

16th SGBED Conference, Brazil

KEYNOTE SPEAKERS



Jean-François Hennart (Tilburg University, Netherlands)

Jean-François Hennart (PhD, Economics, University of Maryland) is Professor of International Management emeritus at Tilburg University and visiting professor at Politecnico de Milano in Milan and WU in Vienna. His research focuses on the comparative study of international economic institutions such as multinational enterprises (MNEs) and their contractual alternatives, joint ventures and alliances, modes of foreign market entry, family firms, Born Globals, and MNEs from emerging markets. His *Theory of Multinational Enterprise* (1982) pioneered the application of transaction cost theory to international business. He is a Fellow of the Academy of International Business and of the European International Business Academy and holds an honorary doctorate from the University of Vaasa. His work in the *Journal of International Business Studies*, *Strategic Management Journal*, *Global Strategy Journal*, *Management Science*, *Organization Science*, *Journal of Economic Behavior and Organization*, and in other top journals, has been cited more than 16,000 times.



George Balabanis (Cass Business School of City University of London, UK)

George Balabanis is a professor of marketing at Cass Business School of City University of London (UK) and a visiting professor in the International Hellenic University of Greece. He also chairs the panel of the academic partnership between City University and the five country MSc in Management programme of ESCP Europe. His academic research focuses on the areas of international marketing strategy, Country of Origin, cross-cultural consumer behaviour and online relationships. He is a member of the editorial board of *British Journal of Management*, *Journal of International Marketing*, *International Marketing Review* and *Journal of International Business Studies* (until 2013). His work has been published in outlets such as the *Journal of International Business Studies*, *Journal of the Academy of Marketing Science*, *Journal of International Marketing*, *Long Range Planning*, *Journal of Business Research*, *British Journal of Management*, *Industrial Marketing Management*, *International Business Review*, *Psychology and Marketing*, *International Marketing Review*, *European Journal of Marketing*, etc.



Louis-Philippe Rochon (Laurentian University, Canada)

Louis-Philippe Rochon is a Full Professor of Economics, at Laurentian University, in Canada, where he is Director of the International Economic Policy Institute. He is the founding co-editor of the *Review of Keynesian Economics*, and co-editor of *New Directions in Post-Keynesian Economics*, a book series at Edward Elgar. He is on the Editorial Board of the *International Journal of Political Economy*, *Ola Financiera*, and the *Problemas del Desarrollo*, *Revista Latinoamericana d'Economia*. He has written over 100 articles, and written or edited more than 16 books. His areas of research include monetary theory and policy, financialization, and post-Keynesian economics. He has been a Visiting Scholar or Professor in Mexico, Brazil, France, Italy and Australia. His research has been funded by the Social Sciences and Humanities Research Council (Canada), the Ford Foundation, the Mott Foundation, and the European Parliament.