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The University of New Mexico
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EDUCATION

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

Ph.D. FIELDS

- . International Business
- . International Trade
- . Monetary Economics
- . Regional & Urban Economics

TEACHING AND RESEARCH EXPERIENCE

- 2004 Associate Professor, International Business, Anderson Schools of Management,
University of New Mexico, Albuquerque, New Mexico.

REFEREED PUBLICATIONS

- Gouvea, R. (2004). "Issues in Hemispheric Trade and Investments." *Latin American Business Review*, Vol.5, No.3. (Forthcoming).
- Gouvea, R., and Hranaiova, J. (2004). "Assessing the Importance of Environmental Variables in Total Tourism Demand." *IJEM*. June. (Forthcoming).
- Gouvea, R. (2004). "Doing Business in Brazil: A Strategic Approach" *Thunderbird International Business Review*, Vol.46, No2, p.165-189
- Gouvea, R., Hranaiova, J., and Kassicieh, S. (2004). "Assessing Optimality of Export Portfolios for Five Brazilian Economic Regions." *Revista de Economia & Relacoes Internacionais*. Vol.2, No.4, p.42-57.
- Gouvea, R. (2004). "Managing the Ecotourism Industry in Latin America: Challenges and Opportunities." *Problems and Perspectives in Management*, Spring. (Forthcoming).

- Gouvea, R., and Hranaiova, J. (2004). "Assessing the Importance of Environmental Variables in Tourism Demand in Latin America." *Estudios Y Perspectivas en Turismo*, Vol.13, Issue ½, January-April, p.129-142.
- Gouvea, R. (2004). "Challenges Facing Foreign Investors in Brazil." *Problems and Perspectives in Management*, Summer. (Forthcoming).
- Gouvea, R., Kassicieh, S. (2003). "Latin America.Com." *Journal of Current Business Research in Global Business*, Vol.5, No.7, p. 64-70.
- Gouvea, R., and Hranaiova, J. (2003). "Are Eco-Variables Driving Tourism Demand?" *Journal of Global Business*, Vol.14, No.26, p. 27-34.
- Gouvea, R., and Kassicieh, S. (2003). Shifting the Technology Paradigm: Moving Towards Commercialization: The Brazilian Experience. *Latin American Business Review*, Vol.4 (3), p.91-109..
- Gouvea, R., and Kassicieh, S. (2003). "Defense Conversion and Globalization." *Journal of International Business and Entrepreneurship*. (Forthcoming)
- Gouvea, R., and Hranaiova, J. (2002). "Brazil and the FTAA: Strategic Trade Options." *Multinational Business Review*. Vol.10, No.2, Fall, p.33-41.
- Gouvea, R., Hranaiova, J. (2002). "Mercosur & The FTAA: Portfolio Approach to Assessing Trade Options." *Journal of Global Business*, Vol.13, No.25, p. p.39-46.
- Gouvea, R., and Kassicieh, S. (2002). "Brazil.Com." *Thunderbird International Business Review*, Vol. 44(1), p.105-117.
- Gouvea, R., Hranaiova, J., and Kassicieh, S. (2002). "Effect of Technology on International Competitiveness and Export Portfolio Diversification." *Journal of Global Competitiveness*. Vol.10, No.2, p. 248-259.
- Gouvea, R. (2002). "Brazil and Mexico: Partners in Sowing a Free Trade Area of the Americas." *Thunderbird International Business Review*, Vol.44(5), p.603-624.
- Gouvea, R., and Kassicieh, S. (2001). "E-Learning in Latin America." *Journal of Institutional Research*, Vol.10, No.1, p. 1-15.
- Gouvea, R., and Kassicieh, S. (2001). "Resources-Based Innovation: The Case for the Amazon Region." *Engineering Management Journal*, Vol.13, N0.1, p. 28-32.
- Gouvea, R., Hranaiova, J., and Kassicieh, S. (2001). "Evaluation of Export Performance in Three Brazilian Economic Regions." *Journal of Current Research in Global Business*." Vol.3, No.4, p.17-25.
- Gouvea, R. (2000). "Emerging Business Frontiers: Revisiting the Amazon Region." *Revista Multipla*, No.9, December, p.9-38.

- Gouvea, R. (1999). "Brazilian Emerging Multinationals: A Conduit for the Export of Technology." In Henry Wai-Chung Yeung (Editor), *The Globalization of World Economy*. Cheltenham, U.K: Edward Elgar. (Reprint).
- Gouvea, R., (1998), "Floods of Fortune: Sustainable Business Strategies in the Brazilian Amazon Region," *Latin American Business Review*, Vol. 1(2), p.97-117.
- Gouvea, R. (1998), "Mercosur: Fostering Regional Economic Integration," *Thunderbird International Business Review*, Vol.40(6), p.585-604, November/December.
- Gouvea, R. (1997). "TV Globo: The Brazilian Media Giant," *The International Executive*, Vol. 39(2), pp. 255-269.
- Gouvea, R. (1995). "Brazilian Emerging Multinationals: A Conduit for Export of Technology," *The International Executive*, Vol 37(6), p. 583-597.
- Gouvea, R. (1994). "Privatization Strategies - Is Brazil Moving in the Wrong Gear?" *The International Executive*, Vol. 36(4), p. 465-489.
- Gouvea, R., and Vasconcellos, G. (1993). "La Diversificacion de las Exportaciones y La Eficiencia de la Cartera de Exportacion: Estudio Comparativo de los paises del Sureste de Asia y de la America Latina." *El Trimestre Economico*, Vol. LX(1), No. 237, p 29-52.
- Gouvea, R. (1992). "Brazilian Exports of Arms: The Catalytic Role of the Government." In Cheryl Lehman and Russell Moore (Eds.), *Multinational Culture Social Impacts of a Global Economy*. Connecticut: Greenwood Press.
- Gouvea, R. (1992). "Exportacoes e Desequilibrios Regionais." *Revista de Economia Politica*, Vol. 12, No. 1, p. 121-133.
- Gouvea, R. (1992). "Abstract." *International Political Science Abstracts - Documentation Politique Internationale*, Vol. 42, No. 2, P. 197. Paris: I.P.S.A.-A.I.S.P.
- Gouvea, R. (1991). "The Growth and Development of the Brazilian Defense Industry." *Latin American Research Review*, Vol. 26, No. 3, p. 83-108.
- Gouvea, R., and Vasconcellos, G. (1991). "Avaliacao das Estrategias de Diversificacao de Exportacao com base na Abordagem da Carteira de Titulos." *Revista Brasileira de Economia*, No. 1, Vol. 45, January-March, 1991, p. 41-68.
- Gouvea, R., and Vasconcellos, G. (1991). "Estrategias de Diversificacao de Exportacoes e Escolha de Mercados: Um Exemplo de Abordagem de Portfolio." *Estudos Economicos*, Vol. 21(1), January/April, p. 71-88.
- Gouvea, R. (1991). "The Role of Transnational Companies in the Brazilian Defense Tripod." *Journal of Latin American Studies*, Vol. 23, Part 3, Oct. 1991, p. 573-598.
- Gouvea, R. (1991). "El Papel Catalitico del Gobierno Brasilenno en La Exportacion de Tecnologia, Productos Primarios, Semielaborados y Elaborados." *Estudios de Economia*, Vol.18, No.2, p. 267-287.

Gouvea, R. (1991). Ël Papel de las Empresas Transnacionales en El Tripode de La Industrial Militar Brasileira.”*El Trimestre Economico*, Vol. LVIII(2), p.357-413.

Gouvea, R. (1990). “O Brasil no Mercado Mundial de Armamentos.”*Estudos Economicos*, Vol.20(3), p.407-437.

INVITED ACADEMIC ARTICLES

Gouvea, R., and Santos, T. (2003). “O Governo FHC e os Desafios da Nova Gestao.”
Estrategica, Vol.2, No.1, p.16-26.

Gouvea, R., and Santos (2002). “Globalization: The Impacts of September 11th” *Estrategica*,
Vol.1, No.3, p.7-14.

Gouvea, R., Kassicieh, S., and Hranaiova, J. (2001). “Measuring Trade Exposure.” *Estrategica*,
Vol.1, No.2, p.8-18.

ARTICLES IN BRAZILIAN BUSINESS MAGAZINES & BUSINESS WEB SITES

Gouvea, R. (2004). “Ecoturismo: Uma Vantagem Competitiva Brasileira.” UOL.com.br

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.

REFEREED PUBLISHED PROCEEDINGS

Gouvea, R., and Hranaiova, J. (2002). “Are Eco-Variables Driving Tourism Demand.?” Association for
Global Business, Las Vegas, Nevada. November 21-24.

Gouvea, R., and Hranaiova, J. (2002). “Building Strategic Alliances in the Americas.” Academy of
International Business, USA, Northeast Region. September 26-28. Salisbury-Ocean City,
Maryland.

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. September 26-28. Salisbury-Ocean City, Maryland.

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 8-11.

Gouvea, R., and Hranaiova, J. (2002). “Brazil and the FTAA: Strategic Trade Options.” Proceedings
of the MidWest Academy of International Business, Annual Conference. Chicago.

- Gouvea, R., and Kassiceh, S. (2001). "From Defense Conversion to Globalization Strategies: The Brazilian Aircraft Manufacturer Embraer." Proceedings of the Association for Global Business." Cancun, Mexico. November 14-17.
- Gouvea, R., and Kassiceh, S. (2001). "E-Learning in Latin America." Proceedings of the American Society of Business and Behavioral Science. Las Vegas, Nevada, February.
- Gouvea, R., and Kassiceh, S. (1999). "Measuring Trade Exposure." Association for Global Business. Las Vegas Nevada.
- Gouvea, R. (1999). "Mercosur and Nafta." Building Strategic Alliances in the Americas." Proceedings of the Academy of International Business – U.K Chapter. Stirling, Scotland, April 16-17.
- Gouvea, R. (1998). "Emerging Business Frontiers." Proceedings of the AIB-Southeast. New Orleans, November 5-9.
- Gouvea, R. (1995). "Impacto da Globalizacao no Mercado de Capitais." (The Impact of Globalization on Capital Markets). XIII Congresso ABAMEC, Fortaleza, November 9-12.
- Gouvea, R. (1993). "Marketization Strategies: Is Brazil Moving in the Wrong Gear?" Proceedings of the International Management Development Association, Turku, Finland, June 3-6.
- Gouvea, R. (1993). "Export Marketing and Levels of Insertion in the Global Economy." Proceedings of the International Management Development Association. Turku, Finland, June 3-6.
- Gouvea, R. (1993). "Awakening the Sleeping Giant: Market Oriented Reforms in Brazil." Proceedings of the 1993 World Marketing Congress. Istanbul, Turkey. July 3-7.
- Gouvea, R. (1993). "Assessing Export Marketing Strategies." Proceedings of the IABD Annual Conference. New Orleans, May 7-9.
- 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 4-6.
- Gouvea, R., et al. (1991). "Japanese Investments in Latin America." Academy of International Business-Japan Region. Tokyo, Japan. November 7-9.
- 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 9-13, 1991.
- 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 4-7, 1991.
- 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, New Mexico, April.

- Gouvea, R. (1988). "The Brazilian Export Marketing Strategy." Proceedings of the Academy of International Business (AID) Mid-West Regional Meeting, Chicago, March.
- 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 (AID) 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, Arizona, February.

PROGRAM PRESENTATIONS REFEREED

- Gouvea, R. (2004). "Issues in Hemispheric Integration." Annual Meeting of the western Decision Sciences Institute. Manzanillo, Mexico, April.
- Gouvea, R., Hranaiova, J., and Kassicieh, S. (2004). "Assessing the Importance of Environmental Variables in Total Tourism Demand." Annual Meeting of The Western Decision Sciences Institute. Manzanillo, Mexico. April.
- 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, SMS 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, SMS 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 21-24.
- Gouvea, R., Kassicieh, S., Digregorio, D., and Hranaiova, J. (2002). "Predicting E-Commerce Penetration

- Using Economic Variables." Western Decision Sciences Institute Annual Meeting, April 2002. Las Vegas, Nevada.
- 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, Arizona, February 20-23.
- 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, Maryland, June.
- Gouvea, R. (1989). "Is Brazil Moving Towards Privatization?" Academy of International Business Midwest Regional Meeting. Chicago, Illinois, 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, California, November.
- Gouvea, R. (1988). "Brazilian Exports of Arms: The Catalytic Role of the Government." Multinational Culture: Social Impacts of a Global Economy. Hofstra University, Hempstead, Long Island, March.
- Gouvea, R., and Vasconcellos, G. "Do Export Diversification Policies Survive the Portfolio Test?" Annual Meeting of the Academy of International Business (AIB). Chicago, Illinois, November.

PROGRAM 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 1-5.

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 4-6.

TEACHING AWARDS:

- 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.

-Listed as one of UNM Faculty identified as Excellent Teachers from Responses to the Survey on New Faculty Orientation on Teaching, April 1995

WWBHE, Who's Who in Business Higher Education, 2003.

VISITING PROFESSOR

Summer 1999-2003, 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- Spring 1996 Visiting Professor
The Brazilian Capital Markets Institute (IBMEC), Rio de Janeiro, Brazil

CONSULTING ACTIVITIES

Consultant to: a) Sebrae, b) World Bank, and c) IDORT.

TELEVISION INTERVIEWS

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 Exchange Agreement between FAAP and Universite Paris-Dauphine IX.
- . Established in 2001 Exchange Agreement between University of New Mexico and Fundacao Armando Alvares Penteado (FAAP), Sao Paulo, Brasil

DISSERTATION

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

Supervisor:

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