



Challenges in Developing Business Leadership in the Brazilian Amazon: Overcoming Historical and Cultural Barriers

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Abstract

The development of business leadership in the Brazilian Amazon faces significant challenges, rooted in both historical and cultural contexts. This paper explores the multifaceted difficulties in cultivating effective leaders in this region, emphasizing the impact of local human resources' low academic qualifications and limited knowledge of organizational culture management. Historically, the Amazon has been treated as a colony within a colony, suffering economic exploitation from more developed Brazilian regions, which mirrors the broader pattern of Brazil's economic dependency on advanced nations. This colonial dynamic has stunted local economic and leadership development. Cultural factors further complicate leadership formation. The pervasive patriarchal culture limits the advancement opportunities for individuals who are not heterosexual men. Family management practices also pose a barrier, as many family-run businesses in the region view competence as hereditary, resulting in nepotism and protectionism. Additionally, business managers often struggle to recognize talent and, even when they do, tend to restrict the growth opportunities for talented individuals within their organizations. This essay incorporates contributions from Stephen Covey, Violeta Loureiro, Sophia Amoruso, Alfred Chandler, Peter Drucker, Geert Hofstede, Max Weber, Ben Horowitz, and other significant authors, offering a comprehensive analysis of these complex issues. Addressing these challenges requires a multifaceted approach that includes improving educational opportunities, promoting inclusive cultural practices, and adopting modern management techniques that recognize and nurture talent. This essay proposes strategies for fostering a new generation of business leaders in the Brazilian Amazon, capable of driving sustainable regional development.

Keywords: academic qualifications; colonial dynamics; cultural barriers; inclusive practices; nepotism