

INNOVATION ECOSYSTEMS FOR BUSINESS DEVELOPMENT

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Sao Paulo, Brazil

Sao Paulo Business School
of Administration



New digital and physical technologies are enabling the creation of new business models by new ventures and established organizations, as well as facilitating the interaction between partners and the creation of complementary business activities. In this context, the notion of ecosystems is becoming increasingly popular. In the last ten years, the World Economic Forum (WEF) has highlighted the central role of innovation ecosystems in fomenting economic activity.

Different types of innovation ecosystems co-exist. Established firms, suppliers, and other actors may work together in platform-based ecosystems creating new complementary products and services that can be mixed and matched to offer unique value propositions to various end users. Some of these actors may be startups that interact with larger organizations, venture capitalists, business angels, public sector agencies, universities, and research centers in entrepreneurial ecosystems to foster new ventures and growth.

For business leaders, innovation ecosystems are a source of winning ideas and a means to speed up their innovative efforts. At the same time, policymakers see them as a robust notion to orient the creation of policy mechanisms and stimulate economic activity. The focus is on understanding how to unleash the potential of different types of innovation ecosystems for business development. In academia, researchers have dedicated attention to the mechanisms to make that happen. Yet, most academic literature has focused on innovation ecosystems in developed countries.

The **BALAS 2024 Conference** will provide a scholarly academic forum for discussing innovation ecosystems for business development in the LATAM contexts, focusing on specific conditions and solutions of our reality.

Special Conference Tracks

- Opportunities and constraints in entrepreneurial ecosystems
- Orchestrating platform-based innovation ecosystems for business and sustainable development
- Knowledge-intensive and technology-based entrepreneurship to address society's challenges
- Overcoming the Innovation Paradox in Developing and emerging economies: Technology and Management to reach prosperity.

General Tracks

Accounting, Taxation & Mgmt. Control Systems | Consumer Behaviour | Corporate Finance | Culture, Social and Ethical Issues | Economics and Global Issues | Entrepreneurship and Family Business | Financial Markets, Investment and Risk Management | Information Systems, Technology Management and Operations | Management, OB and HRM | Marketing Management | Asia and Latin American Business and Economics | Strategy, IB & Global Competitiveness | Teaching Cases and Management Education

Doctoral Colloquium Track:

Track for doctoral research presentations

ABOUT FGV EAESP

Created in 1954, **EAESP** is the most internationalized school in Latin America, with more than 100 partnerships with internationally renowned foreign institutions in all continents. It is also recognized as a high-level center for research in Management and for training leaders in the business, government and academic spheres.

It is one of the few business schools in the world and the first in Brazil to have triple international accreditation: AACSB International - The Association to Advance Collegiate Schools of Business; EFMD EQUIS - The European Foundation for Management Development; EFMD Quality Improvement System; and AMBA - The Association of MBAs.

WHY SAO PAULO

São Paulo. Fifth largest metropolis in the world. Financial heart of Brazil, capital of cultural diversity, with residents of over 200 different nationalities.

High levels jobs

São Paulo is the capital with the highest concentration of high level jobs: directors, managers and analysts.

30% of leadership position

São Paulo concentrates 30% of leadership positions in the total of 27 Brazilian capitals.

Average income 80% above other capitals

São Paulo has an average income 88% above other capitals, especially for the leadership positions.

BIG NUMBERS FGV EAESP

1/3

of undergraduated students receive a scholarship

over **100**

Internationals partners in 38 countries

3,700

Students and 245 professors

20

Study centers

40,000

Members of the alumni network

500

Students take our courses every year

Watch our school's institutional video.



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