

## Andrea Cherman

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Full papers available at: [ResearchGate](#)

## EDUCATION

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### **Pontifical Catholic University of Rio de Janeiro PUC-Rio**

Ph.D. in Business Administration	02/28/2014
M.Sc. in Social Sciences - Business Administration	08/04/2003
MBA Management	07/06/2000
MBA Marketing	07/13/1988

### **Coloplast Leadership Program / London Business School**

Executive Education in Business Management, in-company tailor-made program	02/12/2009
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### **Federal University of Rio de Janeiro, Communication School ECO/UFRJ**

Bachelor in Social Communication	12/19/1985
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## AWARDS AND HONORS

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eSeed Social Impact Challenge Funding Track, Prescott Student Venture Fund	2021F, 2022Sp, 2023Sp
ASU Merit Letter for Recognition of Performance and Contribution	2022, 2021, 2019, 2018
39 <sup>th</sup> Congress of Brazilian Academy of Management (ANPAD) – Best Paper Award	2015
CAPES Thesis Award in Business Administration & Accounting Area, Ministry of Education – Honorable Mention	2014
PUC-Rio Recognition and Tribute for Dedication and Commitment in Classroom	2014
15 <sup>th</sup> Business Management and Natural Environment International Symposium – Best Paper Award	2013
27 <sup>th</sup> Congress of Brazilian Academy of Management (ANPAD) – Best Paper Award	2003

## TEACHING INTERESTS

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Social Entrepreneurship & Social Innovation; Business Model Development; Strategy & Innovation; Strategic Management of Technology; Entrepreneurial Leadership; Integrative Knowledge in Contemporary Organizations; Mindfulness in the Workplace.

## PROFESSIONAL APPOINTMENTS

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**ASU Arizona State University** 2017F - Present

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**Technological Entrepreneurship & Management Department, The Polytechnic School, at Ira A. Fulton Schools of Engineering.**

**Innovation for Venture Development, The Design School, at Herberger Institute for Design and the Arts**

Assistant Teaching Professor	11/22/2022 - Present
Lecturer	09/16/2017 - 11/21/2022

## Teaching

**Graduate Program: Management of Technology MOT, MSTech**

OMT 520: Strategic Management of Technology	2022F, 2021F
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TEM 598 Systemic Design and Social Innovation [Social Innovation Startup Lab]	2023Sp
TEM 598/TMC 498/TEM 481 Social Innovation Startup Lab	2022Sp, 2021F, 2021Sp, 2019F

### **Undergraduate Programs: Technological Entrepreneurship & Management TEM, Operations Management of Technology OMT**

TMC 430 Enterprise Strategy & Innovation	2023Sp, 2022F, 2022Sp, 2021F, 2021Sp, 2020F, 2020Sp, 2017F
TMC 110 Understanding the Enterprise	2023Sp, 2022Sp, 2021Su, 2021Sp, 2020F, 2020Su, 2020Sp, 2019F, 2019Sp, 2018F, 2018Sp, 2017F
TEM 301/FSE 301 Applied Social Entrepreneurship II – online & i-course	2023Sp, 2022F
TEM 294 Social Entrepreneurship I – online & i-course	2022Sp 2020F, 2020Sp, 2019F, 2019Sp, 2018F
TMC 330 Leading the Enterprise	2021Su, 2020Su, 2019F, 2018F, 2018Sp
OMT 480 Organizational Effectiveness	2019F, 2018F, 2017F
OMT 452 Industrial Human Resource Management	2019Sp, 2018Sp
ASU 101 The ASU Experience	2020F, 2019F

### **Graduate Program: Innovation for Venture Development MS IVD**

IVD 525 Fundamentals of Entrepreneurial Leadership	2022F, 2021F, 2020F
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### **Administrative Service**

#### **TEM Industry Advisory Board Faculty Chair**

2021F - Present

Coordinate the TEM IAB, formed by 32 industry professionals, experts, scholars, and alumni, working in six sub-committees, aiming to integrate and align job skills/future of work and curriculum.

#### **Member of TEM Faculty Committee**

2017F - Present

The committee is responsible for the decisions related to the TEM Programs - undergraduate major, minors, BS degree, and masters - from policies and procedures, analysis of courses and students' performance, to curriculum and program content and development.

#### **Member of TEM Hiring Committee**

2021F

Served on the committee responsible for new faculty hiring for the TEM Department.

#### **Member of Master of Technology New Curriculum Development Committee**

May 2020 – Feb 2021

Served on the committee responsible for redesigning the Master of Technology (MOT) curriculum to align with industry needs for the future of work. The new curriculum was responsible for a 400% growth in enrollment, with 100 new master students per year (2022F-2023Sp).

#### **Member of ASU Learning Futures Collaboratory Project**

2018F – 2020Sp

Contributing member to innovation work-stream, Digital Fluency track in the ASU Innovation Collaboratory Project. It aimed to align innovative technology adoption and practices with teaching, learning, and research outcomes, enabling and catalyzing Universal Learning and a Novel Classroom Environment.

#### **Entrepreneurship & Innovation E+I**

2019Sp - Present

Participate as an evaluator in the Venture Devils' Pitch Playoffs, Demo Days, and EPICS eSeed competitions. Mentor student's startup teams across different courses: SISL, MSIVD, Social Entrepreneurship.

### **Curriculum Development**

#### **Strategy & Technological Innovation Management Graduate Courses Development**

TEM 598 Advanced Strategy: Ecosystem Analysis – whole course development	2024Sp
OMT 520 Strategic Management of Technology – whole course development	2021F

**Social Innovation Curriculum Development****eSeed Social Impact Challenge Funding Track**

2021F - Present

Received a \$10k grant/year for the Social Innovation Startup Lab course, funded by Prescott Student Venture Fund, to support the development of students' social innovation startups initiated in the SISL courses.

**TEM Social Innovation Startup Lab Interdisciplinary Agreements**

2021F - Present

Established agreements with the School of Future Innovation for Society, Barrett Honors Schools, Thunderbird Global Management, Herberger Design School, WP Carey Business School, and Fulton Schools of Engineering, to receive the upper-division undergraduate and graduate students for developing their social projects in the TEM SISL Courses.

**TEM Social Innovation Startup Lab Courses**

2019F - Present

Established the partnership between TEM Department and Intel Corporation to launch SISL, an incubator-style class, a social innovation crash course, in which tech companies' employees (NXP, Boeing, Intel) work alongside TEM students to develop social ventures using technology for social end aiming to impact the community and nonprofit partners. Labs include lectures and discussions led by industry experts, mentors, and ASU faculty. In five editions, SISL mentored 80 students and incubated 23 venture projects.

**Social Entrepreneurship & Innovation Minor Development**

2018F - Present

Aimed to build up the Social Entrepreneurship/Social Innovation minor track, creating new courses and interdisciplinary partnerships with other schools, the industry, and the community. Courses developed:

TEM 598/TMC 498 Systemic Design and Social Innovation – whole course development	2023Sp
TEM 598/TEM 450 Design for the Developing World – whole course development	2023Sp
TEM 598/TMC 498/TEM 481 Social Innovation Startup Lab – whole course development in partnership with the tech industry and non-profits	2019F
TEM 394/TEM 301 Applied Social Entrepreneurship II – session integrated with FSE 301	2022F
TEM 294/TEM 201 Social Entrepreneurship I/Applied Social Entrepreneurship – whole course development	2018Sp

**Research and Students' Faculty Advisor****Master Thesis and Capstone Project Advisor**

2018F - Present

Mentored 23 applied project and portfolio culminating experience for Masters' students (21 in progress), and monograph and capstone projects for 15 undergraduates. (See the complete list in the topic **Student Advising**.)

**Research Development**

2017F - Present

To advance my field of study in Organizational Knowledge domain, aiming integration with teaching activities (students advisor and new courses development) and external partnerships with businesses and organizations in the community (research applicability). (See the list in the topic **Academic Publications**.)

**Students' Success****Internship at Master Level**

Karan Thakkar, Procurement Co-Op, Junior Buyer role, at Reckitt Co.	2023Sp
Riddhi Rajendra Sankhe, Masters' Pathway Operations Manager Intern, at Amazon.com Services LLC.	2022Su
Tanmay Tatkare, Masters' Pathway Operations Manager Intern, at Amazon. com Services LLC.	2022Su
Gayatri Thombare, Marketing Intern, at Rockwell Automation, Inc.	2022Su

**Awards & Grants**

Amy Antone, Innovative O'othams Startup, developed during the incubation in the SISL Course

Indigenous Peoples Grant, Johnson Scholarship Foundation, to provide support institutions that assist Indigenous entrepreneurs, and thereby catalyze business development and growth in individuals and communities. Application in progress.

2K Grant Funding by eSeed Social Impact Challenge, Social Innovation Startup Lab	2021Sp
Ricky Marton, Philanthrofi startup, developed during the incubation in the SISL Course	
Next Generation Inventors session, National Academy of Inventors 11th Annual Meeting	2022Su
20K Award by Edson Social Impact Venture Challenge, Venture Devils Competition	2022Sp
3K Grant Funding by eSeed Social Impact Challenge, Social Innovation Startup Lab	2022Sp
Pauline Nalumansi, Thriving Learners Institute venture, Upskilling Ugandan Youth program, developed during the incubation in the SISL Course	
100 K Award by Mastercard Foundation	2022Sp
2K Grant Funding by eSeed Social Impact Challenge, Social Innovation Startup Lab	2022Sp

## Teaching Evaluation

### 2021 Performance Review

Full teaching load with 354 students across 12 unique course preps with an average course evaluation score of 4.51.

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## PUC-Rio Pontifical Catholic University of Rio de Janeiro

Mar 2004 – Jul 2017

### IAG Business School, Department of Business Administration

Rio de Janeiro, Brazil.

Clinical Professor	01/01/2015 - 07/01/2017
Senior Lecturer	11/01/2009 - 12/31/2014
Adjunct Lecturer	03/01/2004 - 10/31/2009

## Teaching

### Graduate Program: Master in Business Administration M.Sc.

2012Sp – 2017Sp

ADM 2388 Identity and Organizational Change  
 ADM 2569 Knowledge and Learning in Organizations  
 ADM 2324/5 Dissertation Thesis Advisor

### Graduate Program: MBA in Management

2005Sp – 2017Sp

Contemporary Organizations  
 Human Resources Management / People Management  
 Social Responsibility and Sustainability  
 Knowledge Management

### MBA Course Coordinator/Chair: Ethics, Social Responsibility and Sustainability

2009F -2010F

MBA in Financial Business, online in-company tailored program for Banco do Brasil, 14 sessions and instructors for 720 students.

### Undergraduate Program Lecturer

2004Sp – 2017Sp

ADM 1021 Integrative Discipline I  
 ADM 1650 Organizational Behavior / Organization Theory  
 ADM 1951 Introduction to Business Administration / Contemporary Organizations  
 ADM 1952 General Theory of Administration  
 ADM 1957 Organizational Structures and Processes  
 ADM 1958 Sustainability and Social Responsibility  
 ADM 1993 Organizational Learning and Knowledge Management  
 ADM 1997 Research Methodology

ADM 1024 Monograph Thesis Advisor

### **Junior Enterprise Mentor and Advisor Professor**

2011Sp – 2017Sp

Mentored students engaged in Junior Enterprise, and supervised multidisciplinary consultancy projects, such as: business model planning, strategy, reorganization, and business process management for small business, new entrepreneurial ventures, and middle to big-sized established companies in the market.

### **Administrative Service**

#### **Academic Coordinator for Students Development**

Mar 2016 – Jun 2017

Conducted quantitative and qualitative analysis regarding the undergrad students' performance, overall and per groups, to propose and discuss learning methodologies for improvement.

#### **Member of BA Department Committee**

Jan 2010 – Jun 2017

The Committee was responsible for the decisions related to the undergraduate BA course, from policies and procedures, analysis of courses and students' performance, curriculum and program content. In 2014, I took part in developing the new academic project for the 2015 BA undergraduate curriculum.

#### **Academic Coordinator for International Activities**

Nov 2009 – Mar 2016

Provided academic orientation to Brazilian and foreign BA students. Coordinated the selection of Exchange Programs with universities abroad, supporting the PUC-Rio International Area. Managed the Dual Certificate Program with San Diego State University SDSU. Developed and established a co-shared Dual Certificate Program with SUNY School of Business at New Paltz, Dean Kristin Backhaus, firmed in November 2015.

### **Research and Students' Faculty Advisor**

#### **Master Thesis and Monograph Advisor**

Jun 2009 – Mar 2018

Mentored applied projects for Master's students and monographs for undergraduates. Mentored 9 graduate and 12 undergraduate students (See complete list in the topic **Student Advising**.)

#### **Research Development**

2010F – 2017Sp

Developed research in the Integrative Knowledge field of study, Organizational Knowledge domain area, aiming to integrate with teaching activities and external businesses community, especially in the Ethics field. (See the complete list in the topic **Academic Publications**.)

### **Industry Career**

Jun 1984 - Jun 2009

#### **Coloplast do Brasil Ltda**

Set 1999 – Jun 2009

Danish company, Healthcare and Medical Devices Industry. Rio de Janeiro, Brazil.

Marketing Director

11/01/2007 - 06/01/2009

Regional Marketing Director, South America Region

12/01/2005 - 10/31/2007

Marketing Manager, Brazil

10/01/2000 - 11/30/2005

Market Manager

09/20/1999 - 09/30/2000

Responsible for the strategic business plan and marketing plan development and implementation for the South America Region's product divisions. Head of the marketing department, including product & service management, communication, CRM, medical visiting program, and technical training team. Member of the subsidiary Management Board and the headquarter Emerging Market Committee.

#### **L'Oréal Paris**

Aprl 1996 - Apr1999

French global company, Cosmetics and Toiletries Industry. Rio de Janeiro, Brazil.

Cosmetics Category Manager, Mass Consumer Division	01/01/1998 - 04/07/1999
Product Manager, Parfums & Beauté Division	04/22/1996 - 12/31/1998

Responsible for marketing plan development and implementation for Skin Care and Make-Up lines. Head of the product management team concerning product launches, brand repositioning, advertising, promotional and sales cycles, and activities for each customer segment and distribution channel. Worked with R&D labs in France and Skin Care International R&D team to develop products for the Brazilian market.

**Thomas De La Rue S.A. / American Banknote Company** Jan 1989 – Feb 1996

British company, bought by the American Group in 1993, Security System and Printing Industry. Rio de Janeiro, Brazil.	
Export Coordinator for Latin America Region	10/01/1994 - 02/22/1996
Marketing Consultant for International Projects	11/01/1993 - 09/30/1994
Communication Coordinator	08/01/1991 - 10/31/1993
Product Development Assessor	01/30/1989 - 07/31/1991

Worked on international sales and projects. Coordinated the representatives located in South America. Developed projects in partnership with Schlumberger, Motorola, Monetel, and Rand McNally in security access technology, such as smart-card and radio-frequency.

**Other Positions** Jun 1984 - Jan 1989

Digidata Computing and Software House Ltd – Communication Assessor  
 Piele Cosmetics Ltd – Marketing Assistant  
 Lápis de Cor Planning and Communication – Creative

## STUDENT ADVISING/MENTORING & DISSERTATION COMMITTEES

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### Master Graduate Advisor: Current Students

1. Vijayakumar, Sanjanaa. Portfolio Advisor for Master of Technology, Arizona State University, 2024F.
2. Swamy, Navaneeth G. V. M. Portfolio Advisor for Master of Technology, Arizona State University, 2024F.
3. Nolasname, Arun Tej S. G. Portfolio Advisor for Master of Technology, Arizona State University, 2024F.
4. Mohan, Tanishq. Portfolio Advisor for Master of Technology, Arizona State University, 2024F.
5. Suresh, Vyas Kutti. Portfolio Advisor for Master of Technology, Arizona State University, 2024F.
6. Boominathan, Vendhan. Portfolio Advisor for Master of Technology, Arizona State University, 2024F.
7. Akshanthula, Aditya. Portfolio Advisor for Master of Technology, Arizona State University, 2024F.
8. Del Valle, Cambry. Portfolio Advisor for Master of Technology, Arizona State University, 2024Sp.
9. Kharayat, Aakash Singh. Portfolio Advisor for Master of Technology, Arizona State University, 2024Sp.
10. Kotian, Shashank Sudhakar. Portfolio Advisor for Master of Technology, Arizona State University, 2024Sp.
11. Wagadre, Atharva Kamlesh. Portfolio Advisor for Master of Technology, Arizona State University, 2024Sp.
12. Abdulrahman, Suhail V. A.. Portfolio Advisor for Master of Technology, Arizona State University, 2024Sp.
13. Sonawane, Sheetal Sharad. Portfolio Advisor for Master of Technology, Arizona State University, 2024Sp.
14. Dalvi, Radhesh. Portfolio Advisor for Master of Technology, Arizona State University, 2024Sp.
15. Hukre, Raj Arvind. Portfolio Advisor for Master of Technology, Arizona State University, 2024Sp.
16. Nautiyal, Shivansh Shailendra. Portfolio Advisor for Master of Technology, Arizona State University, 2023F.
17. Mukherjee, Ishika Dilipkumar. Portfolio Advisor for Master of Technology, Arizona State University, 2023F.
18. Desai, Anuj. Use of Dendritic Identifiers for Supply Chain. Applied Project Co-Advisor with Dr. Kozicki, M. for Master of Technology, Arizona State University, 2023F.
19. Thakkar, Karan. Portfolio Advisor for Master of Technology, Arizona State University, 2023Sp.
20. Vinodkeerthi, Surabhi. Portfolio Advisor for Master of Technology, Arizona State University, 2023Sp.

21. Thombare, Gayatri. Strategy and Management of Technology. Portfolio Advisor for Master of Technology, Arizona State University, 2023Sp.

**Master Graduate Advisor: Graduated Students**

22. Sankhe, Riddhi Rajendra. Supply Chain Technological Advancements. Portfolio Advisor for Master of Technology, Arizona State University, 2022F.
23. Tatkare, Tanmay. Technology Management in Supply Chain. Portfolio Advisor for Master of Technology, Arizona State University, 2022F.
24. Rodrigues, Ana Paula Ulysea. Processos de Identificação e Identidade Organizacional em uma Empresa de Telefonia. Applied Project/Thesis Advisor for Master of Science in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2018.
25. Mendes, Bruno Eduardo Marques. Papel da Comunicação no Gerenciamento de Projetos. Applied Project/Thesis Advisor for Master of Science in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2017.

**MBA Graduate Advisor: Graduated Students**

26. Cerqueira, C. A. M. Ferramentas de Gestão de Conhecimento Aplicadas à área de Proteção e Controle do ONS. Monograph Advisor for Master of Managerial Development, Pontifícia Universidade Católica do Rio de Janeiro, 2015.
27. Nunes, R. S. Transferência de Conhecimento Tácito: Experiência da Gerência NNNE-1.. Monograph Advisor for Master of Managerial Development, Pontifícia Universidade Católica do Rio de Janeiro, 2015.
28. Peixoto, Patricia. G. Gestão do conhecimento em equipes multidisciplinares. Monograph Advisor for Master of Managerial Development, Pontifícia Universidade Católica do Rio de Janeiro, 2014.
29. Iencarelli, Carlos Eduardo. Mudança e seus Impactos: Análise da Reorganização de um Centro de Pesquisa Nacional. Monograph Advisor for Master of Managerial Development, Pontifícia Universidade Católica do Rio de Janeiro, 2013.
30. Pestana, Tatiana. Plano de Gestão do Conhecimento para a Área de Relacionamento Estratégico com Agentes. Monograph Advisor for Master of Managerial Development, Pontifícia Universidade Católica do Rio de Janeiro, 2011.
31. Torrecilha, M. Storytelling do Projeto SINOCON. Monograph Advisor for Master of Managerial Development, Pontifícia Universidade Católica do Rio de Janeiro, 2011.
32. Gonçalves, Dariene M. C. Gestão do Conhecimento e Alinhamento Organizacional: Estudo de Caso de uma Empresa do Setor Elétrico. Monograph Advisor for Master of Managerial Development, Pontifícia Universidade Católica do Rio de Janeiro, 2010.

**Undergraduate Degree Advisor: Graduated Students**

33. Teglas, Christopher. Thriving Learners Institute: A Capstone Report. Capstone Project, Bachelor in Applied Sciences, Operations Management. Arizona State University, 2022Sp.
34. Murray, Nicholas. Social Innovation Startup Lab: Upscaling Ugandan Youth. Capstone Project, Bachelor in Applied Sciences, Operations Management. Arizona State University, 2022Sp.
35. Antone, Amy. Innovative O’otham: Social Innovation Startup Lab Project. Capstone Project, Bachelor in Technological Entrepreneurship & Management. Arizona State University, 2021F.
36. Del Valle, Cambry. GoGuru Social Innovation Startup Lab Consultancy Project. Capstone Project, Bachelor in Bachelor in Technological Entrepreneurship & Management. Arizona State University, 2021F.
37. Deutsch, Andrew Michael. Open Mobility Project. Capstone Project, Bachelor in Bachelor in Technological Entrepreneurship & Management. Arizona State University, 2021F.
38. Mansour, Marina Rae. Innovative O’otham Journey. Capstone Project, Bachelor in Bachelor in Technological Entrepreneurship & Management. Arizona State University, 2021F.
39. Bharti, Aarushi. Vello Project. Capstone Project, Bachelor in Bachelor in Technological Entrepreneurship & Management. Arizona State University, 2021Sp.
40. Devries, Jacob Morran. SolarGoKarts Project. Capstone Project, Bachelor in Bachelor in Technological Entrepreneurship & Management. Arizona State University, 2021Sp.

41. Fourcher, Jordan Alain. SolarGoKarts and STEM Education. Capstone Project, Bachelor in Bachelor in Technological Entrepreneurship & Management. Arizona State University, 2021Sp.
42. Lescoe, Blake. Mesa United Way Homelessness Program. Capstone Project, Bachelor in Bachelor in Technological Entrepreneurship & Management. Arizona State University, 2021Sp.
43. Pinto, Marc. The Nature Conservancy Project. Capstone Project, Bachelor in Technological Entrepreneurship & Management. Arizona State University, 2021Sp.
44. Rhoades, KateLynn Marie. SolarGoKarts Scaling Project. Capstone Project, Bachelor in Bachelor in Technological Entrepreneurship & Management. Arizona State University, 2021Sp.
45. Strickland Jr., William Wesley. The Nature Conservancy Data Management. Capstone Project, Bachelor in Applied Sciences, Operations Management. Arizona State University, 2021Sp.
46. Thakkar, Bhavik. YOUNITED Teen Suicide Prevention Program. Capstone Project, Bachelor in Technological Entrepreneurship & Management. Arizona State University, 2021Sp.
47. Thomas, Alan. Vello Innovation Project. Capstone Project, Bachelor in Technological Entrepreneurship & Management. Arizona State University, 2021Sp.
48. Nogueira, Natalia. Empresas Conflitantes com o Meio Ambiente: Como os funcionários lidam com a Dissonância Cognitiva acerca do tema de Sustentabilidade. Bachelor in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2014.
49. Armas, Krishna. Inteligência Emocional nas Organizações. Bachelor in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2014.
50. Silva, G. K. R. Diferenças motivacionais e valores geracionais: Uma comparação das Gerações X e Y. Bachelor in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2013.
51. Zorzi, Amanda G. Governança em Empresas Familiares: Estudo de Caso D'Angelo. Bachelor in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2013.
52. Calmon, Joana. O Sentido do Trabalho para Geração Y. Bachelor in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2013.
53. Martins, Luiz A. R. Poder nas Organizações: Como as relações de poder se manifestam nos espaços organizacionais? Bachelor in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2012.
54. Turano, Lucas M. Sustentabilidade nas Organizações: Dissonância entre Discurso e Prática. Bachelor in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2012.
55. Franca, Letícia. Os Pontos Críticos da Implementação de Comércio Justo e Solidário: Um Estudo de Caso em uma Empresa Nacional. Bachelor in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2011.
56. Dimitrescu, João Pedro. O Empreendedorismo e o Jovem Administrador. Bachelor in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2010.
57. Coelho, Flavia A. Organizações Não-Governamentais: Desafios de Gestão. Bachelor in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2010.
58. Pessanha, Andrea B. V. As Dimensões da Resiliência e Mudança Organizacional. Bachelor in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2006.
59. Eyler, Alavaro. Novo Ambiente de Resseguros e as Competências Essenciais: O Estudo de Caso da Capital Re. Bachelor in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2005.

## Member of Dissertation Committees

### Doctoral Degree

1. Rocha-Pinto, S. R.; **Cherman, A.**; Lemos, A. H. C.; Costa, A. S. M; Ruas, R. L. Member of the qualification examining committee of Samantha Luiza de Souza Broman, A Trégua em Rotinas Orçamentárias / The Truce in Budgetary Routines. Doctoral Program in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2019.
2. Rocha-Pinto, S. R.; **Cherman, A.**; Lemos, A. H. C.; Fontes Filho, R. J.; Bastos S. A. P. Member of the qualification examining committee of Carlos Trevia, As Rotinas de Governança Societária na Prática / The Routines of Corporate



Governance in Practice. Doctoral Program in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2019.

3. Rocha-Pinto, S. R.; **Cherman, A.**; Lemos, A. H. C.; Costa, A. S. M.; Ruas, R. L. Member of the qualification examining committee of Nicássia Novôa. Competências Coletivas: A Experiência do Processo de Desaprendizagem na (re)Construção das Rotinas Organizacionais/ Collective Competencies: The Experience of the Process of Unlearning in the (re)Construction of Organizational Routines. Doctoral Program in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2016.
4. Rocha-Pinto, S.R.; **Cherman, A.**; Lemos, A. H. C.; Cavazotte, F.; Ruas, R. L. Member of the qualification examining committee of Maria Isabel Peixoto Guimarães. Aprendizagem baseada na prática ou prática baseada na aprendizagem? Observando o design thinking nas rotinas organizacionais / Learning based on practice or practice based on learning? Observing design thinking in organizational routines. Doctoral Program in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2016.

### Master Degree

5. Bronowitz, J.; **Cherman, A.** Member of dissertation applied project examining committee of Mikayla Laufer Stokes. Drive to Excellence at Hillel ASU. Master of Technology, Arizona State University, 2021.
6. **Cherman, A.**; Oliveira, L. B.; Lemos, A. H. President of the dissertation examining committee of Ana Paula Ulyseia Rodrigues. Processos de Identificação e Identidade Organizacional em uma Empresa de Telefonía. Master in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2018.
7. Rocha-Pinto, S. R.; **Cherman, A.**; Costa, S.R. Member of the dissertation examining committee of Leandro Schoemer Jardim. A compreensão das competências nas rotinas de programação da produção. Master in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2017.
8. **Cherman, A.**; Costa, A. S. M.; Rego, M. L.; Pinto, M. C. S. President of the dissertation examining committee of Bruno Eduardo Marques Mendes. O Papel da Comunicação no Gerenciamento de Projetos. Master in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2017.
9. Rocha-Pinto, S. R.; **Cherman, A.**; Pinto, M. C. S. Member of the dissertation examining committee of Mauricio Manzueto. Automação de processos: a influência dos softwares de automação de processos nas rotinas organizacionais. Master in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2016.
10. Rocha-Pinto, S. R.; **Cherman, A.**; Beyda, T. T. Member of the dissertation examining committee of Erick Cardoso da Silva Figueira. Compreendendo as Rotinas Organizacionais: Percepção de Consultores em suas Experiências de Campo. Master in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2016.
11. Rocha-Pinto, S. R.; **Cherman, A.**; Gomes, L. S. Member of the dissertation examining committee of Florence Vidal Perfeito. Variações em Rotinas Organizacionais: O Caso de um Instituto de Tecnologia e Inovação. Master in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2016.
12. Rocha-Pinto, S. R.; **Cherman, A.**; Teixeira, C. Member of the dissertation examining committee of Theiza Conte Paiva. Uma Análise Fenomenográfica Sobre Compartilhamento de Competências nas Rotinas de Inovação. Master in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2015.
13. Rocha-Pinto, S. R.; **Cherman, A.**; Oliveira, L. B. Member of the dissertation examining committee of Samantha Luiza de Souza Broman. Como os gestores percebem a formação de competências coletivas em suas experiências com rotinas organizacionais. Master in Business Administration, Pontifícia Universidade Católica do Rio de Janeiro, 2015.
14. Rego, M. L.; Zanini, M. T. F.; **Cherman, A.** Member of the dissertation examining committee of Bruno Siqueira Moreira. Confiança na gestão de equipes de alto desempenho da industria farmacêutica. Executive Master in Business Management, Fundação Getúlio Vargas, 2015.

## ACADEMIC PUBLICATIONS, PRESENTATIONS & SERVICE

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### Work in Progress

1. **Cherman, A.**; Azeredo, F. E. M. (Work in progress) Rescuing the Essentialities of Education: Consubstantiating Progress Accordingly.

### Published Papers

2. **Cherman, A.**; Azeredo, F. E. M. (2022) Democracy as Catalyst of Human Identities' Evolution: A Reductionist Approach to an Infinity of Political Identities. In Baikady, R. et al. (Eds) *The Palgrave Handbook of Global Social Change*. NY: Palgrave Macmillan, Cham.
3. **Cherman, A.**; Azeredo, F. E. M. (2020) The Languages of Spirituality and Science: Two Fraternal Twins. In Dhiman, S. (Ed) *The Palgrave Handbook of Workplace Wellbeing and Fulfillment*. NY: Palgrave Macmillan, Cham. 415-438.
4. **Cherman, A.**; Azeredo, F. E. M. (2020) Integrative Knowledge: A mindful approach to Science. In Dhiman, S. (Ed) *The Routledge Companion to Mindfulness at Work*. NY: Routledge. 399-421.
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6. **Cherman, A.**; Rocha-Pinto; S. R. (2016) Fenomenografia e valoração do conhecimento nas organizações: diálogo entre método e fenômeno / Phenomenography and the valuing of knowledge in organizations: dialog between method and phenomenon . *RAC Revista de Administração Contemporânea*. v.20, p. 630-650.
7. **Cherman, A.**; Rocha-Pinto; S. R. (2016) Valuing knowledge in organizations and its embedding into organizational practices and routines. *Review of Business Management*. v.18, p. 416- 435.
8. **Cherman, A.**; Rocha-Pinto; S. R. (2016) Valoração do conhecimento nas organizações: as concepções dos indivíduos no contexto do trabalho / Valuing of knowledge in organizations: conceptions of the individuals at the work context. *Organizações & Sociedade*. v.23, p.307-328.
9. Franca, L. S.; Turano, L. M.; **Cherman, A.** (2016) Conhecimento científico sobre comércio justo: um estudo bibliométrico de 2001 a 2013 / Scientific knowledge on fair trade: a bibliometric study from 2001 to 2013. *RGSA Revista de Gestão Social e Ambiental*. v.10, p.41-57.
10. Martins, L. A. R.; **Cherman, A.** (2015) Dinâmica de poder nos espaços organizacionais de uma administradora de Shoppings Centers: um estudo etnográfico / Power dynamics inside the organizational spaces of a shopping mall management company: an ethnographic study. *Revista Pensamento Contemporâneo em Administração*. v.9, p.1-14.
11. Turano, L. M.; **Cherman, A.**; Franca, L. S. (2014) Sustentabilidade em uma grande corporação: uma análise da discrepância entre discurso e prática / Sustainability in a big corporation: an analysis of the discrepancy between discourse and practice. *Revista de Administração da UFSM*. v.7, p.111 - 127.
12. **Cherman, A.**; Rocha-Pinto, S. R. (2013) Valoração do conhecimento: significação e identidade na ação organizacional / Valuing knowledge: meaning and identity in organizational activities. *RAE Revista de Administração de Empresas*. v.53, p.142-155.
13. **Cherman, A.**; Rocha-Pinto, S. R. (2013) Gestão do conhecimento no Brasil: visão da academia / Knowledge management in Brazil: a view from the academy. *Revista Pensamento Contemporâneo em Administração*. v.7, p. 92-107.
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15. **Cherman, A.**; Tomei, P. (2005) Códigos de ética corporativa e a tomada de decisão ética: instrumentos de gestão e orientação de valores organizacionais? / Corporate codes of ethics and the ethical decision-making process: Is code of ethics a management and guiding tools for organizational values? *RAC Revista de Administração Contemporânea*. v.9, p. 99-120.

## Conference Papers

1. **Cherman, A.;** Rocha-Pinto, S. R. Fenomenografia e a valoração do conhecimento nas organizações: diálogo entre método e fenômeno / Phenomenography and the valuing of knowledge in organizations: dialog between method and phenomenon. *XXXIX EnANPAD Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração* (Brazilian Academy of Management), 2015, Belo Horizonte, BR.
2. **Cherman, A.;** Rocha-Pinto, S. R. Valoração do conhecimento nas organizações e sua incorporação nas práticas e rotinas organizacionais / Valuing of knowledge in organizations and its embedding into organizational practices and routines. *V EnGPR Encontro de Gestão de Pessoas e Relações de Trabalho da ANPAD* (ANPAD People Management and Work Relations Symposium), 2015, Salvador, BR.
3. Turano, L. M.; **Cherman, A.** Comércio Justo no Século XXI: Uma análise bibliométrica de citações e cocitações sobre o tema de 2001 a 2013 / Fair trade in the 21st Century: a bibliometric analysis of citations and co-citations from 2001 to 2013 *XVI ENGEMA Encontro Internacional de Gestão Empresarial e Meio Ambiente* (International Meeting on Business Management and Environment), 2014, São Paulo, BR.
4. Nogueira, N.; **Cherman, A.** Empresas conflitantes com o meio ambiente: como os funcionários lidam com a dissonância cognitiva acerca do tema de Sustentabilidade / Companies conflicting with the natural environment: how employees deal with cognitive dissonance about Sustainability. *XVI ENGEMA Encontro Internacional de Gestão Empresarial e Meio Ambiente* (International Meeting on Business Management and Environment), 2014, São Paulo, BR.
5. **Cherman, A.;** Rocha-Pinto, S. R. Valoração do conhecimento nas organizações: as concepções dos indivíduos no contexto do trabalho / Valuing of knowledge in organizations: conceptions of the individuals at the work context. In: VIII EnEO Encontro de Estudos Organizacionais da ANPAD (ANPAD Organizational Studies Symposium), 2014, Gramado - RS.
6. **Cherman, A.;** Turano, L. M.; Franca, L. S. Sustentabilidade em uma grande corporação: uma análise da discrepância entre discurso e prática / Sustainability in a big corporation: an analysis of the discrepancy between discourse and practice. *XV ENGEMA Encontro Internacional sobre Gestão Empresarial e Meio Ambiente* (International Meeting on Business Management and Environment), 2013, São Paulo, BR.
7. Martins, L. A. R.; **Cherman, A.** As relações de poder nos espaços organizacionais: um estudo etnográfico / Power relations in organizational spaces: an ethnographic study. *XXXVII EnANPAD Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração* (Brazilian Academy of Management), 2013, Rio de Janeiro, BR.
8. **Cherman, A.;** Rocha-Pinto, S. R. Valoração do conhecimento nas organizações pela percepção dos indivíduos: caminho para uma construção teórica / Valuing of knowledge in organizations by the individuals perceptions: paths for a theoretical construct. *XXXVII EnANPAD Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração* (Brazilian Academy of Management), 2013, Rio de Janeiro, BR.
9. Franca, L. S.; **Cherman, A.** Os pontos críticos da implementação de comércio justo e solidário: um estudo de caso em uma empresa nacional / Critical issues in the implementation of fair trade: a case study in a Brazilian company. *XIV ENGEMA Encontro Gestão Empresarial e Meio Ambiente* (International Meeting on Business Management and Environment), 2012, São Paulo, BR.
10. Franca, L. S.; **Cherman, A.** Percepção e conhecimento sobre a prática de comércio justo dentro da cadeia produtiva: um estudo de caso em uma empresa nacional / Perceptions and knowledge about fair trade throughout the productive chain. *XIV ENGEMA Encontro Gestão Empresarial e Meio Ambiente* (International Meeting on Business Management and Environment), 2012, São Paulo, BR.
11. **Cherman, A.;** Rocha-Pinto, S. R. Valoração do conhecimento nas organizações: significação e identidade na ação organizacional / Valuing knowledge in organizations: meaning and identity in organizational activities. *VI EnEO Encontro de Estudos Organizacionais da ANPAD* (ANPAD Organizational Studies Symposium), 2012, Curitiba, BR.
12. **Cherman, A.;** Rocha-Pinto, S. R.; Rocha, A. Gestão do conhecimento no brasil: uma visão da academia / Knowledge management in Brazil: a view from the academy. *XXXV EnANPAD Encontro da Associação Nacional de Pós-*

- Graduação e Pesquisa em Administração* (Brazilian Academy of Management), 2011, Rio de Janeiro, BR.
13. **Cherman, A.;** Rocha-Pinto, S. R. Knowledge in organizations: valuing and meaning in the organizational action. *27th EGOS Colloquium*, European Group of Organization Studies Congress, 2011, Gothenburg, SWE.
  14. **Cherman, A.;** Macedo-Soares, T. D. V. A. Knowledge transfer within the organization: investigating the international literature. *37th EIBA Annual Conference*, European International Business Academy, 2011, Bucharest, RO.
  15. **Cherman, A.;** Tomei, P. Environment, culture and organizational discourse for change: The AmBev-Interbrew' Global Alliance'. *BALAS Conference, Business Association for Latin American Studies*, 2005, Madrid, SP.
  16. **Cherman, A.;** Tomei, P. Códigos de ética e a tomada de decisão ética: instrumentos de gestão e orientação de valores organizacionais? / Corporate codes of ethics and the ethical decision-making process: Is code of ethics a management and guiding tools for organizational values? *XXVII EnAnpad Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração* (Brazilian Academy of Management), 2003, Atibaia, BR.

### Additional Publications

#### Book

1. **Cherman, A.** (2004) Códigos de ética corporativa e a tomada de decisão ética: instrumentos de gestão e orientação de valores organizacionais? / *Corporate codes of ethics and the ethical decision-making process: Is code of ethics a management and guiding tools for organizational values?* Rio de Janeiro: FUNENSEG.

#### Book Chapter

2. **Cherman, A.** (2012) Gestão do Conhecimento In: RAMAL, A. (Org.) *Educação Corporativa: Fundamentos e Gestão*. 1 ed., Rio de Janeiro: Grupo GEN, p. 58-89.

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3. RUSSO, G. M. Diagnóstico da Cultura Organizacional / Diagnosis of Organizational Culture. Rio de Janeiro, Editora Campus-Elsevier, 2009.

#### Presentations

1. Marton, R., Lynch, K., **Cherman, A.** (Faculty Mentor) Private Funding for Global Development: Lessons from Entrepreneurship. College of Global Futures Student Showcase 2022. Arizona State University, 04/21/2022, Tempe, USA.
2. **Cherman, A.** Giving Voice to Values. Workshop presented to Global Futures Research Accelerator - NSF Project. Invited by Knowledge Enterprise, Research Development Office, Julie Ann Wrigley Global Futures Laboratory. Arizona State University, 04/02/2022, Tempe, USA.
3. **Cherman, A.** Phenomenographic Method Lecture. Guest speaker in Qualitative Method II Course, Doctoral Program. Pontifícia Universidade Católica do Rio de Janeiro PUC-Rio, 05/11/2013, 05/06/2014, 05/15/2015, 05/18/2016, 05/29/2017, Rio de Janeiro, BR.
4. **Cherman, A.;** Rocha-Pinto, S. R. Fenomenografia e a valoração do conhecimento nas organizações: diálogo entre método e fenômeno / Phenomenography and the valuing of knowledge in organizations: dialog between method and phenomenon. XXXIX EnANPAD. Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração (Brazilian Academy of Management), 09/13/2015, Belo Horizonte, BR.
5. **Cherman, A.;** Rocha-Pinto, S. R. Valoração do conhecimento nas organizações: as concepções dos indivíduos no contexto do trabalho / Valuing of knowledge in organizations: conceptions of the individuals at the work context. VIII EnEO Encontro de Estudos Organizacionais da ANPAD (ANPAD Organizational Studies Symposium), 05/27/2014, Gramado, BR.
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9. **Cherman, A.;** Rocha-Pinto, S. R. Gestão do conhecimento: uma visão da academia / Knowledge management: the a view from the academia. XXXV EnANPAD Encontro da Associação Nacional de Pós-Graduação e Pesquisa em Administração (Brazilian Academy of Management), 09/05/2011, Rio de Janeiro, BR.
10. **Cherman, A.;** Macedo-Soares, T. D. V. A. Knowledge transfer within the organization: investigating the international literature. 37<sup>th</sup> EIBA Annual Conference European International Business Academy, 12/10/2011, Bucharest, RO.
11. **Cherman, A.;** Rocha-Pinto, S. R. Knowledge in organizations: valuing and meaning in the organizational action. 27<sup>th</sup> EGOS Colloquium European Group of Organization Studies Congress, 07/09/2011, Gothenburg.
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#### **Session Chair and/or Moderator**

1. Session Chair and Moderator in Research & Education Division: *Strategies and Research Methods*, XXXIX EnANPAD Associação Nacional de Ensino e Pesquisa em Administração (Brazilian Academy of Management), 09/13/2015, Belo Horizonte, BR.
2. Session Chair in Organizational Studies Division: *Behavior and Social Interactions in Organizations*, VIII EnEO Encontro de Estudos Organizacionais da ANPAD / Organizational Studies Symposium (Brazilian Academy of Management), 05/27/2014, Gramado, BR.

#### **Paper Blind Reviewer**

1. The Palgrave Handbook of Global Social Change, Palgrave Macmillan Cham/Nature Springer Publisher – chapter blind reviewer, 2021.
2. ANPAD Associação Nacional de Ensino e Pesquisa em Administração / Brazilian Academy of Management – X EnEO, Organizational Studies Symposium, 2019, Fortaleza.
3. AoM The Academy of Management – 2019 The Academy of Management Meeting, Management Organizational Cognition Division; Management Spirituality and Religion Interest Group, 2019, Boston.
4. ANPAD Associação Nacional de Ensino e Pesquisa em Administração / Brazilian Academy of Management – XXXXII EnANPAD Congress, Organization Studies Division, 2018, Curitiba.
5. AoM The Academy of Management – 2018 The Academy of Management Meeting, Management Spirituality and Religion Interest Group, 2018, Chicago.
6. ANPAD Associação Nacional de Ensino e Pesquisa em Administração / Brazilian Academy of Management – XXXIX EnANPAD Congress, Organizational Studies Division, 2016, Costa do Sauípe.
7. ANPAD Associação Nacional de Ensino e Pesquisa em Administração / Brazilian Academy of Management – XXXIX EnANPAD Congress, Human Resources Management Division; Social Responsibility and Sustainability Division, 2015, Belo Horizonte.
8. ANPAD Associação Nacional de Ensino e Pesquisa em Administração / Brazilian Academy of Management – XXXVIII EnANPAD Congress, Human Resources Management Division; Social Responsibility and Sustainability Division, 2014,

Rio de Janeiro.

### **Field of Research**

Aim to bring a contemporary and innovative approach to the **Organizational Knowledge domain**:

***Integrative Knowledge in Organizations*** analyzes the dynamic of innovative knowledge creation in a scenario that Science and spirituality can experience synergistic effects impacting innovation, strategy, and corporate cultures in organizations;

***Spirituality in Knowledge Development*** examines the significant benefits of incorporating a more spiritual mindset into organizational structures, thus contributing to a more comprehensive, evolutionary, and integrative knowledge framework for individuals, organizations, and society.

***Ethics in Knowledge-Based Organizations*** dealing with complex and consciousness-related ethical boundaries that involve the individuals' well-being in their workplace, collectively aspiring for a more spiritual, humanistic, and egalitarian society.