

WORKSHOP

EXPLORING ENTREPRENEURSHIP AND SUSTAINABILITY IN BRAZIL: RESEARCH, TEACHING, AND BUSINESS CASES

10 APRIL 2025**Venue: Seminar Room, Dipartimento di Scienze Economiche e Aziendali
Via del Santo 33, Padova****GOALS AND MISSION**

This one-day workshop explores key aspects of entrepreneurship and innovation ecosystems, teaching case method, and sustainability transitions in the Brazilian context.

By combining research insights and practical case studies, the event fosters discussions on studying, writing, and publishing about business dynamics in Brazil.

Designed for PhD students, faculty members, and researchers, the workshop also benefits practitioners seeking to understand entrepreneurship and sustainability transitions in Brazil.

PROGRAMME**9.15–9.30 Welcome greetings**

Paola Valbonesi (dSEA Unipd)

Silvia Rita Sedita (dSEA Unipd)

9.30–11.00 Researching entrepreneurship in Brazil: Insights, contexts, and opportunities

Gustavo Behling (UNIVALI – SC/ Brazil)

11.00–12.30 The Teaching Cases: How to write and publish in Brazil

Anete Alberton (UNIVALI – SC/Brazil)

Gustavo Behling (UNIVALI – SC/ Brazil)

Barbara Ivy Crema de Vasconcelos (UNIVALI – SC/Brazil)

12:30–14:00 Lunch**14.00–15.00 Take off towards sustainability: unraveling decisions, paradoxes, and interactions in aviation**

Barbara Ivy Crema de Vasconcelos (UNIVALI – SC/Brazil)

15.00–16.30 Panel discussion

Anete Alberton (UNIVALI – SC/Brazil)

Silvia Rita Sedita (dSEA Unipd)

Maya Hoveskog (Halmstad University – Sweden)

Cordula Barzantny (TBS – Toulouse Business School – France)

Gustavo Behling (UNIVALI – SC/ Brazil)

Paulo Rogerio Melo de Oliveira Mello (UNIVALI – SC/Brazil)

16.30–16.45 Wrap-up

Anete Alberton (UNIVALI – SC/ Brazil)

Silvia Rita Sedita (dSEA Unipd)

Gustavo Behling (UNIVALI – SC/ Brazil)

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