



Northeastern University
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BIO

Alvaro Cuervo-Cazurra is Professor of Global 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. He is a consultant and trainer on global strategy for firms and governments, and co-editor of *Global Strategy Journal*. He was elected Fellow of the Academy of International Business, and received an Honorary Doctorate from Copenhagen Business School.

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 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

Honorary Doctorate, Copenhagen Business School, 2019.
AIB Fellow, Academy of International Business, 2016.
Bualuang ASEAN Chair Professorship, Thammasat University, 2019-2021.
Impact: Google Scholar citations 7800+. Web of Science citations 2800+, 2nd top author on emerging market multinationals based on impact score (Luo, Y., & Zhang, H. 2016. JIM). 8th top author by adjusted appearance in top international business journals (Lahiri & Kumar, 2012. MIR).
Awards: 3 service awards; 7 best paper awards; 7 finalist of best paper awards; 1 best dissertation award; 2 finalist of best dissertation awards; 11 best reviewer awards.

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., Newburry, 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* (forthcoming).
- Asakawa, K., Cuervo-Cazurra, A., & Un. A. 2019. Frugality-based advantage. *Long Range Planning*, (forthcoming).
- Cuervo-Cazurra, A. 2018. The evolution of business groups' corporate social responsibility. *Journal of Business Ethics*, 153 (4): 997-1016.
- 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.
- 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. Extending theory by analyzing developing country multinational companies: 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 Manrakhan, 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: 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, POM, 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: AOM IM, AIB track chair (trice), AIB-Lat, Emerging markets at Northeastern and Miami

PRESENTATIONS

- Competitive: Academy of Management Annual Meeting (1998-2018), Academy of International Business Annual Meeting (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