

Postdoc  
University of São Paulo

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Posted Jan. 15, 2024, set to expire May 13, 2024

<b>Job Title</b>	Postdoc
<b>Department</b>	Business, Economy and Sociology <a href="http://www.economia.esalq.usp.br/en/teaching">http://www.economia.esalq.usp.br/en/teaching</a>
<b>Institution</b>	University of São Paulo Piracicaba, , Brazil
<b>Date Posted</b>	Jan. 15, 2024
<b>Application Deadline</b>	Feb. 12, 2024
<b>Position Start Date</b>	Available immediately
<b>Job Categories</b>	Post-Doc
<b>Academic Field(s)</b>	Sociology - General Geography Economics - General
<b>Apply By Email</b>	<a href="mailto:edespers@usp.br">edespers@usp.br</a>

**Job Description**

**PD1 Individual Activity Plans**

**Institution:** Luiz de Queiroz College of Agriculture

Department of Economics, Administration and Sociology

Post-doctoral student Period: 2024/25

**Duration:** 24 months (may be renewed for two further periods of up to 12 months each)

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**Project title:** Promoting geographical indications for sustainable development in the rural area: Geographical indications, cost-benefit ratio for agri-food and dissemination of the practice as a way of adding value to Brazilian agricultural systems

**Area:** Economics, Administration and Sociology

### Abstract

Brazil has a diversity of typical regional products that would benefit from the evolution of the institutionalization of geographical indications and collective brands. However, the promotion of added value and regional development through these intellectual properties needs to be better integrated with food and nutrition security policies, as well as biodiversity conservation, the promotion of nature-based climate solutions in a context of improving intellectual property policy strategies and instruments, in order to foster the wider use of GIs.

**Main objectives:** supervise the literature review, analyze the materials collected during field visits, define the action schedule for empirical scientific research and coordinate the activities of the other researchers. He will be responsible for analyzing the legal framework and the role of the public sector, verifying the dichotomy of public and private coordination, the possible challenge of the bottom-up approach versus efficiency and the criteria for economic success with socio-environmental sustainability. It will coordinate both didactic-informative material and pedagogical activities to raise awareness and engage with public policies.

Manage the PhD scholar(s) to make calculation estimates, develop scenarios and modeling to show the data identified in the documentary and field research and compare the criteria identified that imply incremental costs and gains. It will seek to calculate the impacts on price; on production volumes; on market access and competitiveness; on the resilience of the product/service to crises and price drops; on the level of local economic development, identifying causal mechanisms and success factors.

**Work plan:** The following tasks are proposed to enable the project to be completed.

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Survey of national and international literature.

Compile, structure and summarize.

Writing academic, technical, journalistic, educational and policy-oriented texts.

Meta-analysis of what criteria have been used to measure the value and cost of articulating, registering and administering GIs.

Analysis of the material obtained from the interviews with participants recruited by the criterion of homogeneous sampling, individuals who are members of the collective with its own characteristics that led to the registration of the GI.

Based on the data gathered, to draw up legislative and regulatory suggestions to help increase the use of GIs in Brazil.

Analysis of the legal framework and the role of the public sector.

Checking the dichotomy of public and private coordination, the possible challenge of the bottom-up approach versus efficiency and the criteria for economic success with socio-environmental sustainability.

Participating in the production of publications on GIs. Collaborating with events.

Supervising the literature review, collection of materials and field visits.

Defining the activities and action schedule for empirical scientific research.

Coordinating the activities of other scholarship researchers.

Carrying out a research residency at CATI in order to collect data available at the coordinator's office and advise the coordinator's office on matters relating to public policies for territorial development, including those specifically aimed at promoting geographical indications and collective brands.

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Manage the doctoral fellows in: a) Choosing criteria for measuring the effectiveness of GIs in Brazil's agro-industrial systems. b) Separating the data collected in other stages of the research into distinct categories. c) Creating an index from the joint analysis of the categories that numerically represents this qualitative analysis so that it can be calculated regularly, even after the research period has ended. d) Estimating the effect of using initiatives on the Brazilian economy based on field research and systematized data collection with indicators that are being monitored in the initiatives and what costs and benefits the adoption of GIs entails.

**Timetable:**

First two months: activity 1 and 2 - Survey of national and international literature and Fichamentos, structuring and synthesis.

Second semester: activity 3 and 4 - Writing texts and Meta-analysis of what criteria have been used to measure the benefits of GIs.

Third bimester: activity 5 - Analysis of the material obtained from the interviews with participants recruited using the homogeneous sampling criterion, individuals who are members of the community with its own characteristics that led to the GI being registered.

Fourth bimester: activity 5 - Analysis of the material obtained from the interviews with participants recruited using the homogeneous sampling criterion, individuals who are members of the community with its own characteristics that led to the GI being registered.

Fifth bimester: activity 5 - Analysis of the material obtained from the interviews with participants recruited using the homogeneous sampling criterion, individuals who are members of the community with its own characteristics that led to the GI being registered.

Sixth bimester: activity 6 - Based on the data collected, draw up legislative and regulatory suggestions to help increase the use of GIs in Brazil.

Seventh quarter: Activity 7 - Analyze the legal framework and the role of the public sector.

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Eighth bimester: activity 8 - Checking the dichotomy of public and private coordination, the possible challenge of the bottom-up approach versus efficiency and the criteria for economic success with socio-environmental sustainability.

Ninth term: activity 9 - Participating in the production of publications on GIs. Collaborate with events.

Activity 10 - Supervise the literature review, the collection of materials and field visits.

Eleventh bimester: activity 11 - Define the activities and action schedule for the empirical scientific research in order to complete the research satisfactorily.

Twelfth bimester: activity 12 - Coordinate the activities of the other research fellows for data collection and meaningful analysis.

In addition to the motivation to investigate the subject of the research, the position requires skills in organization, analysis, synthesis of ideas and information, curiosity and interest in research. Experience in using tools for applying the Theory of Change and active methodologies is desirable. Ease of working with people, didactics and proficiency in English are required.

Interested should send their CVs to: [edespers@usp.br](mailto:edespers@usp.br)

## **PD2 Individual Activity Plans**

**Institution:** Luiz de Queiroz College of Agriculture

Department of Economics, Administration and Sociology

Post-doctoral student

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**Period:** 2024/25

**Duration:** 24 months (may be renewed for two further periods of up to 12 months each)

**Number of vacancies:** 1 ongoing postdoctoral position

**Project title:** Promoting geographical indications for sustainable development in the rural area: Geographical indications, cost-benefit ratio for agri-food and dissemination of the practice as a way of adding value to Brazilian agricultural systems

Field: Economics, Administration and Sociology

### Abstract

Brazil has a diversity of typical regional products that would benefit from the evolution of the institutionalization of geographical indications and collective brands. However, the promotion of added value and regional development through these intellectual properties needs to be better integrated with food security and nutrition policies, as well as biodiversity conservation, the promotion of nature-based climate solutions in a context of improving intellectual property policy strategies and instruments, to foster the wider use of GIs.

The candidate will contribute in line with the main objectives of the project:

**Main objectives:** analyze the quality and specific specifications achieved with GI recognition. He/she will analyze the importance of collective action, agro-industrial value chains and governance and effective marketing efforts, the investment capacity generated causing agro-industrial dynamism in the territory, identify trade-offs and the dilemmas between exclusivity versus inclusion.

Manage the PhD scholar(s): to make calculation estimates, develop scenarios and modeling to show the data identified in the documentary and field research and compare the criteria identified that imply incremental costs and gains; to seek to calculate the impacts on price, on production volumes, on market access and competitiveness, on the resilience of the product/service to crises and price drops, on the level of local economic development, identifying causal mechanisms and success factors.

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**Work plan:** The following tasks are proposed to enable the project to be completed.

Survey of national and international literature.

Compile, structure and summarize.

Writing academic, technical, journalistic, educational and policy-oriented texts.

Meta-analysis of what criteria have been used

Analyzing the content and discourse of the material obtained from interviews with participants recruited using the homogeneous sampling criterion, individuals who are members of the community with its own characteristics that led to the GI registry.

Coordinating and analyzing the data obtained from the market perception survey.

Applying research techniques to pilot projects.

Coordinating a workshop with focal points, recruiting participants by extreme sampling and trying to bring together specialists and individuals who have direct experience of various links in the chain so that the data collected in the previous stages can be validated.

Structure a partnership between the university and government and private bodies that can foster collective initiatives to create value through sustainability.

Develop actions with MAPA and CATI to promote geographical indications based on the data collected.

Carrying out a research residency at CATI to collect data available at the coordinator's office and advise the coordinator's office on matters relating to public policies for territorial development, including those specifically aimed at promoting geographical indications and collective brands.

Helping the master's student to engage state and municipal public school teachers in research activities.

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Accompanying the Improvement scholarship holder(s) in their tasks. Training the Improvement scholarship holder(s) in educational activities to disseminate the practice of registering geographical indications. Guidance on the production of scientific texts and the dissemination of results.

Helping the PE fellow and the Master's fellow to involve students in the creation of collective initiatives to create value such as geographical indications, collective brands and quality certifications.

Participate in the production of publications on GIs.

Manage the PhD scholar(s) in: a) Choosing criteria for measuring the effectiveness of GIs in Brazil's agro-industrial systems.

participants recruited by the homogeneous sampling criterion, individuals who are members of the community with its own characteristics that led to the GI being registered.

Fourth bimester: Activity 5 - Analysis of the discourse and content of the material obtained from the interviews with participants recruited by the homogeneous sampling criterion, individuals who are members of the community with its own characteristics that led to the GI being registered.

Fifth bimester: activity 5 - Analysis of the discourse and content of the material obtained from the interviews with participants recruited by the homogeneous sampling criterion, individuals who are members of the community with its own characteristics that led to the GI being registered.

Sixth semester: activity 6 - Final analysis of the content and discourse of the data obtained, creating parameters and/or metrics.

Seventh semester: activity 7 - Together with the pilot projects, help with the most appropriate methodological choices (action in support of the other master's and EP fellows).

Eighth semester: activity 8 - Coordinate events such as workshops inviting experts.

Ninth bimester: activity 9 - Seeking partnerships that enhance sustainability.

Tenth bimester: activities 10 and 11, respectively feeding both MAPA and CATI with data collected from the research carried out; and creating links between the University and state or municipal public schools through projects such as the University goes to School. lectures, round tables.



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Eleventh bimester: activities 12, 13 and 14 respectively; creating links between the school and the university (academic research); guiding the EP scholar in their tasks, training them in scientific research; and training and helping the EP scholar with public school students with specific initiatives on geographical indications.

Twelfth bimester: activity 15 publish research results in an indexed journal.

In addition to the motivation to investigate the subject of the research, the position requires skills in organization, analysis, synthesis of ideas and information, curiosity and interest in research. Experience in using tools for applying the Theory of Change and active methodologies is desirable. Ease of working with people, didactics and proficiency in English are required.

Interested should send their CVs to: [edespers@usp.br](mailto:edespers@usp.br)

### Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

**Contact**     Prof. Eduardo Spers  
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