



Dr Malu Villela Garcia
PhD

Vice Chancellor's Fellow

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Summary

Malu's research explores social and green economies in cities and the alternative organisational forms that emerge in such ecosystems in response to austerity, societal and environmental needs. She focuses on the conditions for these organisations and new economies to thrive (e.g. cross-sector collaboration, network configurations, thematic overlaps) and the blurred identity of the hybrid organisations that emerge in these spaces, such as mission-led businesses, social enterprises and other alternative types of organisations. She is currently researching the Bristol ecosystem and also engaging in co-producing research with local and regional grassroots organisations, such as the Black South West Network on social enterprises within the BAME community and Knowle West Media Centre on the role of community-anchor organisations in fostering social enterprises within their communities.

Other research interests involve corporate social responsibility and sustainability standards, such as the B Corporation certification, as well as the governance and regulation of Amazon forest products and forest conservation (REDD and FSC).

Areas of interest

Hybrid organisations; Mission-Led Businesses; Social enterprises; Local and transnational networks; Stakeholder-oriented business models; Governance and Regulation; Sustainability standards; Qualitative methods.

Biography

Malu joined the University of Bristol in 2017 as a Vice-Chancellor's Fellow researching mission-led businesses, social enterprises and social and green economies. Previously, she collaborated for the University of Exeter, One Planet MBA, and led the Friends of the Amazon Network in the Sao Paulo Business School (EAESP-FGV), where she obtained her PhD in Organisation Studies. She also holds a MSc in Social Science Research Methods from Cardiff University.

Memberships

Organisations

[Department of Management](#)

Other sites

- [Management](#)

Academic Departments/Role

- [Department of Management](#)

Department of Management

- [Work, Organisation & Public Policy](#)

Recent publications

- Villela, M & Morgan, GD, 2019, '[Urban regimes, experiments and institutional innovation](#)'.
- Nolden, C, Garcia, MV, McDermont, M & Parker, M, 2019, '[Locating value\(s\) in collaborative commons: measuring time and idleness](#)'.
- Villela, M, Bulgacov, S & Morgan, G, 2018, '[B Corps and Hybrid Organisations: Challenges for Governing Boards](#)', pp. 1-37
- Villela, M & Morgan, G, 2018, '[Cross-Sector Governance in Bristol's Socio-Environmental Economy Ecosystem](#)', pp. 1-34
- Villela, M & Gomes, M, 2016, '[Meio Ambiente e Arena Pública: Governança ambiental e suas implicações para as políticas públicas](#)'. *Cadernos Gestão Pública e Cidadania*, vol 21., pp. 101-118
- Adeodato, S, Villela, M, Betiol, L & Monzoni, M, 2011, '[Wood: from forest to the consumer](#)'. FGV-RAE
- Villela, M, Betiol, L, Teixeira, M, Gomes, M, Uehara, T & Monzoni, M, 2011, '[Consumo Responsável de Madeira Amazônica: a Adoção do Instrumento da Licitação Sustentável por Governos Subnacionais Membros da Rede Amigos da Amazônica](#)'. *Cadernos Gestão Pública e Cidadania*, vol 16., pp. 106-125

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