

THOMAZ NOVAIS ROCHA

Brazilian

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Postdoctoral Researcher, Pontificia Universidad Católica de Chile – Santiago, CL

Research areas: Entrepreneurial behavior; Social entrepreneurship; Social innovation; Business ethics

EDUCATIONAL BACKGROUND

- 04/2024 **Fundação Getúlio Vargas São Paulo School of Business Administration (FGV EAESP)**
Ph.D. in Business Administration
Dissertation: Have you got a friend in me? Social entrepreneurs' development of intangible capitals through social impact accelerators.
Supervisor: Dr. Maria Tereza Fleury
- 10/2019 **University of Fortaleza (UNIFOR)**
M.Sc. in Business Administration
Thesis: The relationship between founder social identity, passion and entrepreneurial alertness.
Supervisor: Dr. José Milton de Sousa-Filho
Academic merit award: Best student of the Graduate Program (2019)
- 06/2017 **Centro Universitário 7 de Setembro (UNI7)**
B.A in Business Administration
Final paper: Entrepreneurial profile of the business administration students of UNI7.

PUBLICATIONS IN PEER-REVIEWED JOURNALS

Rocha, T. N., Sousa-Filho, J. M., Lessa, B. N, Salusse, M. A., & de Souza, E. M. (2026). "From identity to intensity: the effects of social identity on entrepreneurial passion among Brazilian founders." *Journal of Global Entrepreneurship Research*, 16(9). <https://doi.org/10.1007/s40497-025-00483-y> (WoS-ESCI)

Neutzling, D. M., Luz, R. S. S. C., Souza, L. L. F. D., **Rocha, T. N.,** & Mascena, K. M. D. C. D. (2024). "Does Purpose Matter? Examining Consumers Purchase Intention of for-Profit Social Enterprises (FPSE)." *Journal of Social Entrepreneurship*, 1-29. <https://doi.org/10.1080/19420676.2024.2358442> (ABS 2; WoS-ESCI; Scopus)

Barki, E., de Campos, J.G. **Rocha, T.N.,** Salusse, M. A., & Samartini, A. L. S. Internal and external drivers of social entrepreneurship: a comparison between Base of the Pyramid and more affluent entrepreneurs. [*Accepted for publication in Revista de Administração de Empresas - RAE*] (ABS 1; WoS-SSCI; Scopus)

Rocha, T. N., Leão, P., & Fleury, M. T. L. "Going digital is critical: exploring the dynamic capabilities for digital transformation in Brazilian multinationals." [*Accepted for publication in Brazilian Business Review (BBR)*] (Scopus)

Leão, P., Guinlle, G., **Rocha, T. N.,** Azevedo-Rezende, L., & Fleury, M. T. L. (2023). "The digitalization phenomenon and digital strategies in emerging countries: A semi-systematic review." *RAM. Revista de Administração Mackenzie*, 24. <https://doi.org/10.1590/1678-6971/eRAMR230059.en> (Scopus)

Sousa, T. A. V., **Rocha, T. N.,** & Forte, S. (2020). The scientific production on born globals in Brazilian journals and scientific conferences. *Internext: International Business and Management Review*, 15(2), 37-55. <https://doi.org/10.18568/internext.v15i2.525>

PUBLICATIONS IN PRACTITIONER-ORIENTED JOURNALS

Barki, E., Salusse, M. A., de Campos, J. G., **Rocha, T. N.**, & Stephan, U. (2023). "In Search of Inclusive Social Entrepreneurship." *Stanford Social Innovation Review*. <https://doi.org/10.48558/J0YT-QZ66> (ABDC: B)

SELECTED CONFERENCE PAPERS / WORKING PAPERS

- [1] **Rocha, T. N.**, Pavez, I., Marinovic A. "The ethical debate on social entrepreneurship: a systematic literature review and a framework proposition ". In BALAS Conference (March 2026).
- Nominated for Best Paper in "Business and Corporate Social Responsibility, Social Impact, and Social Innovation" category.
 - STATUS: Preparing submission for *Journal of Small Business Management*
- [2] **Rocha, T. N.**, de Souza, E. M., "How social entrepreneurs build and balance social and commercial discourses in pitching presentations". In *Chile Strategy Conference 2025 (Pontificia Universidad Católica de Chile co-sponsored by the Academy of Management's STR Division and Strategy Science)*. Santiago, Chile
- STATUS: Additional data analysis underway after conference reviews. Target journal: *International Journal of Entrepreneurial Behaviour and Research*
- [3] **Rocha, T. N.** How do social entrepreneurs develop intangible capitals through social impact accelerators? In *The Business Association of Latin American Studies (BALAS) 2024 Annual Conference*. São Paulo, Brazil.
- STATUS: Additional data analysis completed in January 2026. Submission in April 2026. Target journal: *Journal of Management Studies*.
- [4] de Souza, E. M., Forte, S. H. A. C., Souza, L. L., **Rocha, T. N.** "Cognitive and managerial micro-foundations of dynamic capabilities and firm performance: a machine learning approach."
- STATUS: Submitted to *Strategy Science* (April 2026).
- [5] Azevedo-Rezende, L., **Rocha, T. N.**, & Carneiro, J. M. (2024). Corporate Social Irresponsibility: A Literature Review and Research Agenda. In *Academy of Management Proceedings 2024*. Chicago, IL.
- STATUS: Additional data collection underway.
- [6] Mascena, K., Neutzling, D. M., **Rocha, T. N.** & Sousa-Filho, J. M. Building stakeholder engagement and social capital in a social entrepreneurship ecosystem. In *International Association for Management of Technology (IAMOT) 2024*. Porto, Portugal.
- STATUS: Preparing for submission on *Business Ethics, the Environment & Responsibility*
- [7] Cruz, A. P. A., **Rocha, T. N.**, & Fleury, M. T. L. Cultivated meat innovation ecosystem: a multi-stakeholder perception of drivers and barriers for the nascent industry in Brazil. In *Seminars in Administration of the School of Economics, Business, and Accounting of the University of São Paulo (SEMEAD) 2023*. São Paulo.
- Honorable Mention (Top 3 Papers) in the Management Innovation Division.
- [8] **Rocha, T.N.**, Sousa-Filho, J. M., Lessa, B. S., Azevedo, L. A., & Remigio, J. P. (2023). As relações entre identidade social e alerta empreendedor. [The relationships between social identity and entrepreneurial alertness]. In *International Meeting on Business Management and the Environment (ENGEMA/FEA-USP) Proceedings 2023*.
- Best paper in the "Entrepreneurship and Social Impact Business" track.

RESEARCH IN PROGRESS (INCLUDING FUNDED PROJECTS)

- [1] **Rocha, T. N.**, Pavez, I., Marinovic A. Postdoctoral project, with 2 papers on the theme: “The interplay between ethical decision-making and social value creation in social enterprises.” (UC Chile, Grant PD2024 – Concurso UC – Principal Investigator)
- [2] **Rocha, T. N.**, & Moreira, E. S. “How social entrepreneurs build and balance commercial and social discourses”. (Principal Investigator / Funded project between 2024 and 2025 - grant Nº 77/2024)
- [3] **Rocha, T. N.**, & Martins, R. R. “Corporate social responsibility in the football sector: the case of Brazilian clubs.”
- [4] Bondi, A., Ferretti, T., Murcia, MJ., Mascena K., & **Rocha, T. N.** Studying the impact of geopolitical shocks on exporters’ sustainability strategies.

AWARDS, RECOGNITIONS AND SCHOLARSHIPS

- 2023 Best Paper – Entrepreneurship and Social Impact Business track - International Meeting on Business Management and the Environment (USP)
- 2023 Honorable Mention (Top 3 Papers - finalist) – SEMEAD 2023 (USP)
- 2023 Scholarship - Cearense Foundation for Scientific and Technological Development Support (FUNCAP)
- 2021-2023 FGVcei (Center for Studies in International Competitiveness) Scholarship – FGV EAESP
- 2020 FGVcenn (Center for Entrepreneurship and New Business) Scholarship – FGV EAESP
- 2020-2024 PhD Scholarship – Brazilian Federal Agency for Support and Evaluation of Graduate Education
- 2019 Academic Merit Award: Best student of the Business Administration Graduate Program - University of Fortaleza (2019)

ACADEMIC APPOINTMENTS

Pontificia Universidad Católica de Chile – Postdoctoral Researcher

2025 – current

Research

- Title: The interplay between ethical decision-making and social value creation in social enterprises.
- Postdoctoral researcher under a joint sponsorship of the Institute for Applied Ethics, the School of Management, and the Institute for Sustainable Development, supervised by Professors Alejandra Marinovic (Pontificia Universidad Católica de Chile) and Ignacio Pavez (Universidad de Chile)

Teaching and service

- Teaching assistant in the MBA (UC School of Management) course “Business Ethics”.
- Conducting Research Methods workshops for undergraduate students (Focus on systematic literature reviews and data analysis)

Christus University Center (Unichristus) – Brazil – Assistant Professor

2023 – 2024

Teaching

- Innovation management (Undergraduate level)
- International trade (Undergraduate level)
- Business Process Management (Undergraduate level)

- Research methodology (Undergraduate level)

Research

- Researcher in Unichristus' Social Entrepreneurship Laboratory (*LAJE*).
- Research funding: Principal Investigator / Supervisor on the research project "How social entrepreneurs build and balance commercial and social discourses: an analysis of participants from the "Shark Tank Brazil" Program" - (*grant N^o 77/2024*)

University of Fortaleza (Unifor) – Brazil - Visiting Professor in MBA Programs

2022 – 2025

Teaching

- Designing Scientific and Multidisciplinary Projects (MBA)
- Entrepreneurship (MBA)
- Project modeling (MBA)
- Innovation and Creativity in Problem Solving (MBA)

Advising / Supervision

- Advised MBA final papers and applied, impact-oriented projects, supporting students in developing entrepreneurship and innovation initiatives.

FGV EAESP – Teaching assistant

08/2022 – 12/2022

Teaching assistant

- A critical vision on social entrepreneurship (Undergraduate level) – with Dr. Edgard Barki
- Business with purpose (Undergraduate level) – with Dr. Edgard Barki

ACADEMIC ENGAGEMENT AND SERVICE

Ad-hoc reviewer

Conferences

Consortium for International Marketing Research (CIMaR), EnANPAD, Encontro de Empreendedorismo e Gestão de Pequenas Empresas (EGEPE)

Journals

Multinational Business Review – ISSN 1525-383X; Journal of Administrative Sciences - eISSN 2318-0722; Organizations & Society (O&S) – ISSN 1413-585X; Revista de Administração de Empresas FGV – ISSN 0034-7590; Journal of Global Entrepreneurship Research - 2251-7316.

Event organization

PhD student volunteer – Consortium for International Marketing Research (CIMaR) - 2023

Organizer – Students Paper Development Workshop (*Research Area: Business Strategy – FGV EAESP*) – 2022

Co-Organizer - Students Paper Development Workshop (*Research Area: Business Strategy – FGV EAESP*) – 2021

Co-Organizer – Workshop: Databases and Literature Review (*Research Area: Business Strategy - FGV EAESP*) – 2021

Organizer – Bootcamp for Designing Social Impact Projects (*Boot T - Center for Technological Sciences – University of Fortaleza*) – 2019

Co-Organizer – Social Hackathon (*University of Fortaleza and Somos Um Association*) – 2019

Others

Vice-Leader, Research Group “Strategy, Innovation and Management Support Technologies” (State University of Ceará, Brazil): Digital business (emerging technologies) and social impact tech ventures.

PhD Student representative – Management department – FGV EAESP – 2022

Preparation of FGV EAESP undergraduate students for ENADE (National Exam of Student Performance), organizing workshops, preparatory exams, and activities for student engagement on the campus.

Membership and affiliations

Business Association of Latin American Studies (BALAS), Brazilian Academy of Management (ANPAD) – Innovation, Technology and Entrepreneurship Division, Rede Academia ICE – Instituto de Cidadania Empresarial.

OTHER RELEVANT EXPERIENCE

Consulting

Consultant and advisor for social ventures. Co-Organizer of the “Desafio Inovação com Impacto” [Innovating with Impact Challenge], a competition event where startups from Brazil's North and Northeast regions presented innovative solutions to social and environmental challenges. This event is part of Conexão ODS [SDGs Connection], organized under the UN Global Compact initiative in Brazil.

[UN Global Compact Brazil – event coverage](#)

Public sector

Technical Advisor at the Secretariat of Economic Development of the State of Ceará (2019-2021), working within the Executive Secretariat of Commerce, Services & Innovation. Involved in business attraction and promotion activities, and also in the Economic Clusters of Innovation Program, which promotes collaboration between private sector, academia, civil society, and funding institutions to enhance entrepreneurship opportunities in Ceará, integrating innovations into the state's most promising economic clusters, in regions with strong presence of higher education and professional training programs.

[Program page – Economic Clusters of Innovation \(SDE Ceará\)](#)