



# QUARTERLY NEWSLETTER

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# News about ANPAD's Communication Team

Communication is essential these days, facilitating contact with one another and creating a relationship with the public. We communicate to express our goals, inform, set agendas, connect, teach, and learn through texts, posts on social media, videos, newsletters, news, interviews, events, lectures, debates, journals, and many other means.

It can be verbal or non-verbal, informal or formal, but it is always present in everyday life, daily relationships, work, and the face-to-face or digital world. That is why **ANPAD is committed to adopting straightforward language in its communication.**

We want you to access well-produced, thought-out, and planned content. We are committed to serve you by delivering the best information. Also, we are aware of the impacts of digital changes in today's society, and modernizing our digital communication channels is a priority in our work.

Against this backdrop, we are thrilled to inform you that ANPAD now has a team 100% focused on developing communication in our niche.



**Isabela Barros**



**Thalita Cunha**

Isabela Barros (Communications and Marketing Analyst), Thalita Cunha (Press Relations Intern) form our communication team, which will soon also have an intern for the Social Media area. The team is focused and aligned in promoting the change that ANPAD seeks for better communication with the public.

The team works from home – Isabela is in São Paulo and Thalita in Espírito Santo. The remote work model suits ANPAD's needs and allows greater regional diversity.

With the new team, our communication projects are already in progress. We are creating a communication guide, modernizing the institutional website, creating social media content, and modernizing the newsletter. These are some of the projects for the next semester of 2022, and much more is coming!

We welcome ANPAD's new communication team and are grateful to count on their work.

# Highlights of the EnANPAD 2022 Interdivisional Panels

The activities of EnANPAD 2022 reflect the event's central theme, "Tackling grand societal challenges: A role for management, managers, and organizations" The program presents two pre-events, the **16<sup>th</sup> IFSAM Congress** and the **Methodological Development Workshops** that will take place with the Doctoral Consortium. Following the tradition, we will have the **lectures of each division**, with the participation of outstanding professors in different fields. In addition, **nine interdivisional panels** will be conducted, gathering national and international experts.

We are excited to bring you some information about the **themes and participants of the interdivisional panels**, which are some of the most important presentations of EnANPAD 2022.

The **first interdivisional panel** will be held on the morning of September 21, introducing Professor Geraldine Fraser-Moleketi of Nelson Mandela University (South Africa), Professor Yamini Aiyar of the Center for Policy Research (India), Professor Linda Bilmes of the Kennedy School of Government and Harvard University (USA), and Professor Rolf Alter of the Hertie School of Governance (Germany). They will present the panel on **"The Sustainable Development Goals (SDGs) in action: A global perspective,"** with the moderation of Professor Alketa Peci from FGV EBAPE and president of ANPAD.

In the afternoon of that same day, the **second interdivisional panel** will present the theme **"Sustainability and Decolonization,"** presented by Professor David Zoogah from McMaster University (Canada), Professor Juliana Cristina Teixeira from PPGAdm/Ufes, the Graduate Program in Administration (GPAdm) of the Federal University of Espírito Santo (Brazil), Professor Josiane Silva de Oliveira from PPGADM/UFG, the GPAdm of the Federal University of Goiás and PPA/UEM, the GPAdm of the Maringá State University (Brazil), and

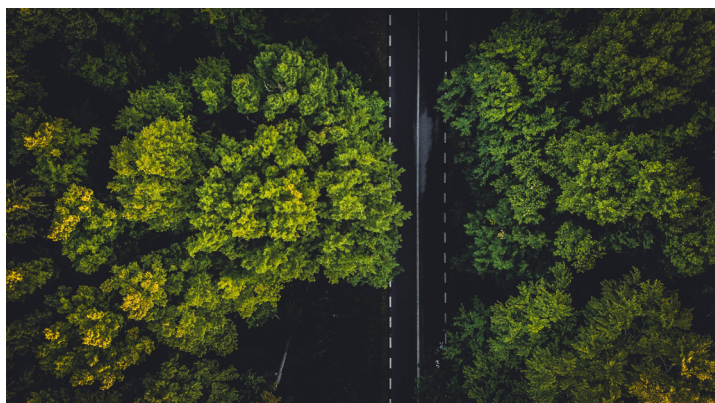


Photo by [Vlad Hilitanu](#) on [Unsplash](#).

Professor Sergio Eduardo de Pinho Velho Wanderley from PPGA/Unigranrio, the GPAdm of Uningranrio (Brazil).

The **third interdivisional panel** will be held in the late afternoon, after a short break at the end of the second panel. Professor Alketa Peci will mediate the presentation on **"Assessment and Prospects for Capes Area 27"** that will count on the participation of Professor Edson Ronaldo Guarido Filho from FACE/UnB, the Faculty of Economics, Administration, Accounting, and Public Policy Management of the University of Brasilia (Brazil), who is the current coordinator of the Area of Public and Business Administration, Accounting Sciences, and Tourism at the Brazilian agency **Capes**, for the period 2018-2022.

The next morning (September 22), will begin with the **fourth interdivisional panel**, entitled **"Reimagined publishers/research community partnership: Looking at current grand challenges through SDGs lenses for the betterment of society,"** with the participation of Wendy Purcell from Harvard T. H. Chan School of Public Health (USA), Richard Oloruntoba from Curtin Business School (Australia), Jo Jones and Florence Theberge, both from Emerald Publishing. The panel will be mediated by André Jun, also from Emerald Publishing.

Later in the morning, the **fifth interdivisional panel** will address the theme **"Global Environmental Changes."** Professor Jose Antonio Puppim de Oliveira from FGV EAESP and FGV EBAPE will mediate the discussion. This worrisome issue will be discussed by Professor Karen Seto from Yale University (USA), Professor Saleem Ali from the University of Delaware (USA), and Professor Paulo Artaxo from USP/IF.



Photo by [Markus Spiske](#) on [Unsplash](#).

The afternoon will begin with the **sixth interdivisional panel** discussing the theme **"Populism and Democratic Backsliding"** with the moderation of Professor Alketa Peci and the participation of Professor Donald Moynihan from Georgetown University (USA), Professor David Arellano-Gault from CIDE (Mexico), and Professor Michelle Morais de Sa e Silva from the University of Oklahoma (USA).

The **seventh interdivisional panel** will take place subsequently with the title **“Post-Pandemic Inclusion: Opportunities and Challenges”**, mediated by Professor Delane Botelho from FGV EAESP and with the special participation of Regina Maia, Director of Institutional Communication at iFood, and Lisiane Lemos, manager of Diversity, Equity and Inclusion Recruitment Programs at Google.

On the morning of the last day of the event (September 23), the **eighth interdivisional panel** – **“The Adoption of Artificial Intelligence in Organizations and Society: Did what we learned in seven decades of Digital Transformation prepared us to understand this process?”** –

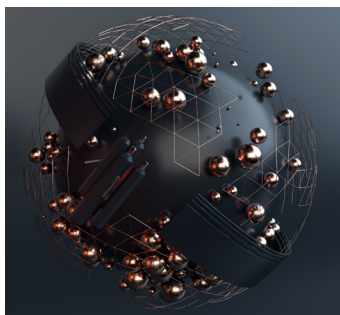


Photo by [Javier Miranda](#) on [Unsplash](#).

is a topic proposed by Professor Edimara Mezzomo Luciano from GPAdm of FACE, PUCRS. She is the coordinator of ANPAD's Management Information Systems Division (ADI), and the panel will gather five panelists, professors in Brazilian institutions: Armino dos Santos de Sousa Teodósio from GPAdm/PUC Minas – current coordinator of ANPAD's Public Administration Division (APB), Marie Anne Macadar Moron from COPPEAD/UFRJ and FGV EAESP, Cesar Alexandre de Souza from GPAdm of FEA, USP, Paula Chimenti from COPPEAD/UFRJ, and Andrea Poletto Oltramari from GPAdm of UFRGS's Business School and SOCIUS/ISEG, University of Lisbon.

On the last afternoon of the event, Professor Delane Botelho from FGV EBAPE will mediate the **last interdivisional panel**, entitled **“Art in Resource Development: The Value**

**of Innovation, Technology and the Individual in the Organization”**, with the special participation of Daniel Pedrino – president of Faculdade Descomplica, Gabriela Baumgart – chairman of the IBGC board and of the Baumgart Group board, and Marcelo Lacerda – Terra Networks and Magnopus.

On the last evening of EnANPAD 2022, a **closing ceremony** will gather the annual meeting participants. ANPAD's Board of Directors (triennium 2021-2023) will present a brief retrospective of the event and reveal the **awards winners**:

- » **Divisional awards:** the best work of each Academic Division will be awarded.
- » **Clovis L. Machado-da-Silva Award:** for the best work of the event, sponsored by Emerald Publishing, which will offer the winning research a prize of USD 1,500.
- » **Best article whose theme contributes to the understanding, analysis, and practical intervention regarding the construction of strategies and capabilities in the Brazilian Public Administration.** All articles submitted to the event compete for the prize of BRL 4,000 offered by REPÚBLICA.ORG.

Now you have a better idea of what is to come\*! Access the **complete program** of EnANPAD 2022 and pre-events. On [our website](#), you can find all the lectures, panels, and round tables, so you can prepare your schedule to enjoy the activities.

We hope you enjoy our 46th Annual meeting, EnANPAD 2022!

Support:

**República.org**



\* Schedule subject to change.

# EnANPAD 2022 Pre-Event: Methodological Development Workshops

The 46<sup>th</sup> ANPAD Annual Meeting – **EnANPAD 2022** will be **preceded by several activities** designed for the academic community of business and public administration, accounting, and tourism, following the idea of pre-events launched in 2021. The focus of these events in 2022 is the **development of teaching and research methodologies**, addressing issues of interest for the various audiences in the field. The pre-events will occur remotely and in different formats on **September 12 and 13, 2022**.

The set of **methodological development workshops** is one of these pre-event. It will start with an open panel entitled “**Intervention Research in the Field of Administration**,” where Daniel Lacerda (Unisinos) and Natalia Bueno (Emory University) will address the challenges of developing intervention-oriented research, whether based on field experiments or adopting the perspective of design science research. The panel’s objective is to promote the dialogue among researchers at different levels of training in academic and professional graduate programs.

The subsequent activities will adopt the format of **panels and workshops** organized in different lines focusing on quantitative, qualitative, or mixed approaches. In addition, these activities will **debate research ethics** and the current challenges on this topic.

**Cross-sectional activities** will address key themes for the development of impact research. Initially, a thematic panel will discuss the necessary **alignment between research objectives, theories, and methods**. This panel will be followed by two activities focusing on research ethics. The second thematic panel will discuss **the role of ethics committees** and the **new challenges emerging from the recent Brazilian General Data Protection Law**. There will also be a workshop on procedures and techniques to ensure greater **transparency in research and pre-registration of studies** on public platforms.

The **workshops on qualitative and quantitative research methodologies** will focus on methods and

techniques disseminated in the field. **Quali workshops** will work on the development of case studies, the operationalization of thematic analysis, and the structuring of ethnographic studies. **Quanti workshops** will address the design of experiments, pairing, and the use of panel data. The idea is to concentrate on practical and applied aspects, discussing steps, procedures, and challenges to improve these types of research. Thus, the participants will leave the workshops with concrete gains for ongoing studies.

The **workshops on teaching and learning methodologies** are organized in two moments. The first will address inventive methodologies, especially gamified learning projects and VersOnLIFE (the latter involving both metaverse perspectives), whereas the second deals with SalGOn pedagogical practices. The objective is to problematize pedagogical methodologies and practices in the context of hybrid and multimodal education and OnLIFE education, presenting the inventive methodologies and pedagogical practices SalGOn, developed by the International Research Group on Digital Education – GPe-du Unisinos/CNPq in the scope of OnLIFE teaching.

The program of methodological development workshops offers **12 activities**, some of which will occur in concurrent sessions. Expository panels will be **broadcast on [ANPAD’s YouTube channel](#)**, com a interlocução com participantes mediada via chat, e posteriormente serão disponibilizados para o público geral. Já as oficinas serão conduzidas por especialistas nos temas e realizadas mediante inscrição de interessados/as. Buscamos, com isso, mapear a participação de modo a ajustar as dinâmicas que serão adotadas pelos mediadores e mediadoras convidados.

The teaching and research methodology workshops will be coordinated by Ana Diniz (Insper), Eliane Schlemmer (Unisinos), and Rafael Goldszmidt (FGV-EBAPE) in partnership with ANPAD’s Scientific Director. **Check out the detailed schedule.**



## SCHEDULE OF METHODOLOGICAL DEVELOPMENT WORKSHOPS

Date	Activity	Time (GMT -3)
September 12, 2022	<b>Opening panel - Intervention research in the field of administration</b> Mediators: Daniel Pacheco Lacerda (UNISINOS), Natalia Bueno (Emory University)	09.00 – 11.00
	<b>Thematic panel - For those who have a hammer in their hands, everything is a nail: The importance of compatibility between objectives, theories, and research methods</b> Mediators: Sandro Cabral (Insper – Coordinator), Monica Abreu (UFC), Marina Gama (FGV-SP), Leonardo Secchi (UDESC)	11.30 – 13.00
	<b>Cross-sectional workshop – Case Study: it seems simple, but it's not</b> Mediator: Marlei Pozzebon (HEC Montreal)	13.15 – 15.00
	<b>Quanti workshop - Design of experiments</b> Mediator: Franciele Frizzo (IFET-RS)	13.15 – 15.00
	<b>Quanti workshop – Use of matching in administration research</b> Mediator: Leonardo Barcellos (Arizona State University)	13.15 – 15.00
	<b>Workshop on teaching and learning methodologies – Inventive methods</b> Mediadora: Eliane Schlemmer (UNISINOS)	15.30 – 16.30
	<b>Workshop on teaching and learning methodologies – SaIGOn pedagogical practices</b> Mediator: Eliane Schlemmer (UNISINOS), José Carlos Freitas (UNISINOS)	16.30 – 17.30
September 13, 2022	<b>Thematic panel - Ethics committee and LGPD in research in administration: challenges and practices</b> Mediators: Tania Hoff (ESPM - coordinator), Eugenio Spers (USP-ESALQ), Osny da Silva Filho (FGV Direito)	09.00 – 11.00
	<b>Thematic panel – Use of panel data in administration research</b> Mediators: Jason Coupet (Andrew Young School), Vinicius Brei (UFRGS)	11.30 – 13.00
	<b>Cross-sectional workshop – Don't let the p-value fool you: Transparency in research and pre-registration of studies</b> Mediator: Lucia Barros (FGV-EAESP)	13.15 – 15.00
	<b>Quali workshop – Operationalization of thematic analysis</b> Mediator: Daniel Lacerda (Montpellier Business School, France)	13.15 – 15.00
	<b>Quali workshop – Structuring ethnographic studies</b> Mediator: Josiane Oliveira (UFG)	13.15 – 15.00



Ana Diniz is an assistant professor at Insper. She holds a PhD in Public Administration and Government from FGV EAESP (Brazil) and is a member of the Collective of Women Researchers in Administration (Compa). Professor Diniz studies the themes of Gender, Intersectionality, and their relationship with work. Currently, she is the Coordinator of Insper's Center for Studies on Diversity and Inclusion at Work, which studies inequalities in the world of work and the design of actions to overcome them.



Eliane Schlemmer is a professor-researcher of the Graduate Program in Education and the Graduate Program in Applied Linguistics at UNISINOS. Professor Schlemmer is a CNPq 1D Research Productivity Fellow and an accreditation consultant for CAPES, CNPq, FAPERGS, and A3ES (Portugal). She holds a PhD in informatics in education, a master's degree in psychology from UFRGS, and a bachelor's degree in informatics from UNISINOS. Also, she attended a post-Doctorate program in education at the Universidade Aberta of Portugal. Professor Schlemmer is the designer and leader of the International Research Group on Digital Education - GPe-dU UNISINOS/CNPq and researcher-collaborator of the International Research Center Atopos/USP and the Center for Global Studies at the Universidade Aberta (CEG-UAb) of Portugal, in the line of research Entrepreneurship and Global Citizenship. She is a speaker at national and international events, published several articles in national and international journals, and authored books and book chapters in Brazil, Latin America, the US, and Europe.



Rafael Goldszmidt is an assistant professor at FGV EBAPE. He holds a PhD and a master's degree in business administration from FGV EAESP. His areas of expertise include applied quantitative methods, health-related behavior, and the effects of social class on behavior. Professor Goldszmidt's work has been published in journals such as *Nature Human Behaviour*, *The Lancet Public Health*, *JAMA Network Open*, *Journal of Consumer Research*, *Journal of Marketing Research*, and *Journal of World Business*.

# 16th IFSAM Congress: Discover the Roundtables of the EnANPAD 2022 Pre-Event



Juliana Bonomi



Dear colleagues,

The **16th edition of the biannual IFSAM Congress** is approaching. Between the **7th and 9th of September**, scholars and practitioners of all five continents will get together to discuss important issues concerning management research, education, and practice. The congress will have six **roundtables** to discuss the following topics:

- Reconsidering Research Assessment in Times of Impact
- Open Science in Management Research: Future Trends and Challenges
- Technology, Change, and the Future of Higher Education in Management
- The Changing Dynamics of Doctoral Education across Continents
- Models of Cooperation with Management Practice
- Discipline Integrity, Responsible Research, and the Pursuit of Excellence

As a **pre-event** of EnANPAD 2022 (46<sup>th</sup> ANPAD Annual Meeting), the 2022 IFSAM Congress will seek to establish a **connection with the Brazilian academia**. Thus, we will have a **session dedicated** to the discussion of the evaluation of the IFSAM soft policy published in the field of management research in the **Brazilian context**.

**The 2022 IFSAM Congress is a free online event. Don't miss out!**

More information on dates, panellists, and registration at: <https://www.ifsam.org/16th-congress/>

Professor Juliana Bonomi is deputy VP conferences at IFSAM. She holds a PhD in management science from Lancaster University Management School and is a professor in the Graduate Program in Business Administration at the São Paulo School of Business Administration (FGV-EAESP).

## RELEASE

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