

# Paulo Prochno

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## **EMPLOYMENT**

- 2007-pres     **Robert H. Smith School of Business – Univ. of Maryland, College Park**  
Tyser Teaching Fellow – Management and Organization
- 2005 – 2007   **Ibmec – Rio de Janeiro, Brazil**  
Associate Professor of Management
- 2005           **ESSEC – Cergy, France**  
Visiting Professor (from January to March)
- 2004 – 2005   **Fundação Dom Cabral – Nova Lima, Brazil**  
Assistant Professor of Management
- 2002 – 2003   **Ibmec – Rio de Janeiro, Brazil**  
Assistant Professor of Management  
Coordinator, open-enrollment Executive Education

## **EDUCATION**

- 1997-2002     **INSEAD - Fontainebleau, France**  
Ph.D. and MSc. degrees in Management  
*Doctoral Dissertation:* "Routine Assembly: Replicating and Recreating Practices in a New Setting"; Committee: Yves Doz (chair), Quy Huy, John Weeks, John Van Maanen (MIT, external member)
- 1995-1997     **VANDERBILT UNIVERSITY - Nashville, USA**  
Master of Business Administration (MBA)  
Concentration in Operations Management - International emphasis
- 1988-1994     **UNIVERSITY OF SÃO PAULO - São Paulo, Brazil**  
Engineering Degree (Production Engineering)

## **AWARDS AND HONOURS**

- 2008           Smith School's Top 15% Teaching Award
- 2005           OMT Junior Faculty Consortium, Academy of Management
- 2004           TIM Junior Faculty Consortium, Academy of Management

- 2003            **"William H. Newman Award", awarded by the Academy of Management to the best conference paper based on a dissertation**
- 2003            Best Paper, Operations Management Division and Honourable Mention, Organization Theory Division, ENANPAD Conference (Brazil)
- 2001            BPS Doctoral Consortium, Academy of Management
- 2000            TIM Doctoral Consortium, Academy of Management
- 1999-2001     GE Fund PhD Scholarship
- 1997-2001     INSEAD PhD Scholarship
- 1997            **"Outstanding Paper of the Year", awarded by MCB University Press to the best article published in the International Journal of Operations and Production Management during 1995**
- 1997            "Flournoy A. Coles Jr. Prize", awarded by the Owen Graduate School of Management to the most outstanding MBA student in international management studies
- 1995-1997     Full MBA Scholarship Recipient, Owen Graduate School of Management
- 1996            First Prize, Regional Level and Third Prize, International Level in the APICS (American Production and Inventory Control Society) student paper competition
- 1993            "Otto Bekman Prize", awarded by the Industrial Engineering Department (University of São Paulo) to the best graduation thesis in 1993

### **RESEARCH INTERESTS**

- Organization Routines
- Transfer of Knowledge / Practices
- Innovation Management
- Entrepreneurship

### **TEACHING INTERESTS**

- Global Strategy
- Strategic Management
- Innovation Management
- Organization Theory
- Entrepreneurship
- Qualitative Research Methods

### **PUBLICATIONS (REFEREED)**

"Cognitive Assets: A Model to Understand the Organizational Appropriation of Collective Tacit Knowledge" (book chapter) In: Laure Morel- Guimaraes; Tarek Khalil; Yasser A Hosni,. (Org.). *MANAGEMENT OF TECHNOLOGY - Key Success Factors for Innovation and Sustainable Development*. Amsterdam: Elsevier, 2005.

"Learning Curve? Which one?", *Brazilian Administration Review*, Vol. 1, No. 1, December 2004.

"Transferring Practices: Building Architectural Knowledge Locally" - *Revista de Administração de Empresas/FGV*, Vol. 44, No. 1, Jan/Mar 2004

"Desenvolvimento de uma estratégia de manufatura em um ambiente turbulento" (with H. Correa) – *Revista de Administração de Empresas/FGV*, Vol. 38, No. 1, Jan.1998

"Developing Manufacturing Strategy in Turbulent Environments" (with H. Correa), *International Journal of Operations and Production Management*, Vol. 15, No. 11, Nov. 1995. **Winner of best paper of the year award.**

### **CONFERENCE PRESENTATIONS**

"Bring Learning Back To Knowledge Transfer". *Strategic Management Society Conference*, Cologne, October 2008.

"Knowledge Transfer Within Firms: When Does Adaptation Bring Higher Performance?" *Annual meeting of the Brazilian Association for Management Research (Enanpad)*, Rio de Janeiro, Brazil, September 2007

"O processo de inovação na Natura Cosméticos" (in co-authorship with Zilio, A.; Gonet, F.; Gentil, R) *Annual meeting of the Brazilian Association for Management Research (Enanpad)*, Rio de Janeiro, Brazil, September 2007

"Routine Assembly: Replicating and Recreating Practices in a New Setting", *Academy of Management Annual Meeting*, Seattle, USA, August 2003. **Winner of the Newman Award for best conference paper based on a dissertation.** Also presented at XXVII Enanpad Conference, Atibaia, Brazil, September 2003.

"What is Really Behind the Learning Curve?", *Euroma / POMS Conference*, Como, Italy, June 2003. Also presented at XXVII Enanpad Conference, Atibaia, Brazil, September 2003.

"Cognitive Assets: A model and an illustration" (with J. Cataldo), *Euroma / POMS Conference*, Como, Italy, June 2003.

"Developing Organizational Routines in a new setting: The interplays between knowledge creation and knowledge transfer", *IAMOT Conference*, Nancy, France, May 2003.

"Cognitive Assets: A model to understand the organizational appropriation of collective tacit knowledge" (with J. Cataldo), *IAMOT Conference*, Nancy, France, May 2003.

"Transferring Practices to Latin American Subsidiaries: Building Architectural Knowledge Locally", *BALAS Conference*, São Paulo, Brazil, April 2003.

"Knowledge Transfer: From component to architectural knowledge", *Strategic Management Society*, Paris, France, September 2002.

"Learning Curve? Which One?", *Academy of Management Annual Meeting*, Denver, USA, August 2002.

"Relationships between Innovation and Organizational Competences", *Academy of Management Annual Meeting*, Washington DC, USA, August 2001

"Initial Stages on Capability Development" (caucus chair), *Academy of Management Annual Meeting*, Washington DC, USA, August 2001

"Competencies in Operations: Towards a definition of their origins and evolution", *POMS First World Conference*, Seville, Spain, August 2000.

"The Development and Implementation of Manufacturing Strategy in a Tin Plate Can Manufacturer", *EurOma First World Conference*, Cambridge, UK, June 1994.

## **TEACHING EXPERIENCE**

University of Maryland:

- Taught 17 sections of 6 different courses since Fall 2007 – 577 students in total
- Received Top 15% teaching award for 2007/2008 academic year
- Average teacher evaluations for 2008: 4.53 out of 5 (all 12 sections of 5 courses)
  - average evaluations for MBA electives (5 sections of Global Strategy and 1 section of Innovation Management): 4.65
  - average evaluation for undergraduate electives (3 sections of Global Strategy): 4.74

Ibmec: Masters courses in strategy, innovation and entrepreneurship (320 hours, average evaluation 9.7 out of 10), undergraduate (240 hours, 8.4 out of 10) and executive programs (180 hours, 4.2 out of 5). Advised 23 MSc dissertations.

Fundação Dom Cabral: in-company courses (more than 600 hours during 2004/2005, average evaluation 4.3 out of 5) and open-enrollment courses for executives (60 hours, average 4.5 out of 5).

Essec (visiting professor): 60 hours of courses for the Essec MBA. For the core strategy course (42 students), 75% graded the course "one of the best", 25% "average"; 82% graded the professor as "one of the best", 18% "average".

## **PROFESSIONAL EXPERIENCE**

1996-1997 FISI-Madison Financial - Nashville, TN  
Associate Regional Manager - Brazil (part-time)

Summer 96 COTEMINAS - Companhia de Tecidos Norte de Minas - São Paulo, Brazil  
Consultant in Operations Strategy

- 1994-1995 Center for Interdisciplinary Analysis of Politics and Strategy - University of São Paulo (Brazil)  
Project Manager and Researcher
- 1993-1994 Brasilata S/A Embalagens Metálicas - São Paulo, Brazil  
Industrial Engineer

**ADDITIONAL INFORMATION**

- Attended Price-Babson SEE (Seminar for Entrepreneurship Educators) and Stanford's Roundtable on Entrepreneurship Education in 2006
- Member of the Academy of Management
- Languages: Portuguese (native), English, French, and German