



Universities' in-country physical presence to foster multi-institutional collaborations:

The case of Ohio State, FEA-USP & Ambev Brasil

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Agenda

- I. Background
- II. Development
- III. The Program
- IV. Competition Day
- V. Outcomes



Brazil Gateway

ambev

Background

- The Ohio State University established Global Gateways as part of its internationalization efforts: China (2010), India (2012) and Brazil (2014). They serve as “embassies” for Ohio State by fostering connections and facilitating opportunities in four areas:
 - Students
 - Alumni
 - Partnerships
 - Research
- USP (ESALQ) was Ohio State’s first university partner in Brazil, almost 60 years ago. Both institutions have more than a 1,000 joint publications. Dean Anil Makhija (Fisher College of Business) visited FEA-USP in 2017.



Development

- Fisher College of Business has a Honors Cohort Program. They started a Brazilian Expedition to businesses/nonprofits in 2017. In 2018, Ty Shepfer, the director of the program, suggested Ohio State students become involved with Brazilian students.
- The Brazil Gateway contacted Prof. Kavita M. Hamza at FEA-USP. She suggested a case competition for an industry in Brazil. FEA-USP, through Prof. Kavita, has many industry partners and had done a similar program with University of Illinois. Prof. Kavita made the connection between Ambev and Ohio State.



The Program

- The case competition was for Ambev's AMA water brand that donates 100% of their profit to Brazilian communities facing drought. Ambev wanted to increase their consumers without increasing expenditure in marketing, so that donations would still be the focus.
- Ohio State and FEA students were divided in groups that worked through online platforms until the day Ohio State students arrived in Brazil. They worked together and put in practice what they had planned for the presentation day.



Competition Day

- Each group presented their marketing research and solution. Some of them included jingles and other creative ideas.
- Ohio State and FEA faculty joined Ambev's marketing manager to decide on the best case presentation. Brazilian students from the winner group were awarded a trip to Columbus by Ambev and a short-term program organized by Fisher.



Outcomes

- Students were able to not only understand businesses and marketing in Brazil, but also had to research on drought and social/economic issues.
- They learned how to coordinate work in a diverse group, face long-distance issues and tight schedules, together.
- They did consulting work to a top company in Brazil and in the U.S. with a real demanding and challenging project.
- Students brought new perspectives and ideas to the company that in return gave them the opportunity to put in practice diverse skills.
- University/industry collaborations can be enriching for all those involved.
- The relationship between the universities was reinforced through a meaningful project for both.



Lessons Learned

Having an in-country physical presence can:

- facilitate connections and initiatives;
- serve as a bridge to share opportunities and ideas among partners;
- give students/faculty/staff involved pre-orientation on cultural, social and economic information;
- help maintain a long-standing and productive relationship.



Thank you!

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