OHASHI, M. Inside the Black Box of Corporate Social Responsibility: Institutions and Responses. In: *AIB 2019 Annual Meeting*, 2019, Copenhagen.

[6] ALVES, M.F.R.; PACHECO, L.M.; KIM, N.; BRANZEL, O.; CALDANA, A.; SANTOS, N.M.B.F. What Do Regenerative Organizations Pay Attention To? Insights from a Fuzzy-Set Approach. In: *Business & Society Research Seminar*, 2019, Amsterdam.

[5] PACHECO, L.M.; LEAO, P.; OHASHI, M. Bridging CSR and International Business through the institutional lens: a systematic literature review. In: *AIB Latin America Chapter AIB-LAT 2019*, 2019, Cochabamba.

[4] PACHECO, L. M.; LEAO, P.; SANTOS, R. S. How fast is rapid? Questioning the rapid internationalization approaches. In: *AIB Latin America Chapter AIB-LAT 2018*, 2018, Buenos Aires.

[3] PACHECO, L. M.; ALVES, M. F. R. Sustainable ambidexterity: creating shared value through engaging paradox. In: *AIB Latin America Chapter AIB-LAT 2018*, 2018, Buenos Aires.

[2] CALDANA, A.C.F.; PACHECO, L.M.; ALVES, M.F.R.; EUSTACHIO, J.; SANTOS, N.M.B.F. Sustainable ambidexterity: designing organizational strategy for the 2030 Agenda. In: *AOM 2018 – All-Academy Regenerative Organizations: living and well-being in, within and for Nature*.

[1] PACHECO, L. M.; ALVES, M. F. R.; LIBONI, L. B. Antecedents of Green Innovation Performance in the Context of an Emerging Economy. In: *AIB 2018 Annual Meeting*, 2018, Minneapolis.

## **SERVICE AND OTHER ACTIVITIES**

### ***A. University Service***

*Academic Affairs Committee* at SUNY Polytechnic – 2022-2023

*Search Committee for Lecturer/Advisor* – College of Business at SUNY Polytechnic – 2023

*Graduate Program Revision Task Force* – College of Business at SUNY Polytechnic - 2023

### ***B. Professional Community Service***

*Associate Editor* at INMR Innovation and Management Review – 2021-present

*Academic Translator* at Journal of International Business Policy – 2022 -present

*Co-track chair* AIB 2022 – track: *MNE State Relations and International Business Policy*

*Co-track chair* AIB LAC 2021 – track: *Sustainability and CSR*

*Member* of the Sustainability Interest Group in the *Academy of International Business*

*Organizing Committee (Program Chair Assistant)*, AIB 2019 Copenhagen

*Ad-hoc Reviewer* for AIB, AIB LAC, AOM, SMS, ENGEMA, EnAnpad, SEMEAd (since 2015).

*Ad-hoc Reviewer* for Journal of Cleaner Production, Thunderbird International Business Review, Critical Perspectives on International Business, Innovation & Management Review, Business Strategy & the Environment, Business Research Quarterly, among others (more than 50 manuscripts reviewed in the last 5 years).