

Resume

Verónica DEVENIN

Date of birth: 5th October 1977
Nationality: Chile/France
E-mail: vdevenin@gmail.com
Mobile: +34 625 34 8965
ORCID: <https://orcid.org/0000-0003-0034-0980>
AUTHOR ID: 56904200400



Summary: Sociologist with an interdisciplinary academic background in management, environmental and economic sciences. My aim is to create and spread knowledge related to new sustainable and regenerative ways to do business. Therefore, I am currently conducting research on regenerative business and B Corporations. I am also conducting research to understand consumers that prefer these responsible enterprises.

Languages: Spanish (first language), French (fluent r/w/s/u), English (intermediate r/w/s/u), Catalan (Basic), Mandarin (basic)

EDUCATION AND TRAINING

Main education

09/10 – 03/15 **PhD in Environmental Sciences and Technologies** **Barcelona University**

Department of Economics and Business

- Dissertation: “Corporate social responsibility and the production of a mining space. An analysis of 23 large-scale copper mines in the world (2006-2010), specially focused in Chile and Australia”. The project includes mining operations in Argentina, Australia, Canada, Chile, Papua New Guinea, Peru, South Africa and the US.
- Four months of internship at the Centre for Social Responsibility in Mining, Sustainable Minerals Institute, University of Queensland, Australia

03/06 – 12/09 **MSc in Social Research and Development** **University of Concepción, Chile**

Department of Social Sciences

- Research Applied to Development Issues; Development Theories and Globalization Problems; Development issues in Latin America and Chile; Multivariate statistics; Sampling Theory.
- Thesis: “Barriers to implement eco-innovations in Chilean large-copper mining, based on seven eco-innovations narratives”. Financed by Fundación Chile (Chilean R&D organization) www.fundacionchile.com
- Actor-Network Theory; Qualitative Methodology: Technological Narratives

03/96 – 12/01 **Sociology** **Universidad de Concepción, Chile**

Department of Social Sciences

- Thesis: “The role of external consultants in organizational change. An analysis based on interviews to senior international consultants”

03/81 – 12/95 **Alliance Française, Lycée Charles de Gaulle** **Concepción, Chile**

Others

09/20 – 01/21 **Regenerative leadership** (regenerative businesses, ecosystem facilitation) **Regenerator.co**

January 2017 **Glocoll – Writing cases** **Harvard Business School**

July 2016 **Glocoll – Teaching with cases** **Harvard Business School**

04/09 – 12/09 **Post-Graduate in Environmental Project Planning** **Pontificia Universidad Católica de Chile**

Department of Agronomy and Forestry Engineering

- Environmental Economics; Environmental Legislation; Watershed Management; Environmental Planning; Socio-environmental Conflicts.

04/07 – 12/07 **Post-Graduate in Operational and Logistic Management** **Pontificia Universidad Católica de Chile**
Business School

- Operational Management Strategy; Analysis and Reengineering of Productive Processes; Operational Project Management and Assessment; Logistic Management; Quality Improvement.

PROFESSIONAL EXPERIENCE

04/20 – now **Post Doctoral Researcher “Regenerative Agriculture in Spain”** **Esade Business School**

12/20 - now **Co-leader “Regenerative business in Ibero-America” project** **SEKN (<http://www.sekn.org/>)**

- I am co-leading a research project to develop case studies on regenerative business in Ibero-America. This project is nested in the Social Enterprise Knowledge Network (SEKN), which members are ESADE (Spain), EGADE (Tec de Monterrey, México), University of Sao Paulo (Brazil), University of San Andres (Argentina), University of Los Andes (Colombia), INCAE (Costa Rica), Espol (Ecuador), Del Pacifico University (Perú), IESA (Venezuela).
- Personally, I am conducting research on regenerative business cases in Chile and Spain.

09/20 - now **Member of the Board - Chair Global Organization** **B Academics (<https://www.bacademics.org/>)**

- I am currently leading the design of global engagement and organization of B Academics, which vision is to advance the state of academic study into business as a force for good (such as B Corporations).

02/19 – now **Adjunct Professor – School of Business, Universidad Adolfo Ibáñez** **Remote**

- I am currently conducting research on regenerative business. At least three papers are being developed:
 - the regenerative business model
 - the organization of time in regenerative businesses
 - the compatibility of regenerative businesses and post-growth scenarios

05/19 – 04/20 **Visiting Fellow – ICTA – Universidad Autónoma de Barcelona** **Spain**
Here I explored the relationship between regenerative business and post growth

02/15 – 02/19 **Assistant Professor** **Chile**
Adolfo Ibáñez University, Business School and Centre for Business Sustainability; www.uai.cl

Here I discovered my teaching abilities, and that the academia is a privileged place to create and spread relevant and practical knowledge for contributing to business sustainability, through teaching, research and linking with the business world.

- Director of Sustainable Management special degree, MSc Management and Strategy
- Undergraduate and postgraduate courses. Among the 15 best teachers of the business school for three consecutive years:
 - Business environment: socio-political and socio-ecological context. Corporate Social responsibility, shared value, corporate political strategy
 - Sustainable business models: circular economy, sharing economy, social enterprises, BCorps, regenerative businesses
- Projects and achievements
 - Contribution to the Santiago+B Program (Cities+B/ PPP alliance with BCorp Movement): development of indicators to measure the contribution of SMEs to urban resilience and mentoring 40 SMEs to improve their contribution to urban sustainability.
 - Accomplished an alliance between the university and the biggest NGO in Chile, with 20 years of existence and more than a hundred business partners, oriented to improve business sustainability (ACCION)
 - Academic organizer of the first academic congress on BCorps, in alliance with Sistema B, BLab Hub in Latam. Puerto Varas Chile, Noviembre, 2018.

03/08 –12/014 **Education (Diploma, MSc and PhD)** **Chile/ Spain**

Project	Manager	–	Change	Management-	Human	Resources
Chile						

ENAP, Oil and Gas Company, Corporate Center at Headquarters in Santiago de Chile (2004-2008) and Hualpen Refinery (2001 – 2004), 3000 employees; www.enap.cl

My main insight here was to learn the business language and rationale, as well as the change management challenges, which is critical to consider in business transition to sustainability.

- Defined employee roles at a corporate level: project planning and implementation
- Performance assessment system: project planning and implementation
- Pilot project of requalification of work force (9 months): project planning and control; researched and designed training program for requalification of work force; adult education
- Change management: communication management strategy for SAP implementation (project member)
- Change management: facilitation of participative process for redesign of productive processes (project member – collaborative work with SFERE, <http://www.sferes.fr/>)
- Constitution of a knowledge and innovation center (project member)
- Defined technical competencies (refinery, logistics, maintenance, quality control)

PAPERS

- Bianchi, C., Devenin, V., & Reyes, V. (2021). An Empirical Study of Consumer Purchase Intention for Responsible Enterprises in Chile. *Journal of Environmental Planning and Management*. DOI: 10.1080/09640568.2021.1879032
- Bianchi, C., Reyes, V., & Devenin, V. (2020). Consumer Motivations to Purchase from Benefit Corporations (BCorps). *Corporate Social Responsibility and Environmental Management*, 27(3), 1445-1453. Impact factor: 5.513
- Devenin, V., & Bianchi, C. (2019). Characterizing a mining space. Analysis from case studies in Chile and Australia. *Resources Policy*, 63. Impact Factor: 3.185
- Devenin, V. (2018). Collaborative community development in mining regions: the Calama Plus and Creo Antofagasta programs in Chile. *Resources Policy*. In press. Impact Factor: 3.185
- Devenin, V., & Bianchi, C. (2018). Soccer fields? What for? Effectiveness of corporate social responsibility (CSR) initiatives in the mining industry. *Corporate Social Responsibility and Environmental Management*, 25(5), 866-879. Impact factor: 5.513
- Everingham, J.A., Devenin, V., & Collins, N. (2015). The beast doesn't stop: the resource boom and changes in the social space of the Darling Downs. *Rural Society* 24(1): 42-64..
- Devenin, V. & Henríquez, G. (2011). "Technological narratives: an applied example of the sociology of associations". *Cinta Moebio*, 41: 167-181.

TEACHING CASES

- Casarín, A., & Devenin, V. (2020). *Cumplo.cl*. Harvard Business Publishing (SEKN Collection) (BCorps and sharing economy)
- Devenin, V., & Opazo, J.L. 2019. Biofactoría de Aguas Andinas. Escuela del Agua, Aguas Andinas, Chile (circular economy)
- Devenin, V. (draft). Quintero Vive. (SEKN Collection) (community relations and territorial governance)

PRACTITIONERS ORIENTED PUBLICATIONS

- Mobarec, R., Ramírez, M.J., Opazo, J.L., & Devenin, V., & Morera, R. 2020. *STGO+LAB. Por un Stgo+ próspero, resiliente, sustentable e inclusivo*. Santiago de Chile, Universidad Adolfo Ibáñez y Gulliver
- Ordoñez, E., & Devenin, V. (2020). Collaborations in Practice: B Corps in the Context of Barcelona. In: Collaborations in Sustainability Report, HEC S&O Center and ARCS
- Devenin, V. (2017). How Companies Can Support Their Regions through Collaborative Community Development: A Guide for Managers. Network for Business Sustainability (NBS). Retrieved from: <http://www.nbs.net>