

International Week for foreign visiting professors  
10 – 14 March 2025  
Iscte, Lisbon

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**Professor** Roberto Pessoa de Queiroz Falcão

**University** Universidade do Grande Rio - UNIGRANRIO

**Country** Brazil

### **Brief CV**

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Adjunct professor of the Graduate Program in Administration (PPGA-Unigranrio), CNPq SEBRAE Fellow - ALI Project. Doctor in Administration (PhD) - IAG PUC (2018), Master - MSc in Business Management from FGV - EBAPE Rio (2014). Strategy researcher and immigrant entrepreneurship (Universidade Federal Fluminense). Member of the Global Entrepreneurship Monitor Brazilian team. Collaborator of research groups at Southern Denmark University (SDU) and University of Western Australia (UWA). Postgraduate in Marketing from ESPM (1998), Graduated in Agronomic Engineering from Universidade Federal de Viçosa - MG (1992). He is part of team of the Immigrant and Refugee Entrepreneurship Research Project (UFF/Unigranrio) and co-leader of a Research Group with the same name.

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### **On-going research topic**

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Immigrant and Refugee Entrepreneurship - Brazilian diaspora overseas and refugees in Brazil

### **Relevant publications**

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Cunha, V. B. de C., Nascimento, T. C., & Falcão, R. P. de Q. (2024). In search of an integrative model for immigrant female entrepreneurship. *Business Administration Magazine*, 64, e2022-0469.

Falcão, R. P. de Q., Cruz, E. P., Costa Filho, M. C., & Elo, M. (2023). Researching hard-to-reach populations: Lessons learned from dispersed migrant communities. *International Journal of Sociology and Social Policy*, 44(1/2), 76-95.

Falcão, R. P. de Q., Cruz, E. P., Paula, F. de O., & Machado, M. M. (2022). Entrepreneurial intention of Brazilian immigrants in Canada. *BAR-Brazilian Administration Review*, 19.

Casado, R., Falcão, R. P. de Q., & Cruz, E. P. (2022). Support networks for Brazilian entrepreneurs and limited (mis)trust in Western Australia. *Population, Space and Place*, 28(1), e2489.

Falcão, R. P. de Q., Cruz, E. P., & Raats, R. F. (2021). Brazilian ethnic and technological businesses in Estonia: An immigrant community in the making. *REMHU: Interdisciplinary Journal of Human Mobility*, 29, 195-218.

Falcão, R. P. de Q., Cruz, E. P., Paula, F. de O., & Machado, M. M. (2021). Mixed embeddedness of Brazilian entrepreneurs in Toronto. *International Journal of Entrepreneurial Behavior & Research*, 27(7), 1724-1750.

Cruz, E. P., Falcão, R. P. de Q., Barbosa, Y. O. F., & Paula, F. de O. (2020). Analysis of variables prescribing the entrepreneurial intention of Brazilian immigrants in Portugal. *Contemporary Administration Magazine*, 24, 349-368.

Cruz, E. P., Falcão, R. P. de Q., & Barreto, C. R. (2018). Exploring the evolution of ethnic entrepreneurship: The case of Brazilian immigrants in Florida. *International Journal of Entrepreneurial Behavior & Research*, 24(5), 971-993.

## Topic of lecture for the students

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Lecture Outline: Brazilian Immigrant Entrepreneurship

## Outline of lecture for the students

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**Duration: ~1.5 - 2 hours**

### 1. Introduction (15 min)

- **Welcome & Learning Objectives**
  - Understand the concept of immigrant entrepreneurship
  - Explore the specific case of Brazilian entrepreneurs abroad
  - Discuss challenges, strategies, and success cases
- **Importance of the Topic**

- Growing trend of migration and entrepreneurship
- Relevance to economic development and integration
- The role of Brazilian entrepreneurs in global markets

## **2. Understanding Immigrant Entrepreneurship (20 min)**

- **Definition & Key Concepts**
  - Who is an immigrant entrepreneur?
  - Push and pull factors influencing migration and entrepreneurship
- **Theories & Frameworks**
  - Mixed embeddedness theory
  - Effectuation and entrepreneurial decision-making
  - Structural and individual determinants

## **3. Brazilian Immigration & Business Development Abroad (25 min)**

- **Brazilian Migration Patterns**
  - Historical and contemporary waves of Brazilian migration
  - Main destinations: Portugal, the US, Europe, Japan
- **Types of Brazilian Immigrant Businesses**
  - Traditional sectors (restaurants, beauty, construction)
  - Startups and high-growth businesses
  - Niche markets & cultural entrepreneurship
- **Case Studies: Brazilian Entrepreneurs in Portugal & Beyond**
  - Examples of successful and emerging businesses

## **4. Challenges & Opportunities (25 min)**

- **Challenges**
  - Bureaucracy, legal and financial barriers
  - Cultural adaptation and market entry difficulties
  - Access to networks and funding
- **Opportunities**
  - Leverage of Brazilian identity and networks
  - Government support & business programs
  - Digital entrepreneurship as a path to global markets

## **5. Strategies for Success (20 min)**

- **Key Factors for Entrepreneurial Success**
  - Importance of networks and community support
  - Adaptability and innovation
  - Strategic partnerships and funding sources
- **Lessons from Real Cases**
  - What works and what doesn't?

## **6. Interactive Discussion & Q&A (15 min)**

- **Classroom Engagement**
  - Open discussion: "What would you do as a Brazilian entrepreneur abroad?"
  - Students' insights and experiences
- **Final Takeaways**

### **Suggested Readings & Additional Resources**

- Selected academic articles on immigrant entrepreneurship
- Reports on Brazilian entrepreneurs abroad
- Documentary recommendations