

**Rufin, Carlos (Associate Professor)**

**Refereed Journal Articles**

**Journal Article, Academic Journal**

- Wassmer, U., Rivera-Santos, M., Rufin, C. (2017). Alliances Between Firms and Nonprofits: A Multiple and Behavioral Agency Approach. *Journal of Management Studies*, 54(6).
- Rivera-Santos, M., Rufin, C., Kolk, A. (2012). Bridging the Institutional Divide: Partnerships in Subsistence Markets. *Journal of Business Research*, 65(12).
- El Hage, F. S., Rufin, C. (2016). Context analysis for a new regulatory model for electric utilities in Brazil. *Energy Policy*, 97, 145-154.
- Sarkar, S., Rufin, C., Haughton, J. Inequality and Entrepreneurial Thresholds. *Journal of Business Venturing*(2017). doi: 10.1016/jbusvent.2017.12.009
- Kolk, A., Rivera-Santos, M., Rufin, C. (2014). Reviewing a Decade of Research on the "Base/Bottom of the Pyramid" (BOP) Concept. *Business and Society*, 53(3), 338-377.
- Rufin, C. (2013). The Energy of Brazil: Tudo acaba em samba. *Law and Business Review of the Americas*, 18(2013), 585-605.
- Rufin, C., Rivera-Santos, M. (2012). Between Commonweal and Competition: Understanding Public-Private Partnerships. *Journal of Management*, 38(5), 1634-1654.
- Rufin, C., Rivera-Santos, M. (2012). Between Commonweal and Competition: Understanding Public-Private Partnerships. *Journal Of Management*, 38(5), 1634-1654.
- Rufin, C., Rivera-Santos, M. (2011). Odd Couples: Understanding Firm-NGO Alliances. *Journal of Business Ethics*, 94(Supplement 1), 55-70.
- Rivera-Santos, M., Rufin, C. (2010). Global Village vs. Small Town: Understanding Networks at the Base of the Pyramid. *International Business Review*, 19, 126-139.
- Nebus, J., Rufin, C. (2010). Extending the Bargaining Power Model: Explaining Bargaining Outcomes among nations, MNEs, and NGOs. *Journal of International Business Studies*, 41, 996-1015.
- Rufin, C., Parada, P., Serra, E. (2008). The Paradox of Multidomestic Strategies in a Globalizing World: Evidence from Nonmarket Strategies in Developing Countries. *Revista Brasileira de Gestão de Negócios*, 10(26), 63-85.
- Kumar, R., Rangan, U. S., Rufin, C. (2005). Negotiating Complexity and Legitimacy in Independent Power Project Development. *Journal Of World Business*, 40(3), 302-320.
- Mahmood, I. P., Rufin, C. (2005). From Big Push to Big Pull: The Paradox of Government Action. *Academy Of Management Review*, 30(2), 338-360.
- Rufin, C., Rangan, U. S., Kumar, R. (2003). The Role of the State and Changing Value Dynamics. *American Journal of Economics and Sociology*, 62(4), 649-675.

### **Journal Article, In-House Journal**

Manzetti, L., Millan, J., Rufin, C. (2005). Innovative Approaches to Overcome Utility Theft and Tariff Delinquency. *Infrastructure and Financial Markets Review*, 11(4), 1-6.

Rufin, C. (2002). Sustainability of Power Sector Reform in Latin Americas Small Countries. *Infrastructure and Financial Markets Review*, 8(3), 1-6.

### **Journal Article, Professional Journal**

Goulding, A. J., Rufin, C., Swinand, G. P. (1999). The Role of Vibrant Retail Electricity Markets in Assuring That Wholesale Power Markets Operate Efficiently. *Electricity Journal*, 12(10), 61-65.

### **Books**

#### **Book, Non-Scholarly-New**

Rufin, C. (2017). *Criando negócios na base da pirâmide*. Sao Paulo: Empreende.

#### **Book, Scholarly-New**

Rufin, C., Márquez, P. (2011). *Private Utilities and Poverty Alleviation: Market Initiatives at the Base of the Pyramid* (pp. 250). Cheltenham: Edward Elgar.

Rufin, C. (2004). *The Political Economy of Institutional Change in the Electricity Supply Industry: Shifting Currents*. Cheltenham, England, and Northampton, Massachusetts: Edward Elgar.

### **Book Chapters**

#### **Book, Chapter in Non-Scholarly Book-New**

Rufin, C., El Hage, F. S., Delgado, M. A. (2015). Contexto regulatório e perspectivas para o setor de distribuição de energia. *Regulação técnica e econômica em monopólios naturais: Reflexões conceituais e metodológicas no setor de distribuição de energia elétrica*. Rio de Janeiro: Synergia Editora.

Rufin, C., Zucchini, D., Senderowitsch, R., Sanchez, M. E. (2014). The Dominican Republic: Moving from Exit to Voice—Shifting Incentives in the Power Sector. *Problem-Driven Political Economy Analysis: The World Bank's Experience*. Washington DC: World Bank. 144 Wildwood Avenue

#### **Book, Chapter in Scholarly Book-New**

Rufin, C., Rivera-Santos, M. (2013). Cross-sector governance: from institutions to partnerships, and back to institutions. *Social Partnerships and Responsible Business: A Research Handbook*. Oxford: Routledge.

Rivera-Santos, M., Rufin, C. (2012). Bottom-of-the-Pyramid strategies and networks. In Hemant Merchant and Alain Verbeke (Ed.), *Handbook of Research on International Strategic Management*. Cheltenham, England, and Northampton, Massachusetts: Edward Elgar.

Rufin, C., Manzetti, L. (2012). The Political Economy of Regulatory Policy. In Peter Kingstone and Deborah Yashar (Ed.), *Handbook of Latin American Politics*. Routledge.

Rufin, C., Arboleda, L. F. (2007). Utilities and the Poor: A Story From Colombia. In Kash Rangan, John Quelch, Gustavo Herrero, and Brooke Barton (Ed.), *Business Solutions for the Global Poor: Creating Social and Economic Value* (pp. 107-116). San Francisco: Josey-Bass.

Rufin, C. (2005). Multilateral Institutions and Market-oriented Reform: Have They Changed the Nature of MNC-Government Relations. In Sushil Vachani (Ed.), *Transformations in Global Governance: Implications for Multinationals and Other Stakeholders* (pp. 73-95). Cheltenham, England, and Northampton, Massachusetts: Edward Elgar.

Rufin, C. (2004). Regional Public Goods and Infrastructure. In Antoni Estevadeordal (Ed.), *Regional Public Goods: From Theory to Practice*. Washington, D.C.: Inter-American Development Bank and Asian Development Bank.

Solar, F., Rufin, C. (2003). Guatemalas Reforms in the Balance. In Jaime Millón and Nils von der Fehr (Ed.), *Keeping the Lights On: Power Sector Reform in Latin America*. Washington, D.C.: Inter-American Development Bank.

### **Non-Refereed Journal Articles**

#### **Journal Article, Academic Journal**

Nuer, A., Rivera-Santos, M., Rufin, C., van Dijk, G. (2016). Leaving a Social Venture: Social Entrepreneurial Exit among the Maasai in Northern Tanzania. *Africa Journal of Management*, 2(3), 281-299.

Swinand, G. P., Rufin, C., Sharma, C. D. (2005). Valuing Assets Using Real Options: An Application to Deregulated Electricity Markets. *Journal of Applied Corporate Finance*, 17(2).

#### **Journal Article, Professional Journal**

Rufin, C. (2004). Political and Regulatory Risk in Latin Americas Electric Power Industry. *Latin America Energy Report*, 1, 10-13.

### **Other Intellectual Contributions**

#### **Written Case with Instructional Material**

Rivera, M., Rufin, C. (2008). Mobile Phones in Cameroon. *Babson College Case Research Database*.

### **Conference Proceedings**

#### **Conference Proceeding**

Mahmood, I. P., Rufin, C. (2002). *From Big Push to Big Pull: The Paradox of Government Action*. Academy of Management annual conference.

Braga, K., Rufin, C., Brandao, R., Torres, E. (2016). *Financial Regulation of the Electricity Distributors: Necessity and Feasibility* (vol. 106, pp. 166-174). Energy Procedia.

Nebus, J. F., Rufin, C. (2008). *Extending the Bargaining Power Model: Explaining Bargaining Outcomes Among Nations, MNE and NGOs*. Academy of International Business.

## ***Presentations***

- Rufin, Carlos, Academy of International Business Latin America Conference, "Bridging institutional voids at the urban Base of the Pyramid," Academy of International Business, Lima, Peru. (March 10, 2017).
- Rufin, Carlos, Conferência AdCont (Administração e Contabilidade), "A informação contábil na gestão e monitoramento de contratos de concessão e PPPs," Fundação Getulio Vargas, Rio de Janeiro, Brazil. (October 30, 2016).
- Rufin, Carlos, Academy of International Business Conference, "Bridging institutional voids at the urban Base of the Pyramid," Academy of International Business, New Orleans. (July 30, 2016).
- Rufin, Carlos, 1st International Conference and Expo on Biomass Gasification Technologies, "Policy and Regulatory Considerations for Promotion of Biomass Technologies," National University of Sciences and Technology, Islamabad, Pakistan. (July 1, 2016).
- Manzetti, Luigi, Rufin, Carlos, REPAL 2016, "Institutions and Policy Choices: The New Left in Argentina and Brazil," REPAL, Boston. (June 15, 2016).
- Rufin, Carlos, Research Seminar, "Bridging institutional voids at the urban Base of the Pyramid," University of Amsterdam Business School, Amsterdam. (December 10, 2015).
- Rufin, Carlos, Emerging Markets Seminar, "Bridging institutional voids at the urban Base of the Pyramid," D'Amore-McKim School of Business, Northeastern University, Boston. (November 15, 2015).
- Rufin, Carlos (Presenter & Author), Academy of International Business Northeast Research Frontiers Conference, "Political Economy of Utility Service Provision in Brazil's Favelas," Academy of International Business Northeast, Boston. (October 24, 2015).
- Rufin, Carlos (Presenter & Author), David Rockefeller Center for Latin American Studies Brazil Seminar, "Politics of Utility Service Provision in Brazil's Favelas," Harvard University, Cambridge, MA. (October 2, 2015).
- Murphy, Matthew (Presenter & Author), Rivera-Santos, Miguel (Author Only), Rufin, Carlos (Presenter & Author), Academy of Management Conference, "From conflict to alignment: MNEs operating in the presence of co-existing institutional environments," Academy of Management, Vancouver, BC, Canada. (August 5, 2015).
- Nebus, James (Presenter & Author), Rufin, Carlos (Author Only), Albareda, Laura (Author Only), Academy of International Business Conference, "Dynamic Bargaining Analysis: Applications to Internet Governance," Academy of International Business, Bangalore, India. (July 15, 2015).
- Rufin, Carlos, Symposium in Celebration of Jorge I. Domínguez, "Politics of Utility Service Provision in Brazil's Favelas," Harvard University, Cambridge, MA. (May 4, 2015).
- Nuer, Alexander (Presenter & Author), Rivera-Santos, Miguel (Presenter & Author), Rufin, Carlos (Presenter & Author), Annual Meeting, "Maasai or Tanzanian? Institutional isolation/integration of subsistence markets & business ventures," Academy of Management, Philadelphia. (August 7, 2014).

Pan, Xia (Presenter & Author), Rufin, Carlos (Presenter & Author), Annual Meeting, "Business Models at the BoP in China," Academy of Management, Philadelphia. (August 6, 2014).

Nebus, James (Presenter & Author), Rufin, Carlos (Author Only), Albareda, Laura (Author Only), Annual Meeting, "Mixed Methods Analysis for Bargaining Power Dynamics," Academy of International Business, Vancouver, BC, Canada. (July 31, 2014).

Rufin, Carlos, David Rockefeller Center for Latin American Studies Tuesday Seminar, "A Reform Too Far: Political Value vs. Economic Necessity," Harvard University, Cambridge, MA. (February 4, 2014).

Nebus, James (Presenter & Author), Rufin, Carlos (Author Only), Albareda, Laura (Author Only), AIB 2013, "A Methodological Approach for Bargaining Power Dynamics," Academy of International Business, Istanbul. (June 2013).

Rufin, Carlos, Wassmer, Ulrich (Presenter & Author), Rivera-Santos, Miguel (Presenter & Author), Academy of Management Conference 2012, "FIRM-NGO COLLABORATIONS: AN AGENCY THEORY PERSPECTIVE," International Management Division, Boston, MA. (August 2012).

Rufin, Carlos (Presenter & Author), Rivera-Santos, Miguel (Author Only), 4th Annual Summit on Peace and Prosperity through Trade and Commerce - "C.K. Prahalad's Legacy: Business for Poverty Alleviation", "How different are BOP markets really? International market selection at the BOP," University of San Diego, San Diego. (September 2011).

Rufin, Carlos (Author Only), Rivera-Santos, Miguel (Presenter & Author), Academy of Management Conference, International Management Division, "Understanding the Complexity of Partnerships in Subsistence Markets," Academy of Management, San Antonio. (August 2011).

Rivera-Santos, Miguel (Presenter & Author), Rufin, Carlos (Presenter & Author), Academy of International Business Conference, "Understanding the Complexity of Partnerships in Subsistence Markets," Academy of International Business, Nagoya, Japan. (July 22, 2011).

Rufin, Carlos (Presenter & Author), Rivera-Santos, Miguel (Presenter & Author), Kolk, Ans (Author Only), 2010 Annual Conference, "Moving from dyadic to quadripartite collaborations," Academy of Management, Montreal (Canada). (2010).

Rufin, Carlos (Presenter & Author), Rivera-Santos, Miguel (Presenter & Author), Kolk, Ans (Author Only), 2010 Annual Conference, "Moving from dyadic to quadripartite collaborations," Academy of International Business, Rio de Janeiro (Brazil). (2010).

Rufin, Carlos (Presenter & Author), Rivera-Santos, Miguel (Presenter & Author), Kolk, Ans (Author Only), Third Subsistence Marketplaces Conference, "Moving from dyadic to quadripartite collaborations," University of Illinois, Chicago. (2010).

Rufin, Carlos (Presenter & Author), Rivera-Santos, Miguel (Author Only), Re-Imagining Partnerships for the Global Social Good, "Cross-sectoral governance: from networks to partnerships," Brunel University, London (UK). (April 29, 2010).

Nebus, James F, Rufin, Carlos, "Measuring Power in the Bargaining Power Model," Academy of International Business, San Diego, California. (2009).

- Rufin, Carlos, Rivera-Santos, Miguel, "Myth or reality? Understanding the impact of BOP initiatives on poverty," Academy of International Business, San Diego, California. (2009).
- Rufin, Carlos, Rivera-Santos, Miguel, "Myth or reality? Understanding the impact of BOP initiatives on poverty," Academy of Management Annual Meeting, Chicago, Illinois. (2009).
- Nebus, James, Rufin, Carlos, AIB 2009, "Measuring Power in the Bargaining Power Model," Academy of International Business, San Diego, CA. (July 2009).
- Rufin, Carlos, Rivera-Santos, Miguel, "Global Village vs. Small Town: Understanding Networks at the Base of the Pyramid," Academy of Management annual conference, Anaheim, California. (August 2008).
- Nebus, James, Rufin, Carlos, AIB 2008, "Extending the Bargaining Power Model: Explaining Bargaining Outcomes Among Nations, MNEs, and NGOs," Academy of International Business. (July 2008).
- Nebus, James F., Rufin, Carlos, "Extending the Bargaining Power Model: Explaining Bargaining Outcomes Among Nations, MNEs, and NGOs," Academy of International Business, Milan, Italy. (July 2008).
- Rufin, Carlos, Rivera-Santos, Miguel, "Global Village vs. Small Town: Understanding Networks at the Base of the Pyramid," Academy of International Business, Milan, Italy. (July 2008).
- Rufin, Carlos, Rivera-Santos, Miguel, "PPPs as Nonmarket Strategy," Strategic Management Society Conference, San Diego, California. (October 2007).
- Rufin, Carlos, Parada, Pedro, Serra, Esteban, "The Tension between Market and Nonmarket Strategies in the Internationalization Process," Strategic Management Society Conference, San Diego, California. (October 2007).
- Rufin, Carlos, Rivera-Santos, Miguel, "Between Commonweal and Competition," Academy of Management annual conference, Philadelphia, Pennsylvania. (August 2007).
- Rufin, Carlos, Parada, Pedro, Serra, Esteban, "The Paradox of Multidomestic Strategies in a Globalizing World: Evidence from Nonmarket Strategies in Developing Countries," Strategic Management Society Conference, Vienna, Austria. (October 2006).
- Nebus, James F, Rufin, Carlos, "Extending the Bargaining Power Model: Explaining Governance Outcomes Among Nations, MNEs, and NGOs," Academy of Management annual conference, Atlanta, Georgia. (August 2006).
- Rufin, Carlos, Rivera-Santos, Miguel, "MNE-NGO Alliances in Developing Countries," Academy of Management annual conference, Atlanta, Georgia. (August 2006).
- Rufin, Carlos, Rivera-Santos, Miguel, "MNE-NGO Alliances in Developing Countries," Academy of International Business, Beijing, China. (July 2006).
- Rufin, Carlos, "Evaluating the Sustainability of Privatization and Regulatory Reform: Brazil in Comparative Perspective," Brazil in Comparative Perspective (Cornell University), Ithaca, New York. (April 2005).

Lawaetz, Simone, Millan, Jaime, Manzetti, Luigi, Pinhel, Antonio, Rufin, Carlos, "Innovative Approaches to Slum Electrification," World Bank Energy Week, Washington, District of Columbia. (April 2005).

Rufin, Carlos, Rangan, U Srinivasa, "Institutional Change in the Electricity Industry: Initial Evidence," Academy of Management annual conference, New Orleans, Louisiana. (August 2004).

Kumar, Rajesh, Rangan, U Srinivasa, Rufin, Carlos, "Greenfield Investment in the Global Energy Industry," Academy of International Business, Stockholm, Sweden. (July 2004).

Rufin, Carlos, Romero, Evanan, "Institutional Sustainability in Latin America: Unraveling Commitments," Academy of International Business, Stockholm, Sweden. (July 2004).

Rufin, Carlos, Romero, Evanan, "Institutional Sustainability in Latin America: Unraveling Commitments," Association for Public Policy Analysis and Management Annual Research Conference, Washington, District of Columbia. (November 2003).

Rufin, Carlos, "Entry, Voice and Loyalty: Legitimizing Privatization Through NGOs," Academy of International Business, Monterey, California. (July 2003).