

# CATHY RUBIÑOS VIEIRA

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## PROFESSIONAL EXPERIENCE

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- 2022-  
2019-22 **Tenured Assistant Professor,**  
**Assistant Professor,** International Business Department, UNIVERSIDAD DEL PACIFICO
- I teach and research about sustainable production systems, and international trade theory and practice.
  - Research interests: Sustainability and Business, Collective Action, Social Enterprises, Social and Environmental Innovation, Resilience, Sustainable Production Systems, Multi-method Approach.
- 2019-  
2013-18 **External Affiliate,**  
**Associate Researcher,** CENTER FOR BEHAVIOR, INSTITUTIONS AND THE ENVIRONMENT.  
(CBIE) Arizona State University
- CBIE is a transdisciplinary endeavor to improve our understanding of effective governance of social-ecological systems by an increased understanding of the interactions of human behavior, institutional arrangements and the biophysical environment.
  - I conduct research on institutions and livelihoods in social-ecological systems
  - I was part of the project “When Strengths Can Become Weaknesses: Emerging Vulnerabilities in Coupled Natural Human Systems under Globalization and Climate Change”, Funded by the National Science Foundation (NSF). Research team leaders: Dr. John Martin Anderies (PI), Dr. Marcus Janssen (CO-PI), Dr. Rimjhim Aggarwal (CO-PI) and Rachata Muneeppeerakul (Co-PI)
- 2011-13 **Graduate Research Associate,** ARIZONA STATE UNIVERSITY. EXTERNAL PROJECT
- Project Title: Risk perception, institutions and water conservation: Enhancing agricultural adaptation to future water scarcity in Central Arizona, Phoenix, Arizona.  
The objective of this project was to help farmers maximize opportunities to enhance their flexibility in face of climatic stress while also investing in the resilience of the broader social-ecological system on which farmers depend.
  - Research Team Leaders: Dr. Hallie Eakin, Dr. Rimjhim Aggarwal, Dr. Abigail York and Dr. John Martin Anderies.
  - Funded by the National Oceanic and Atmospheric Administration (NOAA). GRANT NUMBER: NA11OAR4310123
- 2004-11 **Head of the Economic Research Department.** EXPORTERS ASSOCIATION (ADEX), PERU.
- I was in charge of the development of studies related to the National Economic Integration Process, National and International Economic Competitiveness, Economic Policies and of trends, threats, opportunities and implications of Social Responsibilities Practices (especially regarding to climate change).
  - I was the representative of the private sector in the Peruvian official visits to Algeria, Egypt and Israel.

- I was in charge to represent exporters concerns and interests in the negotiations for Free Trade Agreements with Mexico, US, Canada, EFTA, UE, Japan, South Korea, Thailand, Singapore, Central America, and The Transpacific Negotiations of APEC members.
- Member of Member of the “Perú Exporta Magazine” Editorial Board and author of monthly articles

## EDUCATION

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- 2013–17 **Ph.D. in Sustainability**, Arizona State University  
**Committee:** *John M. Anderies, PhD (Chair), Joshua Abbott, PhD & Marcus Janssen, PhD*  
 THESIS: “COMMONS GOVERNANCE FOR ROBUST SYSTEMS: IRRIGATION SYSTEMS STUDY UNDER A MULTI-METHOD APPROACH”
- Critical review of institutional design theory for shared resources management.
  - Meta-analysis - Qualitative Comparative Analysis to look for patterns for successful governance.
  - Fieldwork in Peru (Medio y Bajo Piura Sub Basin) Looking for longitudinal evidence to compare it with collapse and robustness theories.
  - Mathematical Model as a tool for designing robust systems to environmental shocks: calibrated for the North Peruvian Coast (Evolutionary Game Theoretic Model)
- 2011–13 **M.A. in Sustainability**, Arizona State University  
**Committee:** *Joshua Abbott, PhD (Co-Chair), Hallie Eakin, PhD (Co-Chair) & Abigail York, PhD*  
 THESIS: “INSTITUTIONAL ANALYSIS OF WATER MANAGEMENT FOR AGRICULTURE IN THE CHANCAY – LAMBAYEQUE BASIN, PERU”
- Fieldwork in the Chancay-Lambayeque Basin, Peru (Institutional Analysis and Development Framework)
  - Mathematical model, game theoretic model (Appropriation and Provision dilemmas)
- 1999-03 **B.S. in Economics**, Universidad Del Pacífico, Perú. Mayor in: International Trade  
**Thesis Advisor:** *Martha Rodriguez, M.S (Co-author Diego Rosales)*  
 THESIS: “TRADE CREATION AND DEVIATION FROM THE FREE TRADE AGREEMENT BETWEEN CHILE AND PERÚ: A STUDY FROM THE PERUVIAN IMPORTS PERSPECTIVE”

## UNPUBLISHED PAPERS AND BOOK CHAPTERS

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- (18) in prep. Pérez, J.A.H., Flores, A., Heredia, W. & **C.A. Rubiños**. “Configurations for Companies’ Environmental Expenditure in Chile and Peru.”
- (17) in prep. **C.A. Rubiños**, J. M. Anderies, U. Brady & MM. Mancha-Cisneros “Roadmap for Policy Making: Design Principles According to Irrigation System Type”
- (16) in prep. **C.A. Rubiños**, J. M. Anderies & J. M. Abbott. “Tools for Designing Resilient Systems to Environmental Shocks: The North Peruvian Coast Case”
- (15) in prep. **C.A. Rubiños**, I. Guerrero-Ochoa, B. Chereque, N. Cancino. “Capturing Lessons for Sustainable Tourism Planning And Research: Evidence And A Call For A Context-Based Management Theory”

## PUBLICATIONS

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### PEER REVIEWED JOURNALS –BOOK CHAPTERS

- (14) 2023. J Heredia, Flores, A., Gonzalez E., McIntyre, J., **Rubiños, C.**, “A Configuration Approach to Explain Corporate Environmental Responsibility Behavior of the Emerging Economies Firms at Industry 4.0”, *Journal of Cleaner Production*.
- (13) 2022. J Heredia., **Rubiños, C.**, Flores, A., Heredia, W. and Zúñiga, R.A. “A configurational approach to explain non-market strategies in emerging economies”, *European J. International Management*, 18.2-3 (2022): 203-230.
- (12) 2022. N. Cancino, **C.A. Rubiños** & S. Vargas. “Social Capital and Soil Preservation, Is There a Connection? Evidence from The Peruvian Cacao Farms” *Journal of Rural Studies*, 94, 462-476.
- (11) 2022. **C.A. Rubiños** & M. Bernedo Del Carpio. “Institutional Fit in the Water Sector”. *Oxford Research Encyclopedia of Environmental Science*. doi.org/10.1093/acrefore/9780199389414.013.787
- (10) 2022. J Heredia, **CA Rubiños**, W Vega, W Heredia, A Flores New « Strategies to Explain Organizational Resilience on the Firms: A Cross-Countries Configurations Approach» *Sustainability*, 14 (3), 1612
- (9) 2020 **C.A. Rubiños** & Anderies, J.M. “Integrating Collapse Theories to Understand Socio-Ecological Systems Resilience” *Environmental Research Letters*, Vol. 15, E-ISSN: 1748-9326
- (8) 2020. J. Heredia, A. Flores, W. Heredia & **C.A. Rubiños** “What Drives New Product Innovation In China? An Integrative Strategy Tripod Approach” *Thunderbird International Business Review*, Vol. 62, Issue 4, E-ISSN: 1096-4762
- (7) 2019 J. Boudesseul & **C.A. Rubiños** “The other angle of Maslow’s pyramid: How scarce environments trigger low-opportunity-cost innovations”. *Behavioral and Brain Sciences*, 42.
- (6) 2019 Bernstein MJ, Mancha-Cisneros MM, Tyson M, Brady U, **C.A. Rubiños**, Shin HC, Vallury S, Smith-Heisters S, Ratajczyk E, Anderies JMa, Janssen M. “Mapping Ostrom’s Common-Pool Resource Systems Coding Handbook to the Coupled Infrastructure Systems Framework to enable comparative research” *International Journal of the Commons*, Vol. 13, Issue 1, E-ISSN:528–552.
- (5) 2016 Ratajczyk, E., U.Brady, J.A. Baggio, A.J.Barnett, I.Perez-Ibarra, N.Rollins, **C.A. Rubiños**, H.C. Shin, D.J. Yu, R. Aggarwal, J.M. Anderies, M.A. Janssen “Challenges and Opportunities in Coding the Commons: Problems, Procedures, and Potential Solutions in Large-N Comparative Case Studies”. *International Journal of the Commons*, Vol. 10, Issue 2, E-ISSN: 1875-0281.
- (4) 2016 Barnett, A J., J. A. Baggio, H.C. Shin, D. J. Yu, I. Perez-Ibarra, **C.A. Rubiños**, U. Brady, E. Ratajczyk, N. Rollins, R. Aggarwal, J. M. Anderies, M. A. Janssen “An iterative approach to case study analysis: insights from qualitative analysis of quantitative inconsistencies”. *International Journal of the Commons*, Vol. 10, Issue 2, E-ISSN: 1875-0281.
- (3) 2016 Baggio Jacopo A., A. Barnett, I. Perez-Ibarra, U. Brady, E. Ratajczyk, N. Rollins, **C.A. Rubiños**, H.C. Shin, D. J. Yu, R. Aggarwal, J. M. Anderies, M. A. Janssen “Explaining Success and Failure in the Commons: The Configural Nature of Ostrom’s Institutional Design Principles” *International Journal of the Commons*, Vol. 10, Issue 2, E-ISSN: 1875-0281
- (2) 2015 Hallie Eakin, Abigail York, Rimjhim Aggarwal, Summer Waters, Jessica Welch, **C.A. Rubiños**, Skaidra Smith-Heisters, Chrissie Bausch, John M. Anderies. “Cognitive and institutional influences on farmers’ adaptive capacity: insights into barriers and opportunities for transformative change in central Arizona” *Regional Environmental Change*, 10.1007/s10113-015-0789-y

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(1) 2015 Julia C. Bausch, Hallie Eakin, Skaidra Smith-Heisters, Abigail M. York, Dave D. White, **C.A. Rubiños**, Rimjhim M. Aggarwal “Development pathways at the agriculture–urban interface: the case of Central Arizona.” *Agriculture and Human Values*: 1-1

## GRANTS AND AWARDS

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2019 Vice-Rectorate for Research Grant. Universidad Del Pacífico. (12,500 USD)

2017/08-12 Graduate College Completion Fellowship Award- Fall 2017. Graduate College. Arizona State University (15,000 USD)

2017/07 School of Sustainability Graduate Student Culminating Experience Grant (Conference Travel). Arizona State University. (2,000 USD)

2017/07 ASU Graduate and Professional Student Association (GPSA). Group Travel Grant. (900 USD)

2013-14 School of Human Evolution and Social Change Fellowship. Arizona State University (5,000 USD)

2008/06-12 Global Water Scholarships. Global Water for Sustainability (GLOWS). Florida International University (2,000 USD)

## TEACHING EXPERIENCE

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2019- **Sustainable Management of Exportable Supply**, Instructor. Universidad Del Pacífico, Peru

2019- **International Trade Theory and Integration Processes**, Instructor. Universidad Del Pacífico, Peru

2020-23 **Economic Foundations for Engineers** (*Summer class*), Instructor. Supervisory Body of Private Investment in Telecommunications (OSIPTEL), Peru

2018 **International Trade Theory**, Instructor. Universidad Del Pacífico, Peru

2018 **Microeconomics I**, Instructor. Universidad Del Pacífico, Peru

2017 **Economics I**, Instructor. Universidad Del Pacífico, Peru

## ASSOCIATION MEMBERSHIP

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2017 - International Association for the Study of the Commons

- Member of the Local Organizing Committee of the XVII Biennial Conference: “In defense of the Commons” (Lima, July 2019)

2020 - Academy of International Business

- Co-Track Chair of the 2022 AIB-LAC Conference hosted by Florida International University (FIU) in Miami from July 1-3, 2022 (*Track #6: International Business in Latin America and the Caribbean*)

## ADDITIONAL SKILLS

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Languages: **Spanish** (native speaker), **English** (advanced), **French** (advanced) and **Japanese** (basic)

**Computer** programs: MS-Word, MS-Excel, MS-PowerPoint, SPSS, Octave, LaTeX, XPPAUT, Scilab, Econometrics Views, Stata, Netlogo, Limdept, Matlab, NVIVO, R, Atlas.ti, among others.

**Data Bases**: Magic, Tradecan, Comtrade, WITS; Trademap, Macmap, FAOSTAT, USICT y EUROSTAT