

**Dr Massa and international team of export and international business experts
to present South American policy-informing research on COVID-19 impact at
Sorbonne Business School**



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Dr Nathaniel Massa from the Department of Management at the Faculty of Economics, Management and Accountancy, has, together with his research colleagues from Chile and Spain, been invited to present their novel research on '*South American Export Promotion Agencies' lived challenges in COVID-19 times*' at the upcoming ACiEK conference at the Sorbonne Business School in Paris.

This in-depth exploratory research investigating the lived realities on the ground, and challenges intimately experienced within vivid contexts, was undertaken together with top-level elite participants and the collaboration of the national agency and business export support organisations of Chile, Peru and Ecuador.

Currently targeting a top-tier journal, this insightful research will form a basis advising regional government support and policy decisions, as well as highlighting conducive business strategies.

Dr Massa had been approached by the Dean of the Business School of a Chilean university in 2020 and invited to join an international team of fellow experts on export and internationalisation – comprising researchers, business specialists and national agencies – seeking to investigate at multiple levels the impact of the global pandemic on various aspects of enterprise export activity and international business. The expert group's objective is to enable and drive applied solutions with impact on the ground, from their findings.

The ACiEK Sorbonne Conference is an annual key calendar event on the research front, organised by the Academy of Innovation, Entrepreneurship, and Knowledge. The theme of this year's conference is 'Innovation, Management, and Governance for Sustainable Growth'.

