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EDUCATION

- Ph.D. University of Illinois at Urbana-Champaign,
Economics, October 1988
- M.S. University of Illinois at Urbana-Champaign,
Economics, 1984
- B.S. Universidade Federal do Rio de Janeiro,
Economics, 1980

ACADEMIC EXPERIENCE

1988-2016, Professor International Business and Latin American Management,
Anderson School of Management. University of New Mexico,
Albuquerque, New Mexico.

2006- June 2011 Chair FITE Department.

PUBLICATIONS

- Gouvea, R., and Vora, G. (2016). "Global Trade in Creative Services: An Empirical Exploration." *Creative Industries Journal*, Vol.9, Issue 1, p. 66-93.
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PAPERS UNDER REVIEW

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- Gouvea, R., Kapelianis, D., and Kassicieh, S (2016). The Sustainability & ICT Nexus. *Technological Forecasting and Social Change*.
- Gouvea, R., Kapelianis, D., Montoya, M., and Vora, G. (2016). "Social Entrepreneurship, Social Innovation, and the Creative Economy of Nations." *Technological Forecasting and Social Change*.
- Gouvea, R., and Vora, G. (2016). "The Arab League: Export Earnings and Economic Development." *World Economy Journal*. .

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- Gouvea, R., Kassicieh, S., and Figueira, I. (2008). "Sustainable Strategies for the Brazilian Amazon Region: An Ecotourism Perspective." Proceedings of the American Society for Competitiveness Conference, November 3-6, Orlando, FL.
- Gouvea, R., and Hranaiova, J. (2002). "Are Eco-Variables Driving Tourism Demand?" Association for Global Business, Las Vegas, NV, November.
- Gouvea, R., and Hranaiova, J. (2002). "Building Strategic Alliances in the Americas." Academy of International Business, USA, Northeast Region, Salisbury-Ocean City, MD, September.
- Gouvea, R., Hranaiova, and Kassicieh, S. (2002). "Shifting the Technology Paradigm: Moving Towards Commercialization: The Brazilian and Slovakian Experience." Academy of International Business, USA Northeast Region, Salisbury-Ocean City, MD, September.
- Gouvea, R., Hranaiova, J., and Kassicieh, S. (2002). "Assessing the Optimality of Export Portfolios for Five Brazilian Economic Regions." Proceedings of the Ninth Annual Meetings ASBBS. Las Vegas, February.
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- Gouvea, R. (1995). "Impacto da Globalizacao no Mercado de Capitais." (The Impact of Globalization on Capital Markets). XIII Congresso ABAMEC, Fortaleza, November.
- Gouvea, R. (1993). "Marketization Strategies: Is Brazil Moving in the Wrong Gear?" Proceedings of the International Management Development Association, Turku, Finland, June.
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- Gouvea, R. (1993). "Awakening the Sleeping Giant: Market Oriented Reforms in Brazil." Proceedings of the 1993 World Marketing Congress. Istanbul, Turkey, July.
- Gouvea, R. (1993). "Assessing Export Marketing Strategies." Proceedings of the IABD Annual Conference, New Orleans, May.
- Gouvea, R. (1992). "Japanese MNCs Global Strategy in Latin America: A Comparison of Mexico and Brazil." Proceedings of the Fifth International Conference on Multinational Enterprise: World Trade and MNE in the 21st Century, Taipei, Taiwan, May.
- Gouvea, R., et al. (1991). "Japanese Investments in Latin America." Academy of International Business-Japan Region. Tokyo, Japan, November.
- Gouvea, R. (1991). "From Tanks to Butter: The Conversion of the Brazilian Defense Industry." Proceedings of Eastern Academy of Management Fourth Biennial International Conference: Managing in a Global Economy. Nice, France, June.
- Gouvea, R., and Vasconcellos, G. (1991). "Export Diversification and the Efficiency of the Export Portfolio: A Comparative Study of S.E. Asian and L.A. Countries." Business Association of Latin American Studies-BALAS. Boston, April.
- Gouvea, R., and Vasconcellos, G. (1990). "A Portfolio Approach to the Assessment of the Export Diversification Strategies of Argentina, Brazil, and Mexico." Proceedings of the Business Association of Latin American Studies-BALAS. Albuquerque, NM, April.
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- Gouvea, R. et al. (1987). "The Rise of Third World Trading Companies and its Strategic Implications: A Comparison of Brazilian, Korean and Philippine Trading Companies." Proceedings of the Second Symposium on Cross-Cultural Consumer and Business Studies, Hawaii, December.

Gouvea, R., and Shin, M. (1987). "The Evolution of the Computer in Developing Countries: A Comparison Between Brazilian and Korean Firms." Proceedings of The Academy of International Business, Southeast Region (with Mansoo Shin). New Orleans, November.

Gouvea, R., (1987). "The Export Performance of Brazilian Trading Companies." Proceedings of the International Business Conference II. Emporia, Kansas, April.

Gouvea, R. (1987). "Brazilian Multinationals: A Conduit for the Exports of Technology." Proceedings of the Academy of International Business (AIB) Mid-West Regional Meeting. Chicago, Illinois, March.

Gouvea, R. (1987). "Brazilian Exports of Technology: The Catalytic Role of the Government." Proceedings of the Annual Conference of the Business Association of Latin American Studies (BALAS). Glendale, AZ, February.

CONFERENCES Founder, Organizer & Chair

Founder, Organizer & Chair: "Fostering Indigenous Business & Entrepreneurship in the Americas – FIBEA 2013, June 24-25, Brasilia, Brasil.

Founder, Organizer & Chair: "Sustainability & Disability – SUDI 2012." Manaus, September 4-5, Manaus, Brazil.

Founder, Organizer & Chair: "Fostering Indigenous Business & Entrepreneurship in the Americas FIBEA 2012." April 26 & 27, Manaus, Brazil.

Co-Founder, Co-Organizer & Co-Chair: "Water, Innovation, Technology & Sustainability – WITS 2011 Manaus, October 27th.

Founder, Organizer & Chair: "Legal and Institutional Implications of the Green Economy – LIGE." Manaus, June 29-30, 2011.

Co-Founder, Co-Organizer & Co-Chair: "Water, Innovation Technology & Sustainability- WITS" Sao Paulo, Brasil, March 17-19, 2011.

Founder, Organizer & Chair: "Fostering Indigenous Business & Entrepreneurship in the Americas – FIBEA", Manaus, Brasil, September 23-25, 2010.

Co-Founder, Co-Organizer, and Co-Chair: "Water, Innovation, Technology & Sustainability-WITS", Manaus, Brasil, November 22-23, 2009.

Founder, Organizer, and Chair: "Fostering Indigenous Indigenous Business and Entrepreneurship in the Americas." FIBEA – 2008, Centro Cultural dos Povos da Amazonia, Julho 22-25, Manaus, Brasil, July 22-25, 2008.

Co-Founder, Co-Organizer, Co-Chair: "Water and the Sustainable Development of the Amazon" Region. Manaus, September 10-12, 2008.

Founder, Organizer and Chair 2007: “Fostering Indigenous Business and Entrepreneurship in the Americas.” FIBEA 2007. Acoma, New Mexico. November 7-9, 2007.

Founder, Organizer and Chair: “International Indigenous Business and Entrepreneurship Business Conference (IIBEC). Albuquerque, New Mexico, June 9-13, 2006.

SEMINARS

Co-Organizer and Co-Chair: “Sustainable/Renewable Sources of Energy for the Brazilian Amazon Region. Manaus, August 30th-September 2, 2006.

Co-Organizer and Co-Chair” “Sustainability, Water Resources & Economic Development.” SUFRAMA/SEPLAM, Manaus, November, 27th, 2013.

CONFERENCE PRESENTATIONS REFEREED

Gouvea, R. (2015). “Brazil’s Defense Industry Paradigm.” National Business and Economic Society, March 11-14, Panama City, Panama.

Gouvea, R. (2012). “Brazil at Crossroads: A New Paradigm Ahead.” 2012 American Marketing Association – AMA, Cancun, March 29th-April 1.

Gouvea, R., Montoya, M., and Matho, R. (2012). “BRIC National Export Performance: A Portfolio Approach.” XIIIth April International Academic Conference on Economic and Social Development, Moscow, April 3-5th.

Gouvea, R. (2012). “Challenges and Opportunities Facing the Brazilian Economy.” Academy of International Business, Southwest Chapter, New Orleans, February 29th-March 3rd.

Gouvea, R. (2011). “Designing a Water Research Center in the Brazilian Amazon Region.” WITS 2011 Conference, October 27th, 2011.

Gouvea, R. (2011). “Green Challenges: An Amazon Perspective.” LIGE Conference, June 29-30. Manaus

Gouvea, R. (2011). “Challenges & Opportunities Permeating Indigenous Ecotourism.” ICOT 2011 Conference, Rhodes, Greece, 27-30 April.

Gouvea, R. (2011). “Designing Competitive Strategies in a Green Economy: Creating Green Quadruple Helixes Clusters.” Conference Clusters as Drivers of Competitiveness: Strategies and Policy Issues, University of Fribourg. Switzerland, March 25-27.

Gouvea, R. (2010). “Challenges & Opportunities Facing Indigenous Entrepreneurs.” FIBEA Conference, Manaus, September 21-22, Manaus, Brazil.

Gouvea, R., and Kassicieh, S. (2009). “Fostering Natural Competitive Advantages: Designing a Water Eco-Innovation LCuster in the Brazilian Amazon Region.” The American Society for Competitiveness, Washington, D.C. October 29-31.

Gouvea, R. Kassicieh, S., and Grosso, R. (2009). “The Sinicization of Latin American Economies.” International Conference of the Global Business Development Institute – GBDI. Las Vegas,

March 22-25, 2009.

- Gouvea, R. (2008). "Global Economic Crisis: Challenges & Opportunities Facing the Brazilian Economy" American Society for Competitiveness Conference, Orlando, FL, November 6-8.
- Gouvea, R., Kassicieh, S., Digregorio, D., and Thomas, D. (2005). "Multilatinas." Business Association of Latin American Studies, Madrid. May 25-27.
- Gouvea, R. (2005). "China and Latin America: Risks & Opportunities." 2005 Association for Global Business. Miami. November 17-19.
- Gouvea, R. (2004). "Managing the Ecotourism Industry in Latin America." Eurochrie 2004. Ankara, Turkey, November.
- Gouvea, R., Kassicieh, S., and Vora, G. (2004). "Mathematical Analysis of the Effect of Technology on International Competitiveness and Export Portfolio Diversification." 2004 International Business & Economic Research Conference, Las Vegas, October.
- Gouvea, R., and Kassicieh, S. (2004). "Software Development in Emerging Economies: The Brazilian Model for Economic Development in Knowledge Technologies." Association for Global Business. Cancun, Mexico, November.
- Gouvea, R. (2004). "Issues in Hemispheric Integration." Annual Meeting of the Western Decision Sciences Institute. Manzanillo, Mexico, April.
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- Gouvea, R., and Kassicieh, S. (2003). "The Latin American Biotechnology Industry." American Society for Competitiveness, Washington, D.C., October.
- Gouvea, R., Kassiceh, S. (2003). "The Brazilian Amazon: An Emerging Biotechnology Frontier." Strategic Management Society, Argentina Mini-Conference. Buenos Aires, Argentina, March.
- Gouvea, R., Kassicieh, S., and DiGregorio, D. (2003). "Making Sense of Latin American E-Commerce Strategies." Strategic Management Society, Mini Conference, Buenos Aires, Argentina, March.
- Gouvea, R., Hranaiova, J., and Kassicieh, S. (2002). "Effect of Technology on International Competitiveness and Export Portfolio Diversification." American Society for Competitiveness (ASC). Thirteenth Annual Conference on Competition in a Turbulent World. Washington D.C., October 10-12.
- Gouvea, R. and Kassicieh, S. (2002). "Latin America.Com." Association for Global Business, Las Vegas, Nevada, November.

- Gouvea, R., Kassicieh, S., Digregorio, D., and Hranaiova, J. (2002). "Predicting E-Commerce Penetration Using Economic Variables." Western Decision Sciences Institute Annual Meeting, 2002. Las Vegas, Nevada, April.
- Gouvea, R., Hranaiova, J., and Kassicieh, S. (2001). Association for Global Business. Cancun. November. "Evaluation of Export Performance in Three Brazilian Economic Regions." November.
- Gouvea, R., and Kassicieh, S. (2001). "From Defense Conversion to Globalization Strategies: The Brazilian Aircraft Manufacturer Embraer." Association for Global Business, Cancun, November.
- Gouvea, R. (2000). "Latin America.Com." Academy of International Business Annual Meeting, Phoenix, AZ.
- Gouvea, R. (2000). "Digital Education." Association for Global Business, Orlando, Florida.
- Gouvea, R. (1999). "Revisiting the Amazon Region." Association for Global Business, Las Vegas, Nevada.
- Gouvea, R. (1991). "Exports and Regional Imbalances in Brazil: A Portfolio Approach." Rocky Mountain Council for Latin American Studies, Flagstaff, AZ, February.
- Gouvea, R. (1990). "The Role of Transnational Companies in the Brazilian Defense Tripod." International Symposium-World Conference on MNEs and 21st Century Scenarios, Tokyo, Japan, July.
- Gouvea, R. (1989). "Technology and Sovereignty: MNCs in the Brazilian Defense Industry." Annual Meeting of the Academy of International Business, Singapore, November.
- Gouvea, R., and Vasconcellos, G. (1989). "A Portfolio Approach to the Assessment of Export Promotion Strategies of South East Asia and Latin American Countries." Annual Meeting of the Academy of International Business, Singapore, November.
- Gouvea, R. (1989). "Privatization Versus Development of Indigenous Technology: A Study of the Brazilian Case." Academy of International Business Annual Meeting/Northeast Region. Baltimore, MD, June.
- Gouvea, R. (1989). "Is Brazil Moving Towards Privatization?" Academy of International Business Midwest Regional Meeting. Chicago, IL, March.
- Gouvea, R., and Vasconcellos, G. (1988). "Export Diversification Strategies and the Choice of Export Markets: A Portfolio Approach." Annual Meeting of the Academy of International Business (AIB), San Diego, CA, November.
- Gouvea, R. (1988). "Brazilian Exports of Arms: The Catalytic Role of the Government Multinational Culture: Social Impacts of a Global Economy." Hofstra University, Long Island, NY, March.
- Gouvea, R., and Vasconcellos, G. "Do Export Diversification Policies Survive the Portfolio Test?"

Annual Meeting of the Academy of International Business (AIB). Chicago, IL, November.

CONFERENCE PRESENTATIONS INVITED

Gouvea, R. (2013). "Mining in Indigenous Lands and Indigenous Entrepreneurship in Brazil's Amazon Region." Conference on Mining & Sustainability – CETEM. Rio de Janeiro, 10-11 October.

PRESENTATIONS SPONSORED BY GRANTS FROM THE MITSUBISHI BANK FOUNDATION

Gouvea, R. (1993). "Brazilian Export Processing Zones." Multinational Enterprises and Economic Development in Southeast Asia & The 4th World Conference - Academy of International Business-Japan Region. Singapore, September.

Gouvea, R., (1992). "TNCs, Export Marketing, and Stability of Export Earnings." The International Symposium of Economic Development and Multinational Enterprises in the East Asian Region & 3rd World Conference Academy of International Business - Japan Region. Shanghai, China. August.

ARTICLES IN BRAZILIAN BUSINESS MAGAZINES & BUSINESS WEB SITES

Gouvea, R. (2005). "China: Parceira Comercial, Grande Ameaca, e Grande Oportunidade." *Negocios & Empresas*, May, 23, America on Line (AOL.com.br).

Gouvea, R. (2005). "O Brasil e a Globalizacao: Tapando o Sol com a Peneira." *Negocios & Empresas*, May 20, America on Line (AOL.com.br).

Gouvea, R. (2004). "Nanotecnologia: Uma Realidade Brasileira." *Negocios & Empresas*, December 30th, America on Line (AOL.com.br).

Gouvea, R. (2004). "Desafios ao Esforco Exportador Brasileiro." *Negocios & Empresas*, August 10, America on Line (www.AOL.com.br).

Gouvea, R. (2004). "As Multinacionais Digitais Brasileiras." *Negocios & Empresas*, July 1, America on Line (www.AOL.com.br).

Gouvea, R. (2004). "O Brasil no Seculo da Biotecnologia." *Negocios & Empresas*, June 4, America On Line (www.AOL.com.br)

Gouvea, R. (2004). "Ecoturismo: Uma Vantagem Competitiva Brasileira." *Negocios & Empresas*, May 3, America On Line (www.AOL.com.br).

Gouvea, R., and Santos, T. (2004). "Uma Nova Geografia de Comercio: XI Unctad."

www.Universiabrasil.net. June 21.

Gouvea, R. (2001). "Hora de Fechar o Circulo." *Exame Negocios*, June, p. 64.

Gouvea, R. (1999). "A Ilusao do Jardim Botanico." *Revista Exame*, 7 de Abril, p. 126.

Gouvea, R. (1995). "O Real Legado de Fernando Collor." *Revista Exame*, 1 de Marco, p.106.

AWARDS:

- Community Leadership Award, Anderson Schools of Management, University of New Mexico, 2007.
- Listed as one of UNM Faculty identified as Excellent Teachers from Responses to the Survey on New Faculty Orientation on Teaching, April 1995
- Professor of the Year Award, Anderson Schools of Management, The University of New Mexico, April 1990.
- Professor of the Year Award, Anderson Schools of Management, The University of New Mexico, April 1991.
- WWBHE, (Who's Who in Business Higher Education), 2003.
- Marquis Who'sWho in America (2006).

VISITING PROFESSOR

Fall 2004 Visiting Professor FAAP, Sao Paulo, Brazil.

Fall 1998- Spring 1999 Visiting Professor American University, Kogod College of Business

Summer 1997 Visiting Professor
Université Paris Dauphine IX, Paris, France

Summer 1995 Visiting Professor
Université Paris Dauphine IX, Paris, France

Fall 1995- Visiting Professor
Spring 1996 The Brazilian Capital Markets Institute (IBMEC), Rio de Janeiro, Brazil

CONSULTING ACTIVITIES

Consultant to: a) Sebrae, (1981-1982), b) World Bank (1987-1994), and c) IDORT (1981-1982).

EDITORIAL BOARD

Estrategica (FAAP), Revista de Contabilidade (UERJ)

TELEVISION INTERVIEWS

Brazil: Several Interview over the past few years.

CNN - Three Interviews on the Brazilian Economic Crisis (Fall 1998)

BOOK REVIEWS

Czinkota, M. (1991). International Business, 2nd. Hinsdale, IL: The Dryden Press.

Review (1992) Comparing Czinkota's International Business 2nd to Daniel's and Radebaugh's International Business 6th.

Matsuura, N. (1991). International Business. Fort Worth, TX. HBJ Publishers.

ACADEMIC EXCHANGE AGREEMENTS: CREATION AND SUPERVISION

- Established in 1990 Exchange Agreement between the Federal University of Rio de Janeiro MBA Program (COPPEAD-UFRJ) and Anderson Schools of Management.
- Established in 1991 Exchange Agreement between Universidad de Guanajuato, Mexico, and Anderson Schools of Management.
- Established in 1994 Exchange Agreement between the Brazilian Capital Markets Institute (IBMEC) and Anderson Schools of Management.
- Established in 1996 Exchange Agreement between the Brazilian Capital Markets Institute (IBMEC) and Université Paris - Dauphine IX.

Established in 1998 Exchange Agreement between American University and FAAP, Sao Paulo, Brazil.

Established in 2001 (with Professor Sul Kassicieh) Exchange Agreement between FAAP and Anderson Schools of Management

Established in 2006 (with Professor Sul Kassicieh) Exchange Agreement between Fucapi, Manaus, and Anderson Schools of Management.

Established in 2015 (with professor Sul Kassicieh) Exchange Agreement with UERJ, Rio de Janeiro, Brazil.

Established in 2015 (with professor Sul Kassicieh) Exchange Agreement with FGV, Rio de Janeiro, Brazil.

EMBA SUMMER PROGRAMS, 2001-2006

Established the “Summer ASM/UNM-FAAP EMBA Program”, for the Fundacao Armando Alvares Penteado (FAAP), Sao Paulo, Brasil, Anderson Schools of Management, University of New Mexico.

TRADE MISSIONS

2014, May, Co-Coordinated with Professor Sul Kassiech a trade mission to the state of Ceara, Brazil. Objective to expand trade between the state of New Mexico and the state of Ceara, Brazil. Two New Mexican companies participated in the trade mission.

2013, November, Co-Coordinated with Professor Sul Kassiech a trade mission to the State of Amazonas – Brazil. Objective to expand trade between the State of New Mexico and the state of Amazonas, Brazil. Three New Mexican companies participated in the trade mission.

2005 Co- Coordinated, with professor Sul Kassiech, a Trade mission from the State of Amazonas – Brazil, to the State of New Mexico. Participants: Suframa, Business Associations, and Fucapi, October 23-26, 2005. Mission: to expand trade between the State of Amazonas and the State of New Mexico.

2008 Co-Coordinated with professor Sul Kassiech, a Trade Mission from the State of Amazonas to the State of New Mexico. Participants: Suframa and FUCAPI. November 17-19. Mission expand business ties between the two economic regions.

SCIENTIFIC COMMITTEE

Member of the Centre for Strategic Evaluation (CAE), Galazans Institute for International Peace Studies.

DISSERTATION

"Export Diversification, Internal and External Effects - The Brazilian Case"

Supervisor:

Werner Baer, Department of Economics
The University of Illinois at Urbana-Champaign