

Eduardo Russo de Almeida da Silva, Post-PhD.

33 years old, single

+ 55 21 99283 9685

eduardo.russo@coppead.ufrj.br

Eagle Pass, TX – United States

Brazilian and Portuguese Citizenship

Dr. Eduardo Russo is Tenure-Track Assistant Professor of International Business at the Rio Grande College of Business, Sul Ross State University, and Associate Researcher at The COPPEAD Graduate School of Business, Federal University of Rio de Janeiro (COPPEAD/UFRJ). At these institutions, he is actively engaged in research, extension, and teaching activities focused on innovation, entrepreneurship, sustainability, and international business. Eduardo earned his PhD in Business Administration from COPPEAD/UFRJ, followed by a Post-Doctorate at the same institution. He also holds a Master's Degree in International Management from IAE-Bordeaux, France, along with dual Bachelor's Degrees in Economics and Defense and International Strategic Management from North Paraná University and UFRJ, respectively. His academic excellence is further highlighted by numerous certifications and honors in business and international studies. With nearly a decade of academic experience, Eduardo has served as a Coordinator and Academic Collaborator for various programs at Alumni COPPEAD Business School and has taught undergraduate and graduate courses in logistics, marketing, business, and international relations at both public and private educational institutions. His international experience spans Brazil, France, the United Kingdom, Mexico, and the USA. Before transitioning to academia, Eduardo gained valuable experience in the international logistics sector, working with both national and foreign companies in the Oil & Gas industry. Driven by a passion for knowledge creation and dissemination, Eduardo dedicates much of his time to mentoring young students aspiring to academic careers and assisting organizations and individuals in succeeding in the global market.

Education

- Post-PhD in Business Management
The COPPEAD Graduate School of Business (COPPEAD/UFRJ) – 2023
- PhD in Business Management
The COPPEAD Graduate School of Business (COPPEAD/UFRJ) – 2022
- Bachelor's Degree in Economics
North Parana University (UNOPAR) – 2020
- Specialization in Innovation & Business Management
State University of Rio de Janeiro (UERJ) – 2016
- Master's Degree in International Management
University of Bordeaux (IAE-Bordeaux) – 2015
- Bachelor's Degree in Defense and International Strategic Management
Federal University of Rio de Janeiro (UFRJ) – 2014

Complementary Education

- Leaders of Learning, Harvard University – 2022
- Teams Aura Journey, Educare – 2022
- Entrepreneurship and Management, CEDEP – 2020
- Project Development, CEDEP – 2020
- Business Consulting, CEDEP – 2019
- Management and Leadership, WR Educational – 2019

Professional Experience

- Sul Ross State University
August 2025 / Current
Assistant Professor of International Business (Tenure-Track): Responsible for contributions in subjects like *Business Capstone*, *Human Resource Management*, *International Business*, *Management of Small Business*, and *Principles of Management*, within the Undergraduate Program of Business Administration, besides other research and service activities.

- Tecnológico de Monterrey
July 2024 / August 2025
Full-Time Faculty: Responsible for contributions in subjects like *International Competitiveness and Business Opportunities*, *Intercultural Negotiation*, *Sharing Value Creation*, *International Panorama*, and *Driving Global Business Across Frontiers* within the Undergraduate program in Global Business, besides other research and service activities.
- Federal University of Rio de Janeiro (UFRJ)
October 2022 / August 2025
Collaborating Professor: Responsible for contributions to research, teaching, and extension projects of the Institute of International Relations and Defense.

October, 2021 / March, 2022
Visiting Professor: Responsible for contributions in subjects like *Logistics & Operations*, *Brazilian Economic Formation*, and *Regional Integration*, within the Undergraduate Program of Defense and International Strategic Management.
- Hult International Business School
August 2023 / January 2024
Visiting Researcher: Responsible for developing and implementing the teaching cases coaching program of the institution, a short-term project that had the objective of establishing new standards and boosting the academic production of case studies of Hult Cases Publishing.
- Alumni COPPEAD Business School
April, 2018 / February, 2023
Academic Coordinator & Professor: Responsible for the academic and management of the *Foreign Trade*, *International Business*, *Marketing*, and *Retail* executive training programs, and also for teaching contributions to other short and medium-term programs, in subjects like *Business Modeling*, *Import and Export Operations*, and Companies *Internationalization*.
- Estácio de Sá University (UNESA)
April, 2019 / December, 2022
Lecturer: Responsible for contributions in subjects like *Logistics 4.0*, *Process Modeling*, *Integrated Operations Management*, *Cargo Transport Technology*, *Sales Planning & Management*, *Logistics & Tax Legislation*, *Supply Chain Management*, *Reverse Logistics & Green Economy*, *International Transport*, *Corporate Strategy*, and *Foreign Trade & Globalization*, within Undergraduate and Graduate Programs of the Management, Logistics, Marketing and International Relations areas.
- Grande Rio University (UNIGRANRIO)
October, 2018 / March, 2022

Visiting Professor: Responsible for contributions in subjects like *International Logistics*, and *Business in Global Environments*, within Graduate Programs in the Management and Logistics areas.

- Weatherford Brazil
March, 2015 / June, 2017 and July, 2019 / April, 2020
Foreign Trade Analyst: Responsible for the door-to-door coordination of international shipments in import and export operations, including project cargo (oversized and dangerous goods).
- Bayeux Logistics
January, 2013 / October, 2014
Import Analyst: Responsible for controlling temporary admission special customs regimes, focusing on Drawback and REPETRO for customers of the Oil & Gas Sector.

Scientific Journal Referee

1. Humanities and Social Sciences Communication
Reviewer of Academic Papers – September 2025 / Current
2. Cleaner Waste Systems
Reviewer of Academic Papers – March 2025 / Current
3. Harvard Business Publishing (HBP)
Reviewer of Teaching Cases in Business – December 2024 / Current
4. Environment and Social Psychology
Reviewer of Academic Papers – October 2024 / Current
5. Event Management
Reviewer of Academic Papers – October 2024 / Current
6. Frontiers in Sport and Active Living
Reviewer of Academic Papers – September 2024 / Current
7. Revista Administração: Ensino e Pesquisa (RAEP)
Reviewer of Teaching Cases in Business – July 2024 / Current
8. Journal of Contemporary Administration (RAC)
Reviewer of Academic Papers – May 2024 / Current
9. International Journal of Emerging Markets – October 2023 / Current
Reviewer of Academic Papers
10. Tourism Planning and Development – September 2023 / Current

Reviewer of Academic Papers

11. Emerald Emerging Markets Case Studies – August 2023 / Current
Reviewer of Teaching Cases in Business
12. Applied Economics Letters – July 2023 / Current
Reviewer of Academic Papers
13. Cadernos EBAPE – January 2023 / Current
Reviewer of Academic Papers and Teaching Cases in Business
14. Revista ADM MADE – October 2022 / Current
Reviewer of Academic Papers
15. Revista Brasileira de Casos de Ensino em Administração – August 2022 / Current
Reviewer of Teaching Cases in Business
16. Revista Gestão Contemporânea – April 2021 / Current
Volunteer Member of the Editorial Board and Reviewer of Academic Papers

Research Project Coordination

- Coordinator of the Case Writing Lab (IRID/UFRJ)
The project aims to initiate Students in the process of research and scientific writing, focusing on the development of Unpublished Business Cases in the format of Teaching Cases in Management. The activities take place during an academic semester and will be carried out individually by the Student, who will be supervised by an Advisory Professor. As a final result of the project, the idea is that students have the possibility to submit their work to Academic Congresses and/or National or International Scientific Journals.
Status: November 2021 – August 2025
Students involved: Undergraduate (8)

Areas of Expertise

- International Business;
- Sport Management;
- Tourism & Hospitality Management;
- Innovation and Entrepreneurship.

Languages

- Native Portuguese;
- Fluent English;
- Fluent Spanish.

Awards

1. *Nominee* Best Teaching Case Award at the BALAS Annual Conference
Business Association of Latin American Studies – 2025
2. Honorable Mention in the category of Best Teaching Case at the XXVII SemeAd Congress.
University of São Paulo (USP) – 2024
3. Honorable Mention at the XLV Giulio Massarani Scientific, Technological and Cultural Initiation Journey of UFRJ (JITAC)
Federal University of Rio de Janeiro – 2024
4. Best Teaching Case of the X Brazilian Congress of Public Management
Brazilian Society of Public Management – 2023
5. 2nd Place Energy Innovation in LMICs Global Case Writing Competition
William Davidson Institute at The University of Michigan – 2023
6. Honorable Mention in the category of Best Teaching Case of the EPQ Division at the XLVI ANPAD Congress
National Association of Graduate Studies and Research in Administration – 2022
7. Diploma of Academic Distinction *Cum Laude*
Federal University of Rio de Janeiro – 2016
8. 3rd Place Panel Presentation
I Defense and International Strategic Management Week, UFRJ – 2012

Bibliographic Production

Articles Published in Scientific Journals

1. MARTÍNS, A., & RUSSO, E. (2025). The Repercussions of the Russia-Ukraine War on International Business: A Systematic Literature Review. *Revista Gestão Contemporânea*, 15(1), 99-120. <https://doi.org/10.5281/zenodo.15786648>
2. RUSSO, E., FIGUEIRA, A. R., & ROCHA, G. G. (2025). Rebranding Rio: From Marvelous City to the Capital of Entrepreneurship and Innovation. *Journal of*

- Contemporary Administration (RAC)*, 29(1), e240103.
<https://doi.org/10.1590/1982-7849rac2025240103.en> (Scopus Q3 - ABS 1)
3. **RUSSO, E., FIGUEIRA, A. R., & MATARUNA-DOS-SANTOS, L. J.** (2025). Investing in an Olympic Agenda: From Rio to Tokyo and Beyond. *Frontiers in Sport and Active Living*, 6(1), 1-12. <https://doi.org/10.3389/fspor.2024.1507523> (Scopus Q1)
 4. VALADÃO, A., FERNANDES, B., & **RUSSO, E.** (2024). Wemobi Case - Redefining Passenger Road Transportation in Brazil. *Revista Alcance*, 31(1), 119-121. [https://doi.org/10.14210/alcance.v31n1\(jan/abr\).p110-121](https://doi.org/10.14210/alcance.v31n1(jan/abr).p110-121)
 5. ARAÚJO, D., & **RUSSO, E.** (2024). The impact of sustainability actions on the destination image of global cities: a case study of Rio de Janeiro among international tourists. *Revista Iberoamericana de Turismo*, 14(1), 1-26. <https://doi.org/10.28998/10.28998/RITURritur.V14.N1.A16640pp.1-2616640>
 6. FIGUEIRA, A. R., **RUSSO, E.**, ROCHA, G. G. (2024). Multilevel Governance and Paradiplomacy: Lessons Learned from the Experience of InvestSP. *Revista Brasileira de Política Internacional*, 67(1), e007. <https://doi.org/10.1590/0034-7329202400107> (Scopus Q1)
 7. SILVA, S., BARBOSA, S., **RUSSO, E.**, & FERNANDES, B. (2024). The Beleza Natural Case in the North American Market. *InterNext – International Business and Management Review*, 20(1), 1-15. <https://doi.org/10.18568/internext.v20i1.772>
 8. **RUSSO, E.**, & FIGUEIRA, A. R. (2024). The Melissa case: sustainability challenges for the international expansion of a Brazilian brand of plastic sandals. *Cadernos EBAPE*, 22(1), e2023-0109. <https://doi.org/10.1590/1679-395120230109>
 9. BARBOSA, S., & **RUSSO, E.** (2024). The Internationalization of the Brazilian soap-operas in the streaming era: the Globo Group case. *InterNext – International Business and Management Review*, 19(1), 16-33. <https://doi.org/10.18568/internext.v19i1.747>
 10. MENDES, G., & **RUSSO, E.** (2023). The case of Rock in Rio: Challenges of Corporate Social Responsibility in the post-pandemic. *Revista Brasileira de Casos de Ensino em Administração*, 13(2), 1-12. <https://doi.org/10.12660/gvcasosv13n2c11>
 11. **RUSSO, E.**, & FIGUEIRA, A. R. (2023). The Brazilian Fertilizer Diplomacy: The Case of the Russia x Ukraine War and the Threat to World Food Security. *Emerald Emerging Markets Case Studies*, 13(4), 1-18. <https://doi.org/10.1108/EEMCS-04-2023-0120> (Scopus Q4 - ABS 1)

12. **RUSSO, E., FIGUEIRA, A. R., & MATARUNA-DOS-SANTOS, L. J.** (2023). The Hilton Hotels in the midst of the UAE 2071 centennial plan: redesigning the UAE on the path of innovation and international tourism. *Tourism and Hospitality Management*, 29(4), 627-638. <https://doi.org/10.20867/thm.29.4.17> (Scopus Q3)
13. **SIMÕES-COELHO, M., FIGUEIRA, A. R., & RUSSO, E.** (2023). Balancing Global Corporate Sustainability Engagement in Asymmetric Markets: The Coca-Cola Co. Case. *Sustainable Production and Consumption*, 40, 89-100. <https://doi.org/10.1016/j.spc.2023.06.005> (Scopus Q1)
14. **SIMÕES-COELHO, M., FIGUEIRA, A. R., & RUSSO, E.** (2023). Motivations for a Sustainable Ethos: Evidence from the Globally Present Brazilian Multinational Natura &Co. *Environment Systems and Decisions*, 43, 321-336. <https://doi.org/10.1007/s10669-022-09890-y> (Scopus Q1)
15. **RUSSO, E., & FIGUEIRA, A. R.** (2023). The political risk of the Ukrainian War for the global fuel market: the case of British Petroleum in Russia. *Cadernos EBAPE*, 21(2), 1-18. <https://doi.org/10.1590/1679-395120220225>
16. **BARBOSA, S., & RUSSO, E.** (2023). From Uber Eats to Cornershop: The Uber's Repositioning in the Brazilian Market. *Revista Brasileira de Casos de Ensino em Administração*. 13(1), 1-8. <https://doi.org/10.12660/gvcasosv13n1c1>
17. **ROCHA, G. G., & RUSSO, E.** (2022). Nutty World Brazil: Challenges to a Sustainable Management of a Supply Chain Network. *Revista Brasileira de Casos de Ensino em Administração*, 12(2), 1-9. <https://doi.org/10.12660/gvcasosv12n2c22>
18. **RUSSO, E., PEREIRA, D., CAÑELLAS, T., & ALMEIDA, V.** (2022). Case Queremos! Challenges of a Startup in the Pandemic. *Cadernos EBAPE*, 20(6), 944-962. <https://doi.org/10.1590/1679-395120220026>
19. **RUSSO, E., FIGUEIRA, A. R., SWART, K., & MATARUNA-DOS-SANTOS, L. J.** (2022). Diamond of the Desert: The Case of Qatar's 2022 FIFA World Cup. *Tourism and Hospitality Management*, 28(2), 471-493. <https://doi.org/10.20867/thm.28.2.12> (Scopus Q3)
20. **RUSSO, E., FIGUEIRA, A. R., & MATARUNA-DOS-SANTOS, L. J.** (2022). Covid-19, Sustainability and Olympic Games: Which Lessons Can We Learn from Tokyo 2020? *Sport, Business, Management: an International Journal*, 13(1), 93-117. <https://doi.org/10.1108/SBM-09-2021-0109> (Scopus Q2 - ABS 1)
21. **RUSSO, E., & FIGUEIRA, A. R.** (2022). Challenges and Uncertainties in Rio's Hospitality Industry: The Case of Astor Hotels. *Tourism and Hospitality Management*, 28(1), 233-253. <https://doi.org/10.20867/thm.28.1.7> (Scopus Q3)

22. **RUSSO, E.** (2022). The Institutional Distance in the Attraction of Foreign Direct Investment in Mega Events Contexts. *Revista de Gestão e Negócios do Esporte*, 6(2), 17-28. Available in http://revistagestaodoesporte.com.br/pluginfile.php/972/mod_resource/content/1/Resumo%20Vol.%206%20N.%202.pdf
23. **RUSSO, E., & FIGUEIRA, A. R.** (2022). The Mega Events Paradox: Analyzing the Behavior of the Hospitality Industry in the City of Rio De Janeiro During and After the Olympics. *Revista Brasileira de Pesquisa em Turismo*, São Paulo, 16, e-2312. <http://doi.org/10.7784/rbtur.v16.2312> (**Scopus Q4**)
24. **RUSSO, E., FIGUEIRA, A. R., KOGUT, C. S., & COTTA DE MELLO, R. D.** (2022). The Tokyo 2020 Olympic Games: Impacts of COVID-19 and Digital Transformation. *Cadernos EBAPÉ*, 20(2), 318-333. <http://dx.doi.org/10.1590/1679-395120210150>
25. **RUSSO, E., & FIGUEIRA, A. R.** (2022). Foreign Direct Investment and Olympic Games: A Systematic Literature Review. *Journal of Convention & Event Tourism*, 23(2), 95-128. <https://doi.org/10.1080/15470148.2021.1949418> (**Scopus Q2 - ABS 1**)
26. **RUSSO, E.** (2021). Culture and International Management: A Study of the Brazilian Scientific Production. *Revista Gestão Contemporânea*, 11(2), 73-96. Available in <https://estacio.periodicoscientificos.com.br/index.php/gestaocontemporanea/article/view/51>

Articles Accepted for Publication in Scientific Journals

1. **RUSSO, E., FIGUEIRA, A. R., & TORRES, A. R. F.** (2025). Evaluation of the Implementation of Public Policies in Education: The Case of CAPES PrInt at the Federal University of Rio de Janeiro. *Ensaio: Avaliação e Políticas Públicas em Educação* (**Scopus Q2**)
2. **BRAGA, V., RUSSO, E., FERNANDES, B., & ARAÚJO, C.** (2025). Doctoralia: A New Way to Choose and Schedule Medical Services in Brazil. *Cadernos EBAPÉ*.
3. **FIGUEIRA, A. R., RUSSO, E., & ROCHA, G. G.** (2025). Transforming Global Commitments into Local Actions: Governance Challenges in Implementing the Climate Agenda. *Brazilian Journal of Public Administration (RAP)*. (**Scopus Q2 - ABS 1**)
4. **RUSSO, E.** (2025). The Rise, Fall, and Revival of Mexicana de Aviación: Strategic Challenges in the Mexican Aviation Industry. *Sage Business Cases*.

5. **RUSSO, E., MIRZA, B., MATARUNA-DOS-SANTOS, L. J., & ROY, S.** (2025). Profit and Purpose in a Mission-Driven Market: The Case of Sustainability. *Emerald Emerging Markets Case Studies*. (Scopus Q4 - ABS 1)
6. **RUSSO, E., & DA FONSECA, L. N. M.** (2025). Bombardier Mexico: Uncertain Takeoff. *Revista Brasileira de Casos de Ensino em Administração*.

Book Chapters Published

1. **ASKRI, S., DOS-SANTOS, L. J., RUSSO, E., & CHABANI, Z.** (2026). Navigating Sustainability in Mega Events: Lasting Global Legacy in the GCC Region. In: Z. Chabani, S. Askri, & Q. Kweh (Eds.), *Technology and Innovative Management as Drivers of Sustainable Progress* (pp. 143-162), 1st Ed., Hershey: IGI Global Scientific Publishing. <https://doi.org/10.4018/979-8-3373-2858-4.ch006>
2. **SIMÕES-COELHO, M., FIGUEIRA, A. R., & RUSSO, E.** (2024). How Do Consumer Goods Multinationals Engage with Corporate Sustainability? A Cross-Company Case Study Analysis In: J. Choi, & J. Kim (Eds.), *Responsible Firms: CSR, ESG, and Global Sustainability*, 1st Ed., Bradford: Emerald Publishing. <https://doi.org/10.1108/S1569-376720240000023013>
3. **RUSSO, E., & MATARUNA-DOS-SANTOS, L. J.** (2024). Promoting Corporate Social Responsibility Through Sport: The Case Study of Al Masood in the United Arab Emirates In: A. Stachowicz-stanusch, R. Sergio, N. Barson, & R. Alami (Eds.), *Corporate Social Responsibility in the Practice and in the Classroom: The Middle East and North Africa Region Perspective*, 1st Ed., Bikaner Rajasthan: Agser.

Other Bibliographic Productions

1. **RUSSO, E., SIMÕES-COELHO, M., & FIGUEIRA, A. R.** (2023). Paths to the Future of Solar Energy in Brazil. *WDI Publishing*. Available in <https://wdi-publishing.com/product/paths-to-future-solar-energy-brazil/>
2. **RUSSO, E.** (2023). Investing in an Olympic Agenda: From Rio to Tokyo and Beyond. Abstract PhD Thesis. *Revista Fragmentos de Cultura*, 33(1), 237-238. <https://doi.org/10.18224/frag.v33i1.13144>
3. **RUSSO, E.** (2023). “Bi-Regional” Cooperation: Analyzing the Relations Between Mercosur and EU. Abstract Master's Dissertation. *Revista Fragmentos de Cultura*, 32(2), 357-358. <https://doi.org/10.18224/frag.v32.n2.2022>

Articles Published in Conference Proceedings

1. KULJIS, M., GUZMÁN, R., RIVERA, I., **RUSO, E.** (2025). Telcel Case: Shaping the Future of Telecommunications in Emerging Markets. *15th Annual Conference of the Academy of International Business Latin America and the Caribbean Chapter (Abstract)*. **To be available**
2. **RUSO, E.**, & da FONSECA, L. N. M. (2025). Bombardier Mexico: Uncertain Takeoff. *15th Annual Conference of the Academy of International Business Latin America and the Caribbean Chapter (Abstract)*. **To be available**
3. **RUSO, E.**, & MATARUNA-DOS-SANTOS, L. J. (2025). Trying to grow sustainable: The Case of Gostoso Coffee. *15th Annual Conference of the Academy of International Business Latin America and the Caribbean Chapter (Abstract)*. **To be available**
4. FIGUEIRA, A. R., **RUSO, E.**, & ROCHA, G. G. (2025). Transforming Global Commitments into Local Actions: Governance Challenges in Implementing the Climate Agenda. *Brazilian Congress of Public Administration, (Abstract)*. <https://www.ebap.sbap.org.br/anais/encontro-brasileiro-administracao-publica/>
5. **RUSO, E.**, SILVA-RÊGO, B. F., & KOGUT, C. S. (2025). Minerva Foods and the Russian Meat Market: Strategies in Face of New Challenges. *Business Association of Latin American Studies (BALAS) Annual Conference (Abstract)*. https://balas.org/resources/Documents/2024%20Conference%20Files/BALAS%202025_1.pdf
6. **RUSO, E.**, & KULJIS, M. (2025). Looking for New Horizons: The Strategic Dilemma of Café Punta del Cielo. *Business Association of Latin American Studies (BALAS) Annual Conference (Abstract)*. https://balas.org/resources/Documents/2024%20Conference%20Files/BALAS%202025_1.pdf
7. SILVA-RÊGO, B., KOGUT, C. S., & **RUSO, E.** (2024). Impact of Geopolitical Conflicts on Peripheral Players: A Resource Dependence View. *XLVIII EnANPAD (Abstract)*. <https://eventos.anpad.org.br/uploads/articles/131/approved/15e69232b3bfbcc60261950230e734b.pdf>
8. BRAGA, V., & **RUSO, E.** (2024). Doctoralia: redefining the process of choosing medical services in Brazil. *XXVII SemeAd (Abstract)*. Available in <https://login.semead.com.br/27semead/anais/arquivos/266.pdf>
9. FERNANDES, B., MONTEIRO, J., **RUSO, E.**, & LENG RUBER, A. L. (2024). Congresse.me Case Reinventing their business model in the post-pandemic. *XXVII SemeAd (Abstract)*. Available in <https://login.semead.com.br/27semead/anais/arquivos/2025.pdf>

10. **RUSSO, E., FIGUEIRA, A. R., & MATARUNA-DOS-SANTOS, L. J. (2024).** Investing in an Olympic Agenda: From Rio to Tokyo and Beyond. *50th European International Business Academy, EIBA (Abstract)*. Available in <https://eiba2024.eiba.org/wp-content/uploads/Proceedings-2.2.pdf>.
11. **SIMÕES-COELHO, M., FIGUEIRA, A. R., & RUSSO, E. (2024).** How consumer goods multinationals engage with corporate sustainability? A cross-company case study analysis. *14th Annual Conference of the Academy of International Business Latin America and the Caribbean Chapter (Abstract)*. Available in <https://lac.aib.world/2024-conference-proceedings/>
12. **SIMÕES-COELHO, M., FIGUEIRA, A. R., & RUSSO, E. (2023).** How consumer goods multinationals engage with corporate sustainability? A cross-company case study analysis. *49th European International Business Academy (Abstract)*. Available in https://eiba2023.eiba.org/wp-content/uploads/2024/07/Proceedings_EIBA2023_Lisbon.pdf
13. **MENDES, G., & RUSSO, E. (2023).** The case of Rock in Rio: Challenges of Corporate Social Responsibility in the post-pandemic. *XXVI SemeAd (Abstract)*. Available in <https://login.semead.com.br/26semead/anais/arquivos/833.pdf>
14. **RUSSO, E., & FIGUEIRA, A. R. (2023).** The Melissa case: Sustainability challenges for the international expansion of a Brazilian brand of plastic sandals. *13th Annual Conference of the Academy of International Business Latin America and the Caribbean Chapter (Abstract)*. Available in <https://lac.aib.world/2023-conference-proceedings/>
15. **RUSSO, E., & FIGUEIRA, A. R. (2023).** The Brazilian Fertilizer Diplomacy: The Case of the Russia x Ukraine War and the Threat to World Food Security. *X Brazilian Congress of Public Administration, (Abstract)*. Available in <https://sbapeventos.com.br/media/270320231521686.pdf>
16. **FRANÇA, A., & RUSSO, E. (2022).** The Mônica Mendonça case by Ocean: the fine line between grief and marketing. *XXV SemeAd. (Complete)*. Available in <https://submissao.semead.com.br/25semead/anais/arquivos/148.pdf>
17. **BARBOSA, S., & RUSSO, E. (2022).** From Uber Eats to Cornershop: The Uber's Repositioning in the Brazilian Market. *XXV SemeAd. (Abstract)*. Available in <https://submissao.semead.com.br/25semead/anais/arquivos/672.pdf>
18. **ROCHA, G. G., & RUSSO, E. (2022).** Nutty World Brazil: Challenges to a Sustainable Management of a Supply Chain Network. *EnANPAD. (Abstract)* Available at <http://anpad.com.br/uploads/articles/120/approved/429e4a44bec547a527df987730b19aab.pdf>

19. **RUSSO, E., & FIGUEIRA, A. R.** (2021). Challenges and Uncertainties in Rio's Hospitality Industry: The Case of Astor Hotels. *SemeAd. (Abstract)* Available in https://login.semead.com.br/24semead/anais/resumo.php?cod_trabalho=94
20. **RUSSO, E., PEREIRA, D., & CANELLAS, T.** (2018). Case Queremos! Challenges in Managing a Multilateral Platform. *EnANPAD. (Abstract)* Available in http://anpad.org.br/eventos.php?cod_evento=&cod_evento_edicao=93&cod_edicao_subsecao=1570&cod_edicao_trabalho=24799

Presentation of Papers and Lectures

1. FIGUEIRA, A. R., **RUSSO, E.**, & ROCHA, G. G. (2025). Foreign policy as public policy: implementation and the challenges of multilevel diplomatic governance. *10th National Meeting of the Brazilian Association of International Relations (ENABRI)*
2. **RUSSO, E.** (2025). Workshop: Transforming Research Cases into Teaching Cases: From Design to Publication. *Academy of International Business Latin America and the Caribbean Chapter.*
3. SILVA-RÊGO, B. F., KOGUT, C. S., & **RUSSO, E.** (2024). The Impact of Geopolitical Conflicts on Third-Countries: A Resource Dependence View. *8th Global Strategy & Emerging Markets Consortium.*
4. KULJIS, M., GUZMÁN, R., RIVERA, I., **RUSSO, E.** (2025). Telcel Case: Shaping the Future of Telecommunications in Emerging Markets. *Academy of International Business Latin America and the Caribbean Chapter.*
5. **RUSSO, E.**, & da FONSECA, L. N. M. (2025). Bombardier Mexico: Uncertain Takeoff. *Academy of International Business Latin America and the Caribbean Chapter.*
6. **RUSSO, E.**, & MATARUNA-DOS-SANTOS, L. J. (2025). Trying to grow sustainable: The Case of Gostoso Coffee. *Academy of International Business Latin America and the Caribbean Chapter.*
7. FIGUEIRA, A. R., **RUSSO, E.**, & ROCHA, G. G. (2025). Transforming Global Commitments into Local Actions: Governance Challenges in Implementing the Climate Agenda. *XII Brazilian Congress of Public Administration.*
8. **RUSSO, E.**, SILVA-RÊGO, B. F., & KOGUT, C. S. (2025). Minerva Foods and the Russian Meat Market: Strategies in Face of New Challenges. *Business Association of Latin American Studies (BALAS) Annual Conference.*

9. **RUSSO, E., & KULJIS, M.** (2025). Looking for New Horizons: The Strategic Dilemma of Café Punta del Cielo. *Business Association of Latin American Studies (BALAS) Annual Conference*.
10. **RUSSO, E., FIGUEIRA, A. R., & MATARUNA-DOS-SANTOS, L. J.** (2024). Investing in an Olympic Agenda: From Rio to Tokyo and Beyond. *50th European International Business Academy, EIBA*.
11. **SILVA-RÊGO, B. F., KOGUT, C. S., & RUSSO, E.** (2024). Impact of Geopolitical Conflicts on Peripheral Players: A Resource Dependence View. *XLVIII EnANPAD*.
12. **BRAGA, V., & RUSSO, E.** (2024). Doctoralia: redefining the process of choosing medical services in Brazil. *XXVII SemeAd*.
13. **FERNANDES, B., MONTEIRO, J., RUSSO, E., & LENG RUBER, A. L.** (2024). Congress.me Case Reinventing their business model in the post-pandemic. *XXVII SemeAd*.
14. **SIMÕES-COELHO, M., FIGUEIRA, A. R., & RUSSO, E.** (2024). How consumer goods multinationals engage with corporate sustainability? A cross-company case study analysis. *Academy of International Business Latin America and the Caribbean Chapter, AIB-LAC*.
15. **ROCHA, G. G., RUSSO., & FIGUEIRA, A.** (2024). Paradiplomacy and sustainable development: the role of subnational investment promotion agencies in the global scenario. *XLV Giulio Massarani Scientific Initiation Journey, Federal University of Rio de Janeiro*.
16. **SILVA-RÊGO, B. F., KOGUT, C. S., & RUSSO, E.** (2024). Dynamic capabilities of trade ecosystems amidst sanctions: Geopolitical conflicts impact on peripheral players. *IBR Young IB Scholars Paper Development Workshop*.
17. **SIMÕES-COELHO, M., FIGUEIRA, A. R., & RUSSO, E.** (2023). How consumer goods multinationals engage with corporate sustainability? A cross-company case study analysis. *49th European International Business Academy, EIBA*.
18. **MENDES, G., & RUSSO, E.** (2023). The case of Rock in Rio: Challenges of Corporate Social Responsibility in the post-pandemic. *XXVI SemeAd*.
19. **RUSSO, E., FIGUEIRA, A. R., & ROCHA, G. G.** (2023). Promoting sustainable cities through innovation and technology: The case of InvestRio. *Biennial Meeting of Postgraduate Students in Administration*.

20. **RUSSO, E., FIGUEIRA, A. R., & TORRES, A. (2023).** Assessment of the implementation of public policies in education: The case of CAPES PrInt at UFRJ. *Biennial Meeting of Postgraduate Students in Administration.*
21. **SILVA, S., BARBOSA, S., & RUSSO, E. (2023).** Brand appeal or operational results? The case of Beleza Natural in the North American market. *XLVII EnANPAD.*
22. **RUSSO, E., SIMÕES-COELHO, M., & FIGUEIRA, A. R. (2023).** Case Solar Energy: Paths to the future of photovoltaic energy in Brazil. *XLVII EnANPAD.*
23. **MARTINS, A., & RUSSO, E. (2023).** The repercussions of the Ukrainian War at the International Business: A Systematic Literature Review. *12th UFRJ Academic Integration Week, Federal University of Rio de Janeiro.*
24. **RUSSO, E. (2023).** "Qualitative Research, Case Study and Teaching Cases. *Academic Seminars 2023 – Research Methods in Business and Management, Canadian University Dubai.*
25. **RUSSO, E., & FIGUEIRA, A. R. (2023).** The Brazilian Fertilizer Diplomacy: The Case of the Russia x Ukraine War and the Threat to World Food Security. *X Brazilian Congress of Public Administration, Brazilian Society of Public Administration.*
26. **RUSSO, E., & FIGUEIRA, A. R. (2023).** The Melissa case: Sustainability challenges for the international expansion of a Brazilian brand of plastic sandals. *Academy of International Business Latin America and the Caribbean Chapter, AIB-LAC.*
27. **SCHIMDT, L., & RUSSO, E. (2022).** The Inflationary Process in the International Supply Chain. *Alumni Events, Alumni COPPEAD.*
28. **MARIZ, E., & RUSSO, E. (2022).** After All, is the Marketing Funnel as we Know are Dead or Not? *Alumni Events, Alumni COPPEAD.*
29. **RUSSO, E. (2022).** Post Covid-19 Global Supply Chain Bottlenecks. *UNESA Seminars, Estácio de Sá University.*
30. **KOGUT, C. S., GOMES, R. M., & RUSSO, E. (2022).** Nubank: Democratizing Financial Services. *International Entrepreneurship Seminars, COPPEAD/UFRJ.*
31. **FRANÇA, A., & RUSSO, E. (2022).** The Mônica Mendonça case by Ocean: the fine line between grief and marketing. *XXV SemeAd.*
32. **BARBOSA, S., & RUSSO, E. (2022).** From Uber Eats to Cornershop: The Uber's Repositioning in the Brazilian Market. *XXV SemeAd.*

33. **RUSSO, E.** (2022). The Economy of the Olympic and Paralympic Games. *Diplomado Virtual de Estudios Olímpicos Paralímpicos, Universidad Autónoma de Occidente.*
34. **HOLANDA, A. B., & RUSSO, E.** (2022). Black-Friday Digital Content Marketing Strategies. *Alumni Events, Alumni COPPEAD.*
35. **RUSSO, E.** (2022). Search and Selection Techniques for National and International Scientific Journals. *PhD Students Seminars, COPPEAD/UFRJ.*
36. **RUSSO, E.** (2022). Sports Mega Event Planning & Sponsorship - The Tokyo 2020 Case. *Sport Sponsorship Seminars, COPPEAD/UFRJ.*
37. **ROCHA, G., & RUSSO, E.** (2022). Nutty World Brazil: Challenges to a Sustainable Management of a Supply Chain Network. *XLVI EnANPAD.*
38. **RUSSO, E., & CRUZ, P.** (2022). Pathways to the Internationalization of Digital Businesses – A Practical Perspective. *Alumni Events, Alumni COPPEAD.*
39. **RUSSO, E.** (2022). Investing in an Olympic Agenda: From Rio to Tokyo and Beyond. *Sport Management Seminars 2022, Canadian University Dubai.*
40. **OLIVEIRA, M., & RUSSO, E.** (2022). The New Customs Clearance Process Post-COVID-19: DU-E and DU-IMP. *Alumni Events, Alumni COPPEAD.*
41. **RUSSO, E.** (2022). Tokyo 2020 Olympic Games and the Economic impact of the COVID-19 pandemic. *Sport Management Seminars 2022, Canadian University Dubai.*
42. **RUSSO, E., & FIGUEIRA, A. R.** (2021). Challenges and Uncertainties in Rio's Hospitality Industry: The Case of Astor Hotels. *XXIV SemeAd.*
43. **RUSSO, E.** (2021). Tokyo 2020 Olympics and Paralympics Games: Impacts of the Pandemic. *Physical Education 2021 Warm-up, UNIFEB.*
44. **RUSSO, E.** (2021). 1st Alumni COPPEAD Internationalization Challenge. *Alumni Events, Alumni COPPEAD.*
45. **RUSSO, E.** (2020). Career in Foreign Trade and International Business. *Alumni Events, Alumni COPPEAD.*
46. **RUSSO, E., PEREIRA, D., & CANELLAS, T.** (2018). Case Queremos! Challenges in Managing a Multilateral Platform. *XLII EnANPAD.*
47. **RUSSO, E., & BINHOTE, J. M.** (2018). I graduated, now what? How to pursue a successful career in international business. *Alumni Events, Alumni COPPEAD.*

Interviews

1. **RUSSO, E.** (2023). Sportswashing: using football to improve the Saudi image. Ian Ney Blog. Available in <https://blogdoyannee.wixsite.com/home/post/sportswashing-uso-do-futebol-para-melhorar-imagem-saudita>

Short-term Courses Given

1. **RUSSO, E., & VIANA, M.** (2023). (Jan. / 2023). Import and Export Operations. 12h duration. *Alumni COPPEAD Business School*.
2. **RUSSO, E.** (2022). Business Modeling. 14h duration. *Alumni COPPEAD Business School*.
3. **RUSSO, E.** (2022). Promoting the Brazilian Exports. 24h duration. *Alumni COPPEAD Business School*.
4. **RUSSO, E., & TAVARES, M.** (Jul. / 2021). Import and Export Operations. 12h duration. *Alumni COPPEAD Business School*.
5. **RUSSO, E., & TAVARES, M.** (Jan. / 2021). Import and Export Operations. 12h duration. *Alumni COPPEAD Business School*.
6. **RUSSO, E.** (2020). Internationalization Project. 16h duration. *Alumni COPPEAD Business School*.
7. **RUSSO, E.** (2019). Internationalization Project. 13h duration. *Alumni COPPEAD Business School*.

Orientation and Supervisions Concluded

1. André Rodrigues Martins (2025). *The Repercussions of the Ukrainian War on International Business: A Systematic Literature Review*. Scientific Initiation, Bachelor's Degree in International Relations, Federal University of Rio de Janeiro.
2. Manoela Silveira Barbosa (2024). *Pharmaceutical Patents and Access to Vaccines in the Global South: A Brazilian Perspective*. Scientific Initiation, Bachelor's Degree in Defense and International Strategic Management, Federal University of Rio de Janeiro.

3. Gustavo Gomes Rocha (2024). *Brazilian Subnational Investment Promotion Agencies and Their Role in Energy Transition Policies*. Dissertation, Bachelor's Degree in International Relations, Federal University of Rio de Janeiro.
4. Vitor Martins Machado Braga (2024). *Doctorália: A New Way to Choose and Schedule Medical Services in Brazil*. Scientific Initiation, Bachelor's Degree in International Relations, Federal University of Rio de Janeiro.
5. Samanta Moreira da Silva (2024). *The Case of Natural Beauty in the North American Market*. Scientific Initiation, Bachelor's Degree in Defense and International Strategic Management, Federal University of Rio de Janeiro.
6. Sophia Dias Barbosa (2024). *The Case of Natural Beauty in the North American Market*. Scientific Initiation, Bachelor's Degree in International Relations, Federal University of Rio de Janeiro.
7. Gabriela Affonso Vasconcelos Mendes (2023). *The Rock in Rio Case: Challenges of Corporate Social Responsibility in the Post-pandemic*. Scientific Initiation, Bachelor's Degree in Defense and International Strategic Management, Federal University of Rio de Janeiro.
8. Amanda Evangelista Valadão (2023). *Wemobi Case: Redefining Passenger Road Transportation in Brazil*. Scientific Initiation, Bachelor's Degree in International Relations, Federal University of Rio de Janeiro.
9. Daylton Nunes de Araújo (2023). *The Impact of Sustainability Actions on the Destination Image of Global Cities: The Case of Rio De Janeiro within International Tourists*. Dissertation, Bachelor's Degree in Defense and International Strategic Management, Federal University of Rio de Janeiro.
10. Sophia Dias Barbosa (2023). *The Internationalization of the Brazilian Soap-operas in the streaming era: the Globo Group case*. Scientific Initiation, Bachelor's Degree in International Relations, Federal University of Rio de Janeiro.
11. Tassyane Barbosa Alves Lima (2022). *Companies Internationalization: The WEG Case*. Dissertation, MBA in Advanced Management, Grande Rio University.
12. Ariadne Alves França (2022). *The Mônica Mendonça Case by Ocean: The Fine Line Between Grief and Marketing*. Scientific Initiation, Bachelor's Degree in Defense and International Strategic Management, Federal University of Rio de Janeiro.
13. Gustavo Gomes Rocha (2022). *Nutty World Brazil: Challenges to a Sustainable Management of a Supply Chain Network*. Scientific Initiation, Bachelor's Degree in International Relations, Federal University of Rio de Janeiro.

14. Sophia Dias Barbosa (2022). *From Uber Eats to Cornershop: The Uber's Repositioning in the Brazilian Market*. Scientific Initiation, Bachelor's Degree in International Relations, Federal University of Rio de Janeiro.

Orientation and Supervisions in Progress

1. Anna Laura Silveira Lengruber (2024). *Case Congresse.me: Reinventing their Business Model in the Post-Pandemic*. Scientific Initiation, Bachelor's Degree in International Relations, Federal University of Rio de Janeiro.

Participation in Events

1. 8th Global Strategy & Emerging Markets Consortium, 2025.
2. AIB Latin America and the Caribbean Chapter (AIB-LAC), 2025.
3. Reviewer at the XLIX ANPAD Congress, 2025
4. Business Association of Latin American Studies Annual Conference, 2025
5. Reviewer at the Academy of Management (AOM), 2025.
6. 50th European International Business Academy, 2024.
7. Reviewer at the 50th European International Business Academy, 2024.
8. Reviewer at the 35th EnANGRAD, 2024
9. Reviewer at XXVII SemeAd Congress, 2024.
10. XXVII SemeAd Congress, 2024.
11. Reviewer at XLVIII ANPAD Congress, 2024.
12. Reviewer at VIII EnEPQ, 2024
13. Reviewer at XI Brazilian Congress of Public Administration, 2024
14. Reviewer at ICMTT, 2024.
15. 49th European International Business Academy, 2023.
16. XXVI SemeAd Congress, 2023.
17. Biennial Meeting of Postgraduate Students in Administration, 2023.

18. Reviewer at XLVII ANPAD Congress, 2023.
19. Reviewer at the 34th EnANGRAD, 2023
20. Reviewer at the 12th UFRJ Academic Integration Week, 2023
21. Internationalize UFRJ 2030, 2023
22. X Brazilian Congress of Public Administration, 2023
23. Reviewer at the X Congress of Studies in Strategy, 2023.
24. Reviewer at Academy of International Business Latin America Edition, 2023.
25. AIB Latin America and the Caribbean Chapter (AIB-LAC), 2023.
26. XXV SemeAd Congress, 2022.
27. Reviewer at XXIV SemeAd Congress, 2022.
28. XLVI ANPAD Congress, 2022
29. Reviewer at XLVI ANPAD Congress, 2022.
30. XIII Estácio Research Seminars, 2022.
31. Reviewer at XIII Estácio Research Seminars, 2022.
32. XXIV SemeAd Congress, 2021.
33. Reviewer at XXIV SemeAd Congress, 2021.
34. Technology Evolution Conference, 2021.
35. Reviewer at the XLV ANPAD Congress, 2021.
36. Olympic Studies Forum, 2020.
37. Reviewer at the IX Congress of Studies in Strategy, 2020.
38. Reviewer at the XLIV ANPAD Congress, 2020.
39. Reviewer at the XLIII ANPAD Congress, 2019.
40. XLII ANPAD Congress, 2018.

41. Reviewer at the VI EnEPQ Congress, 2018.

Examination Boards

1. MENEZES, A. B., NOGUEIRA, J. F., & **RUSO, E.** (2023). Participation in the examination board of Ricardo Vargas dos Santos. *The Olympic Legacy and Public Policies for the Host Cities: a comparative analysis between Rio de Janeiro and Barcelona*. Master's Degree in Public Management. Getúlio Vargas Foundation.
2. **RUSO, E.**, FIGUEIRA, A., DA SILVA, V. (2023). Participation in the examination board of Daylton Nunes de Araújo. *The impact of sustainability actions on the destination image of global cities: a case study of Rio de Janeiro vis-à-vis international tourists*. Bachelor's Degree in Defense and International Strategic Management. Federal University of Rio de Janeiro.
3. OLIVEIRA, V. P., **RUSO, E.**, & SILVA, M. C. (2022). Participation in the examination board of Tayline Haruki de Souza Tasaka. *Reverse logistics as a tool for meeting the Goals of the 2030 Agenda: a case study of solid waste management promoted by Polen*. Bachelor's Degree in Defense and International Strategic Management. Federal University of Rio de Janeiro.