

ANDREA CHERMAN

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1. EDUCATION

1.1. HIGHER EDUCATION

Pontifical Catholic University of Rio de Janeiro PUC-Rio

- Ph.D. in Business Administration 02/28/2014
Thesis: Valuing knowledge in organizations: perceptions of the individuals and impacts on organizational practices
- Master in Social Sciences - Business Administration 08/04/2003
Thesis: Corporate code of ethics and the ethical decision-making process: Is code of ethics a management and guiding tool for organizational values?

Federal University of Rio de Janeiro, Communication School ECO/UFRJ

- Bachelor in Social Communication 12/19/1985

1.2. SPECIALIZATION COURSES

Coloplast Leadership Program / London Business School

- Executive Education in Business Management, in-company tailor-made program

Pontifical Catholic University of Rio de Janeiro PUC-Rio

- MBA Management (360 hrs.) 07/06/2000
- MBA Marketing (360 hrs.) 07/13/1988

1.3. AWARDS AND HONORS

- ASU Merit Letter for Recognition of Performance and Contribution 2018, 2019
- 39th Congress of Brazilian Academy of Management (ANPAD) – Best Paper Award 09/16/2015
- CAPES Thesis Award in BA and Accounting Area, Ministry of Education and of Science & Technology – Honorable Mention 12/10/2014
- PUC-Rio Recognition and Tribute for Dedication and Commitment in Classroom 2014
- 15th Business Management and Natural Environment International Symposium – Best Paper Award 12/03/2013
- 27th Congress of Brazilian Academy of Management (ANPAD) – Best Paper Award 09/24/2003

2. TEACHING EXPERIENCE

2.1. ASU ARIZONA STATE UNIVERSITY

08/16/2017 to Present

Technological Entrepreneurship & Management Program, The Polytechnic School, at Ira A. Fulton Schools of Engineering.

6094 S. Backus Mall, Sutton Hall, Office 340 A, Mesa, 85212, AZ.

- **Lecturer for Graduate Program Management of Technology MSTech**

OMT 520: Strategic Management of Technology

TEM 5XX: Master Speaker Series/Networking/Career

Fall 2021

■ **Lecturer for Undergraduate Program**

TMC 430 Enterprise Strategy and Innovation	Fall 2021
TEM 481/TMC 498 ASU-Intel/Boeing Social Innovation Startup Lab	
TMC 110 Understanding the Enterprise	Spring 2021
TMC 430 Enterprise Strategy and Innovation	
TEM 481/TMC 498 ASU-Intel/Boeing Social Innovation Startup Lab	
ASU 101 The ASU Experience	Fall 2020
TMC 110 Understanding the Enterprise	
TMC 430 Enterprise Strategy and Innovation	
TEM 294 Social Entrepreneurship I – online & i-course	
TMC 110 Understanding the Enterprise	Spring 2020
TMC 430 Enterprise Strategy and Innovation	
TEM 294 Social Entrepreneurship I – online & i-course	
TEM 481/TMC 498 ASU-Intel Social Innovation Startup Lab	
ASU 101 The ASU Experience	Fall 2019
TEM 294 Social Entrepreneurship I – online & i-course	
TMC 330 Leading the Enterprise	
OMT 480 Organizational Effectiveness	
TEM 481/TMC 498 ASU-Intel Social Innovation Startup Lab	
TMC 110 Understanding the Enterprise	Spring 2019
TEM 294 Social Entrepreneurship I – online & i-course	
OMT 452 Industrial Human Resource Management	
TMC 110 Understanding the Enterprise	Fall 2018
TEM 294 Social Entrepreneurship I – online course	
TMC 330 Leading the Enterprise	
OMT 480 Organizational Effectiveness	
TMC 110 Understanding the Enterprise	Spring 2018
TMC 330 Leading the Enterprise	
OMT 452 Industrial Human Resource Management	
TMC 110 Understanding the Enterprise	Fall 2017
TMC 430 Enterprise Strategy and Innovation	
OMT 480 Organizational Effectiveness	

Innovation for Venture Development, The Design School, at Herberger Institute for Design and the Arts

■ **Lecturer for Graduate Program MS IVD**

IVD 525 Fundamentals of Entrepreneurial Leadership	Fall 2021
IVD 525 Fundamentals of Entrepreneurial Leadership	Fall 2020

RESEARCH AND ADMINISTRATIVE SERVICE IN THE TECHNOLOGICAL ENTREPRENEURSHIP & MANAGEMENT DEPARTMENT

■ **TEM Social Innovation Startup Lab**

10/01/2019 to Present

Established the partnership between ASU’s Technology Entrepreneurship & Management program and the Intel Corporation to launch the ASU/Intel Social Innovation Startup Lab. In this program, teams of tech companies’ employees work side-by-side with TEM students to develop a project using technology (IoT, AI, computer vision, etc.) for social ends aiming to impact the community and nonprofit partners. This social entrepreneurship initiative seeks “To narrow and strengthen University-Industry-Community cooperation, engaging and connecting companies, employees, faculty, students, and communities in a

meaningful experience, while developing purposeful-driven startups that provide technological solutions for sustainable and social good with responsible use of technology.” Labs include lectures and discussions led by Intel mentors, ASU faculty, and other guest speakers related to the project phase - from Business Model Development, Innovation & Design, to Prototype, Pitch, & Iterate - and teamwork hours to work on the projects.

- **Social Entrepreneurship Minor Development Project** 08/20/2018 to Present
 The project aims to develop the Social Entrepreneurship minor, establish new courses and interdisciplinary partnerships with other programs, create internship projects and international visitor programs for the students.
- **Honors Thesis and Honor’s Contract Supervisor** 01/08/2018 to Present
 Monograph supervisor for Honors Students of the Barrett Honors School.
- **Member of TEM Faculty Committee** 09/21/2017 to Present
 The committee is responsible for all decisions related to the TEM Programs - undergraduate major, minors, BS degree, and masters - from policies and procedures, analysis of lecturers and students’ performance, to curriculum and program content.
- **Research Development** 09/16/2017 to Present
 To research advancement my field of study (see item 3.6.) in the Organizational Knowledge domain, aiming integration with teaching activities (students supervisor and new courses development), external partnerships with businesses and organizations in the community (research applicability), and with interdisciplinary research groups (grants and publishing).
- **Member of ASU Learning Futures Collaboratory Project** 11/08/2018 to 03/30/2020
 Contributing member to innovation work-stream Digital Fluency in the ASU Innovation Collaboratory Project. It aims to align innovative technology adoption and practices with extraordinary teaching, learning, and research outcomes, enabling and catalyzing a Universal Learning along with a “Novel Classroom Environment”.

2.2. PUC-RIO PONTIFICAL CATHOLIC UNIVERSITY OF RIO DE JANEIRO 03/01/2004 to 07/01/2017

IAG Business School, Department of Business Administration
 Rua Marques de São Vicente, 225, Gávea, Rio de Janeiro, RJ, 22451-900, Brazil.

- **Clinical Professor** 01/01/2015 to 07/01/2017
- **Senior Lecturer** 11/01/2009 to 12/31/2014
- **Adjunct Lecturer** 03/01/2004 to 10/31/2009
- **Professor for Graduate Program** 2012 to 2017
 ADM 2388 Identity and Organizational Change
 ADM 2569 Knowledge and Learning
 ADM 2324/5 Dissertation Thesis Supervisor
- **Lecturer for MBA Programs** 2005 to 2017
 Contemporary Organizations
 Human Resources Management / People Management
 Social Responsibility and Sustainability
 Knowledge Management
- **Lecturer for Undergraduate Program** 2004 to 2017
 ADM 1021 Integrative Discipline I
 ADM 1650 Organizational Behavior / Organization Theory
 ADM 1951 Introduction to BA / Contemporary Organizations
 ADM 1952 General Theory of Administration
 ADM 1957 Organizational Structures and Processes

ADM 1958 Sustainability and Social Responsibility
 ADM 1993 Organizational Learning and Knowledge Management
 ADM 1997 Research Methodology
 ADM 1024 Monography Thesis Supervisor

- **Junior Enterprise Mentor and Advisor Professor** 03/2011 to 06/2017
 Mentoring the students engaged in the company and supervising multidisciplinary consultancy projects, such as business model planning, strategy and reorganization, business process management for small business, new entrepreneurial ventures, startups, and middle to big-sized established companies in the market.
- **Course Coordinator** 09/2009 to 12/2010
 MBA in Financial Business, Banco do Brasil - on-line in-company program
 Course: Ethics, Social Responsibility and Sustainability
- **Master Dissertation Supervisor⁽¹⁾** 06/2009 to 03/2018
⁽¹⁾ See the full list under the title of Academic Services.

RESEARCH AND ADMINISTRATIVE SERVICE IN THE BUSINESS ADMINISTRATION DEPARTMENT

- **Academic Coordinator for Students Development** 03/2016 to 06/2017
 Conduct quantitative and qualitative analysis regarding the undergrad students' performance, per groups and overall, to propose and discuss learning methodologies for results improvement.
- **Member of BA Department Committee** 01/2010 to 06/2017
 The Committee is responsible for all decisions related to the undergraduate BA course, from policies and procedures, analysis of lecturers and students' performance, up to curriculum and program content. In 2014, I took part in developing the new pedagogic project for the 2015 BA undergraduate curriculum.
- **Academic Coordinator for International Activities of BA Undergrad Students** 11/2009 to 03/2016
 Provide academic orientation to Brazilian and foreign BA students.
 Coordinate the selection of Exchange Programs with universities abroad, supporting the PUC-Rio International Area. Administrate the Dual Certificate Program with San Diego State University SDSU. Developed and established a co-shared Dual Certificate Program with SUNY School of Business at New Paltz, Dean Kristin Backhaus, firmed in November 2015.
- **Research Development** 01/2010 to 06/2017
 Conducted research in my field of study (see item 3) in the Organizational Knowledge domain, aiming integration with teaching activities and external businesses community, especially in the Ethics field.

2.3. TEACHING INTERESTS

- Social Entrepreneurship & Social Innovation; Business Model Development; Strategy & Innovation; Leadership; Integrative Knowledge in Contemporary Organizations; Mindfulness in the Workplace.

3. SCHOLARLY PUBLICATIONS

3.1. WORK IN PROGRESS

1. **Cherman. A.**; Azeredo, F. E. M. (Forthcoming, 2021) A reductionist approach to an infinite of political identities: readdressing democracy's concepts as a new order moves forward. In Baikady et al. (Eds) *The Palgrave Handbook of Social Change*.
2. **Cherman. A.**; Azeredo, F. E. M. (Work in progress) Education Disruption in Integrative Knowledge Value Chain. In Baikady et al. (Eds) *The Palgrave Handbook of Social Problems*.

3.2. PUBLISHED PAPERS ⁽²⁾

3. **Cherman, A.**; Azeredo, F. E. M. (2020) The Languages of Spirituality and Science: Two Fraternal Twins. In Dhiman, S. (Ed) *The Palgrave Handbook of Workplace Wellbeing and Fulfillment*. NY: Palgrave Macmillan, Cham.
4. **Cherman, A.**; Azeredo, F. E. M. (2020) Integrative Knowledge: A mindful approach to Science. In Dhiman, S. (Ed) *The Routledge Companion to Mindfulness at Work*. NY: Routledge.
5. **Cherman, A.**; Azeredo, F. E. M. (2018) Mindfulness in the context of integrative knowledge: Separating Science from the Hype. In Dhiman, S.; Crossman, J.; Roberts, G. (Eds) *The Palgrave Handbook of Workplace Spirituality and Fulfillment*. NY: Palgrave Macmillan, Cham, p. 211-235.
6. **Cherman, A.**; Rocha-Pinto; S. R. (2016) Fenomenografia e valoração do conhecimento nas organizações: diálogo entre método e fenômeno / Phenomenography and the valuing of knowledge in organizations: dialog between method and phenomenon . *RAC Revista de Administração Contemporânea*. v.20, p. 630 - 650.
7. **Cherman, A.**; Rocha-Pinto; S. R. (2016) Valuing knowledge in organizations and its embedding into organizational practices and routines. *Review of Business Management / Revista Brasileira de Gestão de Negócios*. v.18, p. 416 - 435.
8. **Cherman, A.**; Rocha-Pinto; S. R. (2016) Valoração do conhecimento nas organizações: as concepções dos indivíduos no contexto do trabalho / Valuing of knowledge in organizations: conceptions of the individuals at the work context. *Organizações & Sociedade*. v.23, p.307 – 328.
9. Franca, L. S.; Turano, L. M.; **Cherman, A.** (2016) Conhecimento científico sobre comércio justo: um estudo bibliométrico de 2001 a 2013 / Scientific knowledge on fair trade: a bibliometric study from 2001 to 2013. *RGSA Revista de Gestão Social e Ambiental*. v.10, p.41 – 57.
10. Martins, L. A. R.; **Cherman, A.** (2015) Dinâmica de poder nos espaços organizacionais de uma administradora de Shoppings Centers: um estudo etnográfico / Power dynamics inside the organizational spaces of a shopping mall management company: an ethnographic study. *Revista Pensamento Contemporâneo em Administração*. v.9, p.1 - 14.
11. Turano, L. M.; **Cherman, A.**; Franca, L. S. (2014) Sustentabilidade em uma grande corporação: uma análise da discrepância entre discurso e prática / Sustainability in a big corporation: an analysis of the discrepancy between discourse and practice. *Revista de Administração da UFSM*. v.7, p.111 - 127.
12. **Cherman, A.**; Rocha-Pinto, S. R. (2013) Valoração do conhecimento: significação e identidade na ação organizacional / Valuing knowledge: meaning and identity in organizational activities. *RAE Revista de Administração de Empresas*. v.53, p.142 - 155.
13. **Cherman, A.**; Rocha-Pinto, S. R. (2013) Gestão do conhecimento no Brasil: visão da academia / Knowledge management in Brazil: a view from the academy. *Revista Pensamento Contemporâneo em Administração*. v.7, p. 92 – 107.
14. Rocha-Pinto, S. R.; Bezerra, K.; **Cherman, A.** (2013) Technical vocational education in Brazil: the contractors' perceptions. *Journal of Technical Education and Training*. v.5, p.14 - 35.
15. **Cherman, A.**; Tomei, P. (2005) Códigos de ética corporativa e a tomada de decisão ética: instrumentos de gestão e orientação de valores organizacionais? / Corporate codes of ethics and the ethical decision-making process: Is code of ethics a management and guiding tools for organizational values? *RAC Revista de Administração Contemporânea*. v.9, p. 99 - 120.

3.3. CONFERENCE PAPERS ⁽²⁾

1. **Cherman, A.**; Rocha-Pinto, S. R. Fenomenografia e a valoração do conhecimento nas organizações: diálogo entre método e fenômeno / Phenomenography and the valuing of knowledge in organizations: dialog between method and phenomenon. In: XXXIX EnANPAD Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração (National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management), 2015, Belo Horizonte.
2. **Cherman, A.**; Rocha-Pinto, S. R. Valoração do conhecimento nas organizações e sua incorporação nas práticas e rotinas organizacionais / Valuing of knowledge in organizations and its embedding into organizational practices and routines. In: V EnGPR Encontro de Gestão de Pessoas e Relações de Trabalho da ANPAD (ANPAD People Management and Work Relations Symposium), 2015, Salvador.
3. Turano, L. M.; **Cherman, A.** Comércio Justo no Século XXI: Uma análise bibliométrica de citações e cocitações sobre o tema de 2001 a 2013 / Fair trade in the 21st Century: a bibliometric analysis of citations and co-citations from 2001 to 2013 In: XVI ENGEMA Encontro Internacional de Gestão Empresarial e Meio Ambiente, 2014, São Paulo.
4. Nogueira, N.; **Cherman, A.** Empresas conflitantes com o meio ambiente: como os funcionários lidam com a dissonância cognitiva acerca do tema de Sustentabilidade / Companies conflicting with the natural environment: how employees deal with cognitive dissonance about Sustainability. In: XVI ENGEMA Encontro Internacional de Gestão Empresarial e Meio Ambiente (International Meeting on Business Management and Environment), 2014, São Paulo.
5. **Cherman, A.**; Rocha-Pinto, S. R. Valoração do conhecimento nas organizações: as concepções dos indivíduos no contexto do trabalho / Valuing of knowledge in organizations: conceptions of the individuals at the work context. In: VIII EnEO Encontro de Estudos Organizacionais da ANPAD (ANPAD Organizational Studies Symposium), 2014, Gramado - RS.
6. **Cherman, A.**; Turano, L. M.; Franca, L. S. Sustentabilidade em uma grande corporação: uma análise da discrepância entre discurso e prática / Sustainability in a big corporation: an analysis of the discrepancy between discourse and practice. In: XV ENGEMA Encontro Internacional sobre Gestão Empresarial e Meio Ambiente (International Meeting on Business Management and Environment), 2013, São Paulo.
7. Martins, L. A. R.; **Cherman, A.** As relações de poder nos espaços organizacionais: um estudo etnográfico / Power relations in organizational spaces: an ethnographic study. In: XXXVII EnANPAD Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração (National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management), 2013, Rio de Janeiro.
8. **Cherman, A.**; Rocha-Pinto, S. R. Valoração do conhecimento nas organizações pela percepção dos indivíduos: caminho para uma construção teórica / Valuing of knowledge in organizations by the individuals perceptions: paths for a theoretical construct. In: XXXVII EnANPAD Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração (National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management), 2013, Rio de Janeiro.
9. Franca, L. S.; **Cherman, A.** Os pontos críticos da implementação de comércio justo e solidário: um estudo de caso em uma empresa nacional / Critical issues in the implementation of fair trade: a case study in a Brazilian company. In: XIV ENGEMA Encontro Gestão Empresarial e Meio Ambiente (International Meeting on Business Management and Environment), 2012, São Paulo.
10. Franca, L. S.; **Cherman, A.** Percepção e conhecimento sobre a prática de comércio justo dentro da cadeia produtiva: um estudo de caso em uma empresa nacional / Perceptions and knowledge about fair trade throughout the productive chain. In: XIV ENGEMA Encontro Gestão Empresarial e Meio Ambiente (International Meeting on Business Management and Environment), 2012, São Paulo.

11. **Cherman, A.**; Rocha-Pinto, S. R. Valoração do conhecimento nas organizações: significação e identidade na ação organizacional / Valuing knowledge in organizations: meaning and identity in organizational activities. In: VI EnEO Encontro de Estudos Organizacionais da ANPAD (ANPAD Organizational Studies Symposium), 2012, Curitiba.
12. **Cherman, A.**; Rocha-Pinto, S. R.; Rocha, A. Gestão do conhecimento no brasil: uma visão da academia / Knowledge management in Brazil: a view from the academy. In: XXXV EnANPAD Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração (National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management), 2011, Rio de Janeiro.
13. **Cherman, A.**; Rocha-Pinto, S. R. Knowledge in organizations: valuing and meaning in the organizational action. In: 27th EGOS Colloquium, European Group of Organization Studies Congress, 2011, Gothenburg.
14. **Cherman, A.**; Macedo-Soares, T. D. V. A. Knowledge transfer within the organization: investigating the international literature. In: 37th EIBA Annual Conference, European International Business Academy, 2011, Bucharest.
15. **Cherman, A.**; Tomei, P. Environment, culture and organizational discourse for change: The AmBev-Interbrew 'Global Alliance'. In: BALAS Conference, Business Association for Latin American Studies, 2005, Madrid.
16. **Cherman, A.**; Tomei, P. Códigos de ética e a tomada de decisão ética: instrumentos de gestão e orientação de valores organizacionais? / Corporate codes of ethics and the ethical decision-making process: Is code of ethics a management and guiding tools for organizational values? In: XXVII EnAnpad Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração (National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management), 2003, Atibaia.

⁽²⁾ Full papers can be downloaded from https://www.researchgate.net/profile/Andrea_Cherman

3.4. ADDITIONAL PUBLICATIONS

Book

1. **Cherman, A.** (2004) Códigos de ética corporativa e a tomada de decisão ética: instrumentos de gestão e orientação de valores organizacionais? / *Corporate codes of ethics and the ethical decision-making process: Is code of ethics a management and guiding tools for organizational values?* Rio de Janeiro: FUNENSEG.

Book Chapter

2. **Cherman, A.** (2012) Gestão do Conhecimento In: RAMAL, A. (Org.) *Educação Corporativa: Fundamentos e Gestão*. 1 ed., Rio de Janeiro: Grupo GEN, p. 58-89.

Book Technical Reviewer

3. RUSSO, G. M. Diagnóstico da Cultura Organizacional / Diagnosis of Organizational Culture. Rio de Janeiro, Editora Campus-Elsevier, 2009.

3.5. PRESENTATIONS

1. XLIII EnANPAD. Workshop Session Chair. A Dinamica das Rotinas e da Aprendizagem Organizacional / The Dynamics of Organizational Routines and Organizational Learning. Encontro da Associação Nacional de Ensino e Pesquisa em Administração (National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management), 10/2020, São Paulo.

2. Phenomenographic Method Lecture. Guest speaker in Qualitative Method II Course, Doctoral Program. Pontifícia Universidade Católica do Rio de Janeiro PUC-Rio, 05/11/2013, 05/06/2014, 05/15/2015, 05/18/2016, 05/29/2017, Rio de Janeiro.
3. XXXIX EnANPAD. Fenomenografia e a valoração do conhecimento nas organizações: diálogo entre método e fenômeno / Phenomenography and the valuing of knowledge in organizations: dialog between method and phenomenon. Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração (National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management), 09/13/2015, Belo Horizonte.
4. VIII EnEO. Valoração do conhecimento nas organizações: as concepções dos indivíduos no contexto do trabalho / Valuing of knowledge in organizations: conceptions of the individuals at the work context. Encontro de Estudos Organizacionais da ANPAD (ANPAD Organizational Studies Symposium), 05/27/2014, Gramado.
5. XXXVII EnANPAD. As relações de poder nos espaços organizacionais: um estudo etnográfico / Power relations in organizational spaces: an ethnographic study. Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração (National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management), 09/11/2013, Rio de Janeiro.
6. XXXVII EnANPAD. Valoração do conhecimento nas organizações pela percepção dos indivíduos: caminho para uma construção teórica / Valuing of knowledge in organizations by the individuals perceptions: paths for a theoretical construct. Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração (National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management), 09/11/2013, Rio de Janeiro.
7. VI EnEO. Valoração do conhecimento nas organizações: significação e identidade na ação organizacional / Valuing knowledge in organizations: meaning and identity in organizational activities. Encontro de Estudos Organizacionais da ANPAD (ANPAD Organizational Studies Symposium), 05/22/2012, Curitiba.
8. XXXV EnANPAD. Gestão do conhecimento: uma visão da academia / Knowledge management: the a view from the academia. Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração (National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management), 09/05/2011, Rio de Janeiro.
9. 37th EIBA Annual Conference. Knowledge transfer within the organization: investigating the international literature. European International Business Academy, 12/10/2011, Bucharest.
10. 27th EGOS Colloquium. Knowledge in organizations: valuing and meaning in the organizational action. European Group of Organization Studies Congress, 07/09/2011, Gothenburg.
11. BALAS Conference. Environment, culture and organizational discourse for change: The AmBev-Interbrew 'Global Alliance'. Business Association for Latin American Studies, 05/27/2005, Madrid.
12. XXVII EnAnpad. Códigos de ética e a tomada de decisão ética: instrumentos de gestão e orientação de valores organizacionais? / Corporate codes of ethics and the ethical decision-making process: Is code of ethics a management and guiding tools for organizational values? Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração (National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management), 09/27/2003, Atibaia.

3.6. FIELD OF RESEARCH

Aim to bring a contemporary and innovative approach to the **Organizational Knowledge domain**:

- ***Integrative Knowledge in Organizations*** analyzes the dynamic of innovative knowledge creation in a scenario that Science and spirituality can experience synergistic effects impacting innovation, strategy, and corporate cultures in organizations;

- ***Spirituality in Knowledge Development*** examines the significant benefits of incorporating a more spiritual mindset into organizational structures, thus contributing to a more comprehensive, evolutionary, and integrative knowledge framework for individuals, organizations, and society.
- ***Ethics in Knowledge-Based Organizations*** dealing with complex and consciousness-related ethical boundaries that involve the individuals' well-being in their workplace, collectively aspiring for a more spiritual, humanistic, and egalitarian society.

4. ACADEMIC SERVICES

4.1. CONFERENCE PAPER BLIND REVIEWER

1. ANPAD Associacao Nacional de Ensino e Pesquisa em Administracao / National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management – X EnEO, Organizational Studies Symposium, 2019, Fortaleza.
2. AoM The Academy of Management – 2019 The Academy of Management Meeting, Management Organizational Cognition Division; Management Spirituality and Religion Interest Group, 2019, Boston.
3. ANPAD Associacao Nacional de Ensino e Pesquisa em Administracao / National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management – XXXXII EnANPAD Congress, Organization Studies Division, 2018, Curitiba.
4. AoM The Academy of Management – 2018 The Academy of Management Meeting, Management Spirituality and Religion Interest Group, 2018, Chicago.
5. ANPAD Associacao Nacional de Ensino e Pesquisa em Administracao / National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management – XXXIX EnANPAD Congress, Organizational Studies Division, 2016, Costa do Saúpe.
6. ANPAD Associacao Nacional de Ensino e Pesquisa em Administracao / National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management – XXXIX EnANPAD Congress, Human Resources Management Division; Social Responsibility and Sustainability Division, 2015, Belo Horizonte.
7. ANPAD Associacao Nacional de Ensino e Pesquisa em Administracao / National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management – XXXVIII EnANPAD Congress, Human Resources Management Division; Social Responsibility and Sustainability Division, 2014, Rio de Janeiro.

4.2. SESSION CHAIR AND/OR MODERATOR

1. ANPAD Associacao Nacional de Ensino e Pesquisa em Administracao / National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management - XLIII EnANPAD. Workshop Session Chair in Organization Studies Division: A Dinamica das Rotinas e da Aprendizagem Organizacional / The Dynamics of Organizational Routines and Organizational Learning. 10/2020, São Paulo.
2. AoM Academy of Management. 78th Annual Meeting of the Academy of Management. Round-table participant in PDW Workshop ‘Happy Individuals, Harmonious Societies: How Can Organizations Help?’ Sponsored by the MSR Management Spirituality and Religion division, Program Session 406.
3. ANPAD Associacao Nacional de Ensino e Pesquisa em Administracao / National Association of Graduate and Research Programs in Business Administration, the Brazilian Academy of Management – XXXIX EnANPAD, Session Chair and Moderator in Research & Education Division: Strategies and Research Methods, 09/13/2015, Belo Horizonte.

4. EnEO, VIII Encontro de Estudos Organizacionais da ANPAD / Organizational Studies Symposium of the National Association of Graduation and Research Programs in Business Administration, the Brazilian Academy of Management, Session Chair in Organizational Studies Division: Behavior and Social Interactions in Organizations, 05/27/2014, Gramado.

4.4. MEMBER OF EXAMINING COMMITTEE

Doctoral Degree

1. Rocha-Pinto, S. R.; **Cherman, A.**; Lemos, A. H. C.; Costa, A. S. M.; Ruas, R. L. Member of the examining committee of Samantha Luiza de Souza Broman, *A Trégua em Rotinas Orçamentárias / The Truce in Budgetary Routines*. 2019. Qualification Exam (Doctoral Program in Business Administration) - Pontifícia Universidade Católica do Rio de Janeiro.
2. Rocha-Pinto, S. R.; **Cherman, A.**; Lemos, A. H. C.; Fontes Filho, R. J.; Bastos S. A. P. Member of the examining committee of Carlos Trevia, *As Rotinas de Governança Societária na Prática / The Routines of Corporate Governance in Practice*. 2019. Qualification Exam (Doctoral Program in Business Administration) - Pontifícia Universidade Católica do Rio de Janeiro.
3. Rocha-Pinto, S. R.; **Cherman, A.**; Lemos, A. H. C.; Costa, A. S. M.; Ruas, R. L. Member of the examining committee of Nicássia Feliciano Novôa. *Competências Coletivas: A Experiência do Processo de Desaprendizagem na (re)Construção das Rotinas Organizacionais / Collective Competencies: The Experience of the Process of Unlearning in the (re) Construction of Organizational Routines*. 2016. Qualification Exam (Doctoral Program in Business Administration) - Pontifícia Universidade Católica do Rio de Janeiro.
4. Rocha-Pinto, S.R.; **Cherman, A.**; Lemos, A. H. C.; Cavazotte, F.; Ruas, R. L. Member of the examining committee of Maria Isabel Peixoto Guimarães. *Aprendizagem baseada na prática ou prática baseada na aprendizagem? Observando o design thinking nas rotinas organizacionais / Learning based on practice or practice based on learning? Observing design thinking in organizational routines*. 2016. Qualification Exam (Doctoral Program in Business Administration) - Pontifícia Universidade Católica do Rio de Janeiro.

Master Degree

5. Bronowitz, J.; **Cherman, A.** Member of examining committee of Mikayla Laufer Stokes. “Drive to Excellence” at Hillel ASU. 2021. Dissertation Thesis Examining Committee (Master of Technology) - Arizona State University.
6. **Cherman, A.**; Oliveira, L. B.; Lemos, A. H. Member of the examining committee of Ana Paula Ulyssea Rodrigues. *Processos de Identificação e Identidade Organizacional em uma Empresa de Telefonia*, 2018. Dissertation Examining Committee (Master in Business Administration) - Pontifícia Universidade Católica do Rio de Janeiro.
7. Rocha-Pinto, S. R.; **Cherman, A.**; Costa, S.R. Member of the examining committee of Leandro Schoemer Jardim. *A compreensão das competências nas rotinas de programação da produção*. 2017. Dissertation Examining Committee (Master in Business Administration) - Pontifícia Universidade Católica do Rio de Janeiro.
8. **Cherman, A.**; Costa, A. S. M.; Rego, M. L.; Pinto, M. C. S. Member of the examining committee of Bruno Eduardo Marques Mendes. *O Papel da Comunicação no Gerenciamento de Projetos*. 2017. Dissertation Examining Committee (Master in Business Administration) - Pontifícia Universidade Católica do Rio de Janeiro.

9. Rocha-Pinto, S. R.; **Cherman, A.**; Pinto, M. C. S. Member of the examining committee of Mauricio Santos Manzueto. Automação de processos: a influência dos softwares de automação de processos nas rotinas organizacionais. 2016. Dissertation Examining Committee (Master in Business Administration) - Pontifícia Universidade Católica do Rio de Janeiro.
10. Rocha-Pinto, S. R.; **Cherman, A.**; Beyda, T. T. Member of the examining committee of Erick Cardoso da Silva Figueira. Compreendendo as Rotinas Organizacionais: Percepção de Consultores em suas Experiências de Campo. 2016. Dissertation Examining Committee (Master in Business Administration) - Pontifícia Universidade Católica do Rio de Janeiro.
11. Rocha-Pinto, S. R.; **Cherman, A.**; Gomes, L. S. Member of the examining committee of Florence Vidal Perfeito. Variações em Rotinas Organizacionais: O Caso de um Instituto de Tecnologia e Inovação. 2016. Dissertation Examining Committee (Master in Business Administration) - Pontifícia Universidade Católica do Rio de Janeiro.
12. Rocha-Pinto, S. R.; **Cherman, A.**; Teixeira, C. Member of the examining committee of Theiza Conte Paiva. Uma Análise Fenomenográfica Sobre Compartilhamento de Competências nas Rotinas de Inovação. 2015. Dissertation Examining Committee (Master in Business Administration) - Pontifícia Universidade Católica do Rio de Janeiro.
13. Rocha-Pinto, S. R.; **Cherman, A.**; Oliveira, L. B. Member of the examining committee of Samantha Luiza de Souza Broman. Como os gestores percebem a formação de competências coletivas em suas experiências com rotinas organizacionais. 2015. Dissertation Examining Committee (Master in Business Administration) - Pontifícia Universidade Católica do Rio de Janeiro.
14. Rego, M. L.; Zanini, M. T. F.; **Cherman, A.** Member of the examining committee of Bruno Siqueira Moreira. Confiança na gestão de equipes de alto desempenho da industria farmacêutica. 2015. Dissertation Examining Committee (Executive Master in Business Management) - Fundação Getúlio Vargas.

4.5. DISSERTATION THESIS SUPERVISOR ⁽¹⁾

Master Degree

1. Rodrigues, A.P.U., **Cherman, A.** Master Thesis Supervisor in Business Administration of Ana Paula Ulyseia Rodrigues. Processos de Identificação e Identidade Organizacional em uma Empresa de Telefonia, 2018 - Pontifícia Universidade Católica do Rio de Janeiro.
2. Mendes, B.E.M., **Cherman, A.** Master Thesis Supervisor in Business Administration of Bruno Eduardo Marques Mendes. Papel da Comunicação no Gerenciamento de Projetos, 2017 - Pontifícia Universidade Católica do Rio de Janeiro.

MBA Specialization Course

3. Cerqueira, C. A. M. Ferramentas de gestão de Conhecimento Aplicadas à área de Proteção e Controle do ONS. 2015. Monography (Master em Desenvolvimento Gerencial) - Pontifícia Universidade Católica do Rio de Janeiro.
4. Nunes, R. S. Transferência de Conhecimento Tácito: Experiência da Gerência NNNE-1. 2015. Monography (Master em Desenvolvimento Gerencial) - Pontifícia Universidade Católica do Rio de Janeiro.
5. Peixoto, P. G. Gestão do conhecimento em equipes multidisciplinares. 2014. Monography (Master em Desenvolvimento Gerencial) - Pontifícia Universidade Católica do Rio de Janeiro.
6. Incarelli, C. E. A Mudança e seus Impactos: Análise da Reorganização de um Centro de Pesquisa Nacional. 2013. Monography (MBA em Gestão Empresarial - Management) - Pontifícia Universidade Católica do Rio de Janeiro.

7. Pestana, T. Plano de Gestão do Conhecimento para a Área de Relacionamento Estratégico com Agentes. 2011. Monography (MBA em Desenvolvimento Gerencial) - Pontifícia Universidade Católica do Rio de Janeiro.
8. Torrecilha, M. Storytelling do Projeto SINOCON. 2011. Monography (MBA em Desenvolvimento Gerencial) - Pontifícia Universidade Católica do Rio de Janeiro.
9. Gonçalves, D. M. C. Gestão do Conhecimento e Alinhamento Organizacional: Estudo de Caso de uma Empresa do Setor Elétrico. 2010. Monography (MBA em Desenvolvimento Gerencial) - Pontifícia Universidade Católica do Rio de Janeiro.

Undergraduate Degree

10. Nogueira, N. Empresas Conflitantes com o Meio Ambiente: Como os funcionários lidam com a Dissonância Cognitiva acerca do tema de Sustentabilidade.. 2014. Curso (Administração de Empresas) - Pontifícia Universidade Católica do Rio de Janeiro.
11. Armas, K. Inteligência Emocional nas Organizações. 2014. Curso (Administração de Empresas) - Pontifícia Universidade Católica do Rio de Janeiro.
12. Silva, G. K. R. Diferenças motivacionais e valores geracionais: Uma comparação das Gerações X e Y.. 2013. Curso (Administração de Empresas) - Pontifícia Universidade Católica do Rio de Janeiro.
13. Zorzi, A. G. Governança em Empresas Familiares: Estudo de Caso D' Angelo. 2013. Curso (Administração de Empresas) - Pontifícia Universidade Católica do Rio de Janeiro.
14. Calmon, J. O Sentido do Trabalho para Geração Y. 2013. Curso (Administração de Empresas) - Pontifícia Universidade Católica do Rio de Janeiro.
15. Martins, L. A. R. Poder nas Organizações: Como as relações de poder se manifestam nos espaços organizacionais?. 2012. Curso (Administração) - Pontifícia Universidade Católica do Rio de Janeiro.
16. Turano, L. M. Sustentabilidade nas Organizações: Dissonância entre Discurso e Prática. 2012. Curso (Administração) - Pontifícia Universidade Católica do Rio de Janeiro.
17. Franca, L. Os Pontos Críticos da Implementação de Comércio Justo e Solidário: Um Estudo de Caso em uma Empresa Nacional. 2011. Curso (Administração de Empresas) - Pontifícia Universidade Católica do Rio de Janeiro.
18. Dimitrescu, J. P. O Empreendedorismo e o Jovem Administrador. 2010. Curso (Administração de Empresas) - Pontifícia Universidade Católica do Rio de Janeiro.
19. Coelho, F. A. Organizações Não-Governamentais: Desafios de Gestão. 2010. Curso (Administração de Empresas) - Pontifícia Universidade Católica do Rio de Janeiro.
20. Pessanha, A. B. V. As Dimensões da Resiliência e Mudança Organizacional. 2006. Curso (Administração de Empresas) - Pontifícia Universidade Católica do Rio de Janeiro.
21. Eyler, A. Novo Ambiente de Resseguros e as Competências Essenciais: O Estudo de Caso da Capital Re. 2005. Curso (Administração de Empresas) - Pontifícia Universidade Católica do Rio de Janeiro.

4.6. ASSOCIATIONS MEMBERSHIP

- AoM The Academy of Management 01/08/2001 to Present
- ANPAD National Association of Graduate and Research Programs in Business Administration 01/04/2003 to Present
- EGOS European Group of Organization Studies 03/2011 to 02/2012
- IABS International Association for Business and Society 2001 to 2005

5. PROFESSIONAL EXPERIENCE AT INDUSTRY CAREER

5.1. COLOPLAST DO BRASIL LTDA

09/20/1999 to 06/01/2009

Danish company, Healthcare and Medical Devices Industry

- Marketing Director 11/01/2007 to 06/01/2009
- Regional Marketing Director, South America Region 12/01/2005 to 10/31/2007
- Marketing Manager, Brazil 10/01/2000 to 11/30/2005
- Market Manager 09/20/1999 to 09/30/2000

Responsible for the strategic business plan and marketing plan development and implementation for the South America Region's product divisions. Head of the marketing department, including product & service management, communication, CRM, medical visiting program, and technical training team. Member of the subsidiary Management Board and the headquarter Emerging Market Committee.

5.2. L'ORÉAL PARIS

04/22/1996 to 04/07/1999

French global company, Cosmetics and Toiletries Industry.

- Cosmetics Category Manager, Mass Consumer Division 01/01/1998 to 04/07/1999
- Product Manager, Parfums & Beauté Division 04/22/1996 to 12/31/1998

Responsible for marketing plan development and implementation for Skin Care and Make-Up lines. Head of the product management team concerning product launches, brand repositioning, advertising, promotional and sales cycles, and activities for each customer segment and distribution channel. Worked with R&D labs in France and Skin Care International R&D team to develop products for the Brazilian market.

5.3. THOMAS DE LA RUE S.A. / AMERICAN BANKNOTE COMPANY

01/30/1989 to 02/22/1996

British company, bought by the American Group in 1993, Security System and Printing Industry

- Export Coordinator for Latin America Region 10/01/1994 to 02/22/1996
- Marketing Consultant for International Projects 11/01/1993 to 09/30/1994
- Communication Coordinator 08/01/1991 to 10/31/1993
- Product Development Assessor 01/30/1989 to 07/31/1991

Worked on international sales and projects. Coordinated the representatives located in South America. Developed projects in partnership with Schlumberger, Motorola, Monetel, and Rand McNally in security access technology, such as smart-card and radio-frequency.

5.4. Other Positions

June 1984 to January 1989

- Digidata Computing and Software House Ltd – Communication Assessor
- Piele Cosmetics Ltd – Marketing Assistant
- Lápis de Cor Planning and Communication –Creative