

# Alvaro CUERVO-CAZURRA

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## BIO

**Alvaro Cuervo-Cazurra** is Professor of International Business and Strategy at Northeastern University. He studies the internationalization of firms, with a special interest in emerging market multinationals; capability upgrading, particularly technological capabilities; and governance issues, focusing on corruption in international business. His research appears in leading academic journals, such as *Academy of Management Journal*, *Journal of International Business Studies*, *Strategic Management Journal* and *Research Policy*, and in edited books. He is co-editor of *Global Strategy Journal*, was the reviewing editor of *Journal of International Business Studies* and serves on the board of other leading journals such as *Academy of Management Review* and *Strategic Management Journal*. He was elected Fellow of the Academy of International Business and served in the Executive Committee of the International Management Division at the Academy of Management.

## EDUCATION

Massachusetts Institute of Technology, Cambridge MA. Ph.D. Management, 1999.  
University of Salamanca, Salamanca, Spain. Ph.D. Business Economics, 1997.  
Complutense University of Madrid, Madrid, Spain. B.B.A. Finance, Marketing. 1991.

## CURRENT ACADEMIC AND PROFESSIONAL APPOINTMENTS

Universities: Northeastern University, professor (2014-present) (on sabbatical 2018)  
Journals: *Global Strategy Journal*, co-editor (2017-2019). *Journal of International Business Studies*, consulting editor (2016-2019), *Strategic Management Journal*, editorial board member (since 2009), *Academy of Management Review*, editorial board member (since 2017)

## PAST ACADEMIC AND PROFESSIONAL APPOINTMENTS

Universities: Northeastern University, associate professor (2011-2014). University of South Carolina, associate professor (2010-2011), assistant professor (2005-2011). Cornell University, visiting assistant professor (2003-2004). University of Minnesota, assistant professor (1999-2005) (on leave 2003-2004)  
Journals: *Journal of International Business Studies*, Reviewing Editor (2010-2016)  
Associations: Academy of Management, International Management Division, executive committee (PDW program chair, program chair, chair-elect, chair, immediate past chair) (2012-2017), communication committee (2008-2012). Strategic Management Society, Global Strategy Group, representative-at-large (2006-2008)

## HONORS, RECOGNITIONS AND AWARDS

AIB Fellow, Academy of International Business, elected 2016.  
Impact: Google Scholar citations 7400+, h-index 33. Web of science citations 2600+, 2<sup>nd</sup> top author on emerging market multinationals based on impact score (Luo, Y., & Zhang, H. 2016. JIM). 8<sup>th</sup> top author by adjusted appearance in top international business journals (Lahiri & Kumar, 2012. MIR).  
Awards: 7 best paper award; 7 best paper award finalist; 1 best dissertation award; 2 best dissertation award finalist; 11 best reviewer award.

## SELECTED PUBLICATIONS

### Books

Cuervo-Cazurra, A. and Montoya, M. (Eds.). 2018. *Mexican Multinationals: Building Multinationals in Emerging Markets*. New York: Cambridge University Press.  
Cuervo-Cazurra, A., Newbury, W., and Park, S. 2016. *Emerging Market Multinationals: Solving Operational Challenges in Internationalization*. Cambridge, UK: Cambridge University Press.

Cuervo-Cazurra, A., and Ramamurti, R. (Eds.). 2014. *Understanding Multinationals from Emerging Markets*. Cambridge, UK: Cambridge University Press.

#### **Journal Articles**

- Cuervo-Cazurra, A., Gaur, A., and Singh, D. 2019. Pro-Market Institutions and Global Strategy: The Pendulum of Pro-Market Reforms and Reversals. *Journal of International Business Studies* (conditional acceptance).
- Cuervo-Cazurra, A. 2019. The evolution of business groups' corporate social responsibility. *Journal of Business Ethics*, (forthcoming).
- Banalieva, E., Cuervo-Cazurra, A., Sarathy, R. 2018. Dynamics of Pro-Market Institutions and Firm Performance. *Journal of International Business Studies*, 49 (7): 858-880.
- Cuervo-Cazurra, A., Luo, Y., Ramamurti, R., & Ang, S. H. 2018. The impact of the home country on internationalization. *Journal of World Business*, 53 (5): 593-604.
- Cuervo-Cazurra, A., Ciravegna, L., Melgarejo, M., and Lopez, L. 2018. Home country uncertainty and the internationalization-performance relationship: Building an uncertainty management capability. *Journal of World Business*, 53 (2): 209-221.
- Aguilera, R., Ciravegna, L., Cuervo-Cazurra, A., Gonzalez-Perez, M. A. 2017. Multilatinas and the internationalization of Latin American firms. *Journal of World Business*, 52 (4): 447-460.
- Cuervo-Cazurra, A., and Rui, H. 2017. Barriers to absorptive capacity in emerging market firms. *Journal of World Business*, 52 (6): 727-742.
- Wang, S., and Cuervo-Cazurra, A. 2017. Overcoming human capital voids in underdeveloped countries. *Global Strategy Journal*, 7(1): 36-57.
- Cuervo-Cazurra, A. 2016. Corruption in international business. *Journal of World Business*, 51: 35-49.
- Rui, H., Cuervo-Cazurra, A., and Un, C. A. 2016. Learning-by-doing in emerging market multinationals: Integration, trial and error, repetition, and extension. *Journal of World Business*, 51: 686-699.
- Cuervo-Cazurra, A. 2016. Multilatinas as a source of new theoretical insights: The learning and escape drivers of international expansion. *Journal of Business Research*, 69 (6): 1963-1972.
- Cuervo-Cazurra, A., Inkpen, A., Musacchio, A. and Ramaswamy, K. 2014. Governments as owners: State-owned multinational companies. *Journal of International Business Studies*, 45: 919-942.
- Dau, L. and Cuervo-Cazurra, A. 2014. To formalize or not to formalize: Entrepreneurship and pro-market institutions. *Journal of Business Venturing*, 29 (5): 668-686.
- Khoury, T., Cuervo-Cazurra, A., and Dau, L. 2014. Institutional outsiders and insiders: The response of foreign and domestic inventors to the quality of intellectual property rights protection. *Global Strategy Journal*, 4(3): 200-220.
- Cuervo-Cazurra, A., Caligiuri, P., Andersson, U., and Brannen, M. Y. 2013. How to write articles that are relevant to practice. *Journal of International Business Studies*, 44: 285-289.
- Cuervo-Cazurra, A. 2012. How the analysis of developing country multinational companies helps advance theory: Solving the Goldilocks debate. *Global Strategy Journal*, 2(3): 153-167.
- Cuervo-Cazurra, A. 2011. Global strategy and global business environment: The direct and indirect influences of the home country on a firm's global strategy. *Global Strategy Journal*, 1(3-4): 382-386.
- Cuervo-Cazurra, A. 2011. Selecting the country in which to start internationalization: The non-sequential internationalization argument. *Journal of World Business*, 46(4): 426-437.
- Cuervo-Cazurra, A., and Genc, M. 2011. Obligating, pressuring, and supporting dimensions of the environment and the non-market advantages of developing-country multinational companies. *Journal of Management Studies*, 48(2): 441-445.
- Cuervo-Cazurra, A., and Un, C. A. 2010. Why some firms never invest in formal R&D. *Strategic Management Journal*, 31(7): 759-779.
- Un, C. A., Cuervo-Cazurra, A., and Asakawa, K. 2010. R&D collaborations and product innovation. *Journal of Product Innovation Management*, 27(5): 673-689.
- Cuervo-Cazurra, A., and Dau, L. A. 2009. Pro-market reforms and firm profitability in developing countries. *Academy of Management Journal*, 52(6): 1348-1368.
- Cuervo-Cazurra, A., and Dau, L. A. 2009. Structural reform and firm exports. *Management International Review*, 49(4): 479-507.
- Aguilera, R., and Cuervo-Cazurra, A. 2009. Codes of good governance. *Corporate Governance: An International Review*, 17(3): 376-387.

- Cuervo-Cazurra, A. 2008. The effectiveness of laws against bribery abroad. *Journal of International Business Studies*, 39(4): 634-651.
- Cuervo-Cazurra, A. 2008. Better the devil you don't know: Type of corruption and FDI in transition economies. *Journal of International Management*, 14(1): 12-27.
- Un, C. A., and Cuervo-Cazurra, A. 2008. Do subsidiaries of foreign MNEs invest more in R&D than domestic firms? *Research Policy*, 37(10): 1812-1828.
- Cuervo-Cazurra, A., and Genc, M. 2008. Transforming disadvantages into advantages: Developing country MNEs in the least developed countries. *Journal of International Business Studies*, 39(6): 957-979.
- Cuervo-Cazurra, A. 2008. The multinationalization of developing country MNEs: The case of Multilatinas. *Journal of International Management*, 14(2): 138-154.
- Cuervo-Cazurra, A., Maloney, M., and Manrakhian, S. 2007. Causes of the difficulties in internationalization. *Journal of International Business Studies*, 38(6): 709-725.
- Cuervo-Cazurra, A. 2007. Sequence of value-added activities in the internationalization of developing country MNEs. *Journal of International Management*, 13(3): 258-277.
- Cuervo-Cazurra, A., and Un, C. A. 2007. Regional economic integration and R&D investment. *Research Policy*, 36(2): 227-246.
- Cuervo-Cazurra, A. 2006. Who cares about corruption? *Journal of International Business Studies*, 37(6): 803-822.
- Aguilera, R., and Cuervo-Cazurra, A. 2004. Codes of good governance worldwide: What is the trigger? *Organization Studies*, 25(3): 417-446.

### RESEARCH GRANTS

- External: Ministry of Economics and Competitiveness, Spain (2017-2019, €65000), Thailand Research Fund (2015-2016, Bath1150000; 2014-2015, Bath966900). Ministry of Education, Spain (2013-2016, €47000; 2010-2013, €24000; 2009-2012, €100000)
- Internal: Northeastern University: Mullin Fellow (2016-2021, US\$50000); Morrison Fellow (2011-2016, US\$50000); D'Amore-McKim (2017-2020, US\$15000); Walsh Professor (2013-2015, US\$2000)

### TEACHING

- Strategic management, global strategy, international business, sustainability in multinationals, innovation in emerging markets, emerging market multinationals, business in Latin America
- Employed: Northeastern (2011-present), South Carolina (2005-2011), Minnesota (2000-2005).
- Invited: Brazil (FDC, FGV), Guatemala (UNIS), Mexico (Tec Monterrey, IPADE), Thailand (Thammasat), Austria (WU), Norway (Agder), Poland (Warsaw), Spain (Valencia, CUNEF, Salamanca)

### UNIVERSITY SERVICE

- Northeastern U. committees: Chaired professor; Full professor; Tenure and promotion; Faculty policy; Strategic planning; Vice-provost of libraries. Organizer speakers & visiting scholars, Center for Emerging Markets.
- Thesis: Ph.D. 14, masters 1, undergraduate 5

### EXTERNAL SERVICE

- National foundations reviewer: Canada, Hong Kong, Israel, South Africa, USA
- Ad-hoc reviewer journals: AMJ, ASQ, JEBO, JoM, MS, OS, SEJ
- Ad-hoc reviewer books: Cambridge University Press, Routledge, Taylor and Francis, Yale University Press
- Award reviewer: Eminent Scholar, Professional Achievement, Outstanding Service, & Emerging Scholar awards of the IM Division of AOM; Eminent Scholar of AIB; Best paper, best Ph.D. student paper of SMS
- Conference organizer: Emerging markets at Northeastern and Miami, Track chair at AIB (trice), AIB-Lat

### PRESENTATIONS

- Competitive: Academy of Management Annual Meeting (1998-2018), Academy of International Business (1999-2018), Strategic Management Society Annual Meeting (1997-2018)
- Invited: Cornell, Duke, Florida International, George Washington, Harvard, Hong Kong, McGill, Miami, National U. Singapore, New York, Reading, Rice, Simon Fraser, MIT, Temple, UCLA