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INTERNATIONALIZATION AND CORPORATE IMAGE: A BIBLIOGRAPHIC ANALYSIS OF THE REPUTATIONAL EFFECTS OF THE BOSTON 2025 MISSION

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Abstract: This study analyzes, through a bibliographic review, document analysis, and field research, how participation in international business missions can contribute to the construction of corporate image and organizational reputation, taking the Boston 2025 Mission as a reference. The qualitative and descriptive approach examines recent publications and news articles about the event, seeking to understand how international visibility and media coverage influence the prestige and recognition of the institutions involved. The theoretical framework is based on authors who discuss corporate reputation, symbolic capital, legitimacy, and internationalization. As a complement, a questionnaire was applied to 13 mission participants, using a Likert scale from 1 to 5. The objective was to identify perceptions about gains in reputation, professional authority, quality of experience, and relevance of the institutions visited. The results show that the Boston 2025 Mission has been presented as a space of prestige and symbolic strengthening, associating participants with values of innovation, excellence, and credibility. Overall satisfaction was high: 100% gave scores of 4 or 5 for the quality of the experience and visits to Harvard, MIT, the Supreme Court, and the Consulate, with 69.2% rating these aspects as “Incredible” (score 5). The professional impact was also widely recognized, with 69.2% rating the increase in authority and usefulness of the content for their careers as “Incredible.” Capital appears significantly: “Meeting authorities” was pointed out as the most valued experience (92.3%), followed by “Meeting institutions,” “Networking,” and “Certifications,” each indicated by 76.9% of respondents. The willingness to participate again or recommend the mission remained the same,

with 100% of responses between 4 and 5. It can be concluded that international missions are an effective strategy for strengthening organizational and professional image and reputation, provided they are accompanied by consistent institutional practices. The high level of satisfaction indicates that Mission Boston 2025 delivered value consistent with the prestige attributed to the event.

Keywords: International business missions. Corporate image. Organizational reputation. Capital. Business internationalization

INTRODUCTION

Globalization and advances in communication technologies have intensified the process of business internationalization, making corporate image one of the main intangible assets for competitiveness in global markets. In this context, participation in international business missions, such as Mission Boston 2025, emerges as a relevant strategy for increasing the visibility, prestige, and institutional recognition of organizations. Such events not only enable the opening of new markets, but also strengthen corporate reputation, an essential element for consolidating legitimacy and trust among stakeholders (Carvalho & Oliveira, 2021).

Corporate image is built through symbolic interactions and shared perceptions about the company, and is strongly influenced by its presence in prominent international environments. According to Kim and Sung (2020), an organization's reputation is shaped by how it is perceived in terms of its competence, ethics, and social engagement, aspects that can be enhanced by internationalization initiatives. Thus,

participating in events such as the Boston Mission contributes to the creation of symbolic capital by associating the corporate brand with a context of innovation, cooperation, and global prestige.

In recent years, studies on organizational reputation and legitimacy have highlighted the importance of media visibility as a mediator between corporate actions and public perception (Gómez & Pérez, 2022). The media acts as a legitimizing agent, amplifying the symbols of success and credibility of companies participating in international events. Thus, understanding how Mission Boston 2025 is represented in the media allows us to analyze the role of these narratives in building corporate image and status, especially in the Brazilian scenario, where internationalization is still a challenge for small and medium-sized companies (Santos & Figueiredo, 2023).

Recent literature on symbolic capital, inspired by Bourdieu, reinforces that prestige and visibility are essential elements in the contemporary economic power structure (Silva & Rocha, 2020). Companies that participate in international missions accumulate symbolic capital by being recognized as innovative and committed to economic and technological development. This recognition can generate positive reputational effects, influencing strategic partnerships, access to new markets, and strengthening institutional identity.

Given this scenario, this study aims to analyze, based on the literature, how participation in international business missions, such as Mission Boston 2025, can generate reputation and status gains for companies. To this end, a literature review will be conducted based on authors who discuss corporate image, reputation, legitimacy, and

internationalization. The study seeks to contribute theoretically to the understanding of symbolic strategies for reputation building in the context of the global economy, offering a look at the relationship between media, prestige, and business internationalization.

THEORETICAL REFERENCE

Internationalization and corporate reputation

Business internationalization is a strategic process that allows organizations to expand their operations beyond national borders, increasing their competitiveness and legitimacy in the global market. According to Hitt et al. (2020), entering new markets expands not only the economic reach but also the symbolic recognition of companies, which come to be perceived as agents of innovation and modernity. Thus, internationalization is intrinsically linked to the construction of corporate reputation, an element that expresses organizational credibility and prestige before global stakeholders.

In recent years, the literature has emphasized that the internationalization process should not be seen only as an economic decision, but as a strategy for managing image and symbolic capital. According to Luo and Tung (2021), companies that invest in international visibility are able to legitimize their operations before investors, partners, and consumers, building a narrative of trust and competence. This reputational capital functions as an intangible asset that reduces transaction risks and favors long-term strategic alliances.

Corporate reputation, according to Fombrun and Van Riel (2020), is formed by the public perception of an organization's

integrity, performance, and social responsibility. In the context of internationalization, reputation takes on an even more relevant role, as it functions as a symbolic passport for entry into new markets. Recent research shows that companies with solid reputations have greater cultural adaptability, attract international talent, and achieve greater resilience in crisis contexts (Marques & Silva, 2022).

Another important aspect is the role of the media and institutional narratives in shaping global reputation. According to Gómez and Pérez (2022), international visibility mediated by the press and corporate social networks enhances public recognition of corporate actions. Thus, the way a company communicates its presence at international fairs, missions, and events directly influences its global image. Building a positive reputation therefore depends on the ability to communicate achievements, values, and purposes in a coherent and strategic manner.

For Carvalho and Oliveira (2021), internationalization also represents an opportunity for organizations to reinforce their institutional identity, linking their brands to practices of innovation and responsibility. By adopting global expansion strategies, companies not only expand their economic activities but also strengthen their legitimacy with international partners. This legitimacy, when supported by consistent communication, consolidates reputation and contributes to brand positioning in the global market.

Finally, the literature points out that the internationalization process involves significant reputational challenges. Santos and Figueiredo (2023) highlight that entering foreign markets can generate image risks, especially when there are cultural di-

fferences or failures in adapting corporate communication. Thus, strategic reputation management becomes essential to balance the expectations of different audiences and strengthen organizational identity in the international arena. Thus, reputation is both a result and a tool of the internationalization process, being indispensable for the consolidation of companies in competitive and dynamic contexts.

International Business Missions and Institutional Image Building

International business missions have established themselves as strategic instruments of economic diplomacy and institutional projection, promoting the exchange of knowledge and the creation of cooperation networks between companies and innovation ecosystems. According to Ribeiro and Cunha (2021), participation in missions organized by government or private entities offers companies a unique opportunity to strengthen their international presence, expanding not only their access to new markets but also their symbolic visibility to society and investors.

These initiatives function as spaces for social legitimization, in which companies build their image through associations with innovation, sustainable development, and strategic partnerships. According to Oliveira and Prado (2020), involvement in international missions contributes to the formation of a positive institutional identity, as it positions the organization in prestigious environments and global cooperation. Thus, the projected image is not limited to economic performance, but encompasses intangible values related to credibility and corporate responsibility.

Recent studies indicate that the reputational impact of corporate missions is strongly related to media coverage and the institutional discourse generated around the event. According to Torres and Almeida (2022), the narrative constructed by the media can transform corporate participation into a symbol of success and competence, influencing the public perception of legitimacy. Thus, the analysis of official reports and communications on events such as Mission Boston 2025 reveals how symbolic mechanisms are used to reinforce the reputation and status of the companies involved.

In addition to the communicational effect, international missions provide companies with an accumulation of relational and symbolic capital, concepts discussed by Bourdieu and updated by Silva and Rocha (2020). Participating in environments of high institutional prestige generates recognition and competitive differentiation, which can translate into greater influence in the economic field. This dynamic shows that the reputational value obtained is not limited to the short term but contributes to the consolidation of the brand and the strengthening of its organizational legitimacy.

Additionally, business missions represent a form of organizational learning and international social capital building. According to Carvalho and Oliveira (2021), direct contact with research and innovation centers, as occurs in Mission Boston 2025, strengthens strategic knowledge and expands the network of corporate relationships. This exchange of experiences enhances innovation and reinforces institutional credibility, essential factors for competitive positioning in global markets.

On the other hand, it is important to consider that the image built through these

initiatives depends heavily on the consistency of post-event actions. Marques and Silva (2022) emphasize that, without the continuity of concrete practices of internationalization and cooperation, symbolic prestige tends to fade over time. Thus, for business missions to produce lasting reputational effects, organizations need to integrate the learning and visibility gained into their long-term strategies, consolidating a solid and sustainable reputation.

The Uppsala Model and the Internationalization Process in the Boston 2025 Mission

The Uppsala Model is one of the most influential theories in the field of international business. In general, it argues that internationalization is a gradual and evolutionary process, in which companies increase their commitment to foreign markets as they acquire knowledge and experience. Instead of big leaps, organizations prefer incremental steps to reduce uncertainty and risk.

It deals with how companies choose foreign markets and their modes of entry. The initial assumptions of the Uppsala Model consider that companies start their international activities in countries that are psychologically closer and then move on to more distant ones. The modes of entry into these markets also occur progressively, with less initial involvement followed by increasing commitment of resources (Dal-Soto, 2014).

Applying this concept to the subject of this study, it can be observed that business internationalization is described in the sources as a strategic process that allows organizations to expand their operations and increase their competitiveness and legitimacy.

cy. The Boston 2025 Mission functions as a fundamental stage within this logic of gradual learning proposed by Uppsala, because:

a) Knowledge Acquisition and Risk Reduction: The Uppsala model emphasizes that a lack of knowledge about foreign markets is an obstacle to expansion. International missions act precisely as tools for organizational learning, offering direct contact with innovation ecosystems and research centers, such as Harvard and MIT. This exchange of experiences strengthens strategic knowledge and helps manage the reputational challenges and image risks inherent in entering foreign markets.

b) Commitment and Relationship Networks: An important update to the Uppsala Model focuses on insertion into networks. Sources indicate that participation in the mission promotes relational capital, enabling the creation of cooperation networks and strategic partnerships. The results of the field research corroborate this application, since “Networking” and “Knowledge of authorities” were some of the most aspects valued by participants (76.9% and 92.3%, respectively), facilitating insertion into globally prestigious environments.

c) Building Incremental Legitimacy: Internationalization is not just an economic decision, but a quest for legitimacy. By participating in a high-level mission, the company or professional acquires symbolic capital and gradually strengthens its image, linking its brand to internationally recognized values of innovation and excellence.

The Boston 2025 Mission can be understood, from Uppsala's perspective, as an immersion and learning strategy that reduces the psychological distance between the Brazilian market and global centers of excellence, consolidating the reputation necessary for internationalization to be sustainable and legitimate.

METHODOLOGY

This study uses a qualitative and descriptive approach, supported by a literature review, document analysis, and questionnaires. According to Gil (2020), this type of research seeks to understand and organize existing knowledge on a topic, allowing for the examination of concepts, perceptions, and practices related to the phenomenon under investigation. For this work, the theoretical review helps to understand topics such as corporate reputation, institutional image, symbolic capital, and business internationalization.

The bibliographic research covers national and international scientific publications produced between 2019 and 2024. The selection followed criteria of thematic relevance and timeliness, prioritizing studies that discuss organizational reputation, legitimacy, and business participation in international events. According to Marconi and Lakatos (2021), the use of recent sources contributes to the theoretical consistency of the study.

In addition, a documentary analysis of institutional materials, news reports, and public records related to the Boston 2025 Mission was conducted. According to Cellard (2020), this procedure allows us to understand the scenario in which the discourse is produced, revealing how different

agents construct representations about the prestige, visibility, and authority of the organizations involved.

As a complement to secondary sources, a questionnaire was administered to participants in the Boston 2025 Mission, seeking to identify individual perceptions about gains in reputation, networking, and institutional value. The instrument was sent to 22 participants, and 13 responded. Although this is not the expected total, this response rate is common in field research. To deal with this reality, the literature recognizes that smaller groups can indicate relevant trends when they bring together participants who are more engaged or more willing to contribute to the research, which is common in exploratory studies. Authors such as Gil (2020) and Marconi and Lakanos (2021) point out that when the sample is composed of individuals directly involved in the phenomenon being analyzed, their reports help to identify patterns of perception that may reflect, albeit in an estimated way, trends present in the larger group. Thus, the responses collected were treated as a valid set to point out directions, recurrences, and predominant assessments among the mission participants, without the intention of strict statistical generalization.

To organize and interpret the collected material, the study followed three stages. In the first stage, a systematic search was conducted in the Scielo, Scopus, Web of Science, and Google Scholar databases, using descriptors such as “business internationalization,” “corporate reputation,” “symbolic capital,” “organizational legitimacy,” and “international business missions.” In the second phase, the selected texts were categorized according to their theoretical contributions. In the third stage, an interpretive

analysis was performed that related the theoretical evidence to the empirical material from the documents and questionnaires.

The interpretation of the data followed the principles of thematic content analysis, according to Bardin (2021), allowing us to identify patterns of meaning related to the construction of institutional image and the perception of status associated with participation in the Mission. This method makes it possible to examine not only the explicit content of the responses, but also the values and expectations that appear in the reports.

Together, the literature review, document analysis, and questionnaires provide a broad view of how participation in international business missions can contribute to strengthening organizational reputation and identity. By combining different sources of information, the study seeks to present a consistent picture of the participants’ experiences and the symbolic effects generated by the event.

The Eclectic Paradigm (OLI) and Asset Mobilization in the Boston 2025 Mission

One of the most robust theories to explain why companies and professionals seek internationalization is the Eclectic Paradigm, also known as the OLI Model, proposed by John Dunning. According to Dunning (2001), an organization’s decision to expand internationally depends on a combination of three main advantages: Ownership, Location, and Internalization.

Participation in the Boston 2025 Mission can be analyzed as a strategic tool to consolidate these three pillars:

a) Ownership Advantages (O): These refer to a company's unique intangible assets, such as technology and, crucially, reputation. Sources indicate that the mission strengthens this pillar by generating symbolic capital and increasing the professional authority of participants (rated as "Amazing" by 69.2% of respondents). By associating its brand with prestigious institutions such as Harvard and MIT, the company acquires a competitive differentiation asset that can be taken to any market.

b) Location Advantages (L): These are the benefits of being present in a specific geographic location. Boston is described in the sources as one of the world's leading innovation ecosystems, home to globally renowned centers. The interest of 100% of participants in the quality of institutional visits demonstrates that the value of the mission lies largely in its strategic location, which offers direct access to authorities and cutting-edge knowledge that would not otherwise be accessible.

c) Internalization Advantages (I - Internalization): This pillar explains the preference for carrying out activities within the organization itself rather than outsourcing them. In the context of the mission, this is reflected in the accumulation of relational capital and the creation of proprietary networking. Instead of just observing the global market from a distance, the company "internalizes" this knowledge and these connections (valued by 76.9% of participants), transforming external learning into a lasting internal strategic competence.

The Boston 2025 Mission acts as a catalyst for the Eclectic Paradigm, allowing organizations to develop their property (reputation), leverage location (Boston's ecosystem), and promote the internalization of cooperation networks essential for global legitimacy.

Reputation and Image Theories: Impression Management and RBV in the Boston 2025 Mission

The construction of corporate image and organizational reputation on the global stage does not occur passively; it is the result of deliberate strategies aimed at consolidating legitimacy and competitiveness (Bueno, 2016). In the context of Mission Boston 2025, two theoretical currents stand out to explain this phenomenon: Impression Management Theory and Resource-Based View (RBV) Theory. Both offer complementary lenses for understanding how professionals and companies transform an international experience into an asset of prestige and symbolic power.

Impression Management Theory refers to the process by which individuals and organizations attempt to control the perceptions that others form about them. When participating in high-level events, organizations use media narratives and symbolic events to shape an identity that projects success, ethics, and innovation. In the Boston Mission, this theory manifests itself in the way the media acts as a legitimizing agent, transforming visits to elite institutions into a symbol of competence and status for Brazilian participants.

The application of this impression management is evident in the media coverage, which describes the mission as a "platform

for transformation” and a space for institutional diplomacy. For professionals, being associated with names such as Harvard and MIT serves as a signaling strategy: by projecting an image linked to these centers of excellence, they shape their stakeholders’ perceptions of their own authority and vision for the future. This communication effort is crucial, as global reputation depends on the ability to communicate values coherently and strategically.

On the other hand, the Resource-Based View (RBV) (Bueno, 2016) focuses on internal asset management. According to this view, reputation is not just an “impression,” but a strategic intangible resource that, because it is rare and difficult to imitate, generates sustainable competitive advantage. Sources indicate that reputation functions as a “symbolic passport” that facilitates entry into international markets and the formation of strategic partnerships, reducing transaction risks and increasing resilience in crises.

For participating companies, Mission Boston 2025 acts as an incubator for new resources and capabilities. Direct access to authorities and the accumulation of relational capital (cited as one of the most valued experiences by 92.3% and 76.9% of respondents, respectively) become strategic assets that the company now holds. This capital does not dissolve after the event, but becomes part of the institutional identity, differentiating the organization in a market where internationalization is still a challenge for many.

The effectiveness of these resources is proven by the field research data, where 69.2% of participants rated the increase in their professional authority as “Incredible.” From the RBV perspective, this increase in

authority is the materialization of a resource that values the individual and the company in the labor market and business environment, allowing the cutting-edge knowledge acquired to be transformed into internal strategic impact.

However, the success of Impression Management and the sustainability of RBV depend on consistency between discourse and practice. Sources warn that media exposure and symbolic prestige can become fragile if not accompanied by concrete results and authentic conduct. A reputation built solely on narratives, without the proper delivery of real value or organizational transformation, risks erosion and loss of trust in the long term.

In this sense, total satisfaction (100% positive reviews) with the quality of visits and content shows that Mission Boston 2025 has managed to align symbolic expectations with actual delivery. For participants, certifications, honors, and established networking (valued by 76.9%) are not just memories, but tangible evidence of a new level of competence and recognition that now integrates their portfolio of capabilities.

The integration of these theories reveals that internationalization, via business missions, is a dual process. While Impression Management ensures immediate visibility and legitimacy before society and investors, RBV ensures that gains in reputation and knowledge are internalized as lasting competitive advantages. This combination is what allows Brazilian companies to expand their borders with greater security and prestige.

In conclusion, Mission Boston 2025 exemplifies how strategic image management and the pursuit of intangible assets are

essential for success in the global economy. By cultivating a solid reputation supported by high-level partnerships and consistent communication, professionals and companies not only “appear” better in the eyes of the market, but also become more capable of facing the challenges of international competitiveness.

RESULTS AND DISCUSSIONS

Overview of media coverage of Mission Boston 2025

The journalistic sources and public communications consulted reveal that Mission Boston 2025 has been widely publicized as a highly prestigious experience, with a strong emphasis on institutions of international excellence—such as Harvard University and the Massachusetts Institute of Technology (MIT)—and on opportunities for networking, innovation, and institutional diplomacy. The coverage indicates that the mission includes visits to global reference centers, with promises of immersion and exchange of experiences in innovation (Revista do Administrador, 2025).

Articles published on regional websites, such as *Tudo Doms* (2025), highlight that the mission is presented as a “platform for transformation,” especially for professionals seeking to expand their international connections. The media discourse associates participation with building prestige and differentiation, reinforcing the perception of status and institutional recognition.

Other versions of the program, organized by educational institutions and business networks, reinforce the character of “immersion in innovation and technology,” with the purpose of training leaders to trans-

form cutting-edge knowledge into strategic impact within organizations (Atitus Educação, 2025).

These articles reveal that Mission Boston 2025 is portrayed as a symbol of success and professional development, transcending the technical aspect and assuming symbolic and reputational value. Thus, the event consolidates itself as a means of social legitimization and institutional image building, as discussed by Ribeiro and Cunha (2021).

Interpretations in light of the literature — reputation, legitimacy, and media

The results of the media analysis are in line with recent literature on corporate reputation, organizational legitimacy, and public visibility. According to Fombrun and Van Riel (2020), reputation is a reflection of social perceptions about the organization’s practices and values, while legitimacy is built through institutional recognition and alignment with cultural and social norms.

According to Gómez and Pérez (2022), the media plays a central role in this process, acting as a mediator between corporate actions and stakeholder perceptions. Thus, the presence of Brazilian companies and institutions at international events such as Mission Boston 2025 strengthens symbolic visibility and contributes to the legitimization of their brands.

Contemporary studies on corporate communication also point out that reputation does not depend only on economic results, but on how the organization communicates its identity and purpose (Zamith, 2021). Media coverage of international actions serves as an instrument for projecting

prestige, reinforcing the narrative of innovation and excellence.

However, as Santos and Figueiredo (2023) point out, building reputation in global markets requires consistency between image and practice. Media exposure without concrete results can generate fragile reputations that are vulnerable to crises. This perspective reinforces that the prestige obtained through participation in international missions must be accompanied by effective organizational transformation.

Finally, recent studies on reputational risks (Nguyen, 2022) warn that highly visible companies are more exposed to image damage in the event of inconsistency between discourse and conduct. Therefore, the symbolic prestige conferred by international events must be managed with caution and authenticity.

Critical discussion: limits and implications of the international visibility strategy via missions

The analysis shows that participation in international missions can be effective as a symbolic strategy for building reputation and organizational status. Association with prestigious institutions, such as Harvard and MIT, and positive media coverage confer symbolic capital and legitimacy on participating companies (Silva & Rocha, 2020).

However, it is necessary to recognize the limits of this strategy. First, the reputation built from media exposure depends on the consistency between the projected image and actual organizational practices. According to Carvalho and Oliveira (2021), the misalignment between discourse and practice can compromise institutional credibility and damage reputation.

Second, the prestige derived from participation in international missions tends to be symbolic, based on perceptions and associations, and not necessarily on concrete performance indicators. As Marques and Silva (2022) observe, reputational recognition must be linked to the delivery of real value to sustain long-term legitimacy.

In addition, the positive impact of the media is variable and can amplify both favorable and negative aspects. Gómez and Pérez (2022) point out that high visibility, although strategic, increases the organization's vulnerability to image crises. Therefore, reputation management must include constant monitoring of communication and consistency between institutional identity and practices.

Finally, the selective nature of this strategy must be considered: only companies with financial resources and social capital can participate in international events, which can accentuate inequalities in symbolic legitimacy among different economic actors (Ribeiro & Cunha, 2021).

Contributions and limitations of the research

The analysis developed confirms the hypothesis that participation in international business missions can be understood as a strategy for building corporate image and business internationalization. The results show that Mission Boston 2025, by being widely publicized in institutional and journalistic media, acts as a symbolic instrument for strengthening reputation.

The main contribution of this study is to highlight the interrelationship between media, reputation, and legitimacy, emphasizing how public narrative influences or-

ganizational perception. This finding reinforces the studies by Fombrun and Van Riel (2020) and Gómez and Pérez (2022), who defend the centrality of communication and public exposure in the formation of the contemporary corporate image.

However, the research has limitations inherent to the qualitative and documentary approach. The dependence on secondary sources prevents the measurement of concrete impacts in terms of economic performance or innovation. In addition, the articles analyzed are institutional and promotional in nature, and may emphasize positive aspects to the detriment of critical assessments.

Despite these limitations, the study contributes to broadening the debate on the symbolic importance of business missions in building corporate image and organizational legitimacy, especially in developing countries such as Brazil, where internationalization is still a process in consolidation.

Field Research: Interview with participants of the Boston 2025 Mission

The analysis of the field research results is based on the objective responses of 13 participants in the Boston 2025 Mission, a sample that aims to identify prevailing trends and assessments, in line with the exploratory nature of the study. The questionnaire used allowed for the collection of perceptions using a Likert scale, cited by Lucian (2013), from 1 to 5, where 1 meant “Bad” (did not like) and 5 meant “Incredible.”

The objective assessment categories explored in the questionnaire, which constitute the primary results of this section, were as follows:

Scale Evaluation (1 to 5): Professional Reputation and Career Development

Participants were asked to evaluate various aspects of the mission in relation to its individual and professional impact:

- a) Impact on Professional Authority:** We sought to measure participants' perceptions of how the Boston 2025 Mission influenced their professional authority.
- b) Relevance of Content:** The relevance of the content presented during the mission to the participants' careers was evaluated.
- c) Broadening of Worldview:** The extent to which the mission broadened participants' views on their careers and the international academic/professional world was measured.

Scale Evaluation (1 to 5): Networking and Program Quality

The evaluations also focused on the effectiveness of the mission in terms of connections and the quality of the scheduled events:

- a) Networking Opportunities:** The emergence of *networking* opportunities during the mission was evaluated.
- b) Level of Internal Connections:** Participants evaluated the level of connections and partnerships established with other mission participants.
- c) Quality of Institutional Visits:** The quality of visits to institutions such as Harvard, MIT, the Supreme Court, and the Consulate was evaluated.

Scale Evaluation (1 to 5): Overall Satisfaction and Recommendations

Finally, satisfaction and future intention metrics were collected:

- a) Overall Satisfaction:** Participants rated their overall satisfaction with their experience in Boston.
- b) Willingness to Recommend/Participate Again:** Participants' willingness to participate in future editions or recommend the Boston Mission to others was evaluated.

Choice of Best Experiences

In addition to the scale assessments, participants selected the best experiences they had at Mission Boston 2025 from a list of options. The categories of experiences listed for selection were:

- a) Meeting authorities
- b) Meeting institutions
- c) Networking
- d) New friendships
- e) Getting to know new cultures
- f) Identifying business opportunities
- g) Certifications, honors, and recognition

Field Research Results

The consolidated results show that, in several categories, 100% of participants rated aspects of the mission with the highest scores (4 - Very Good or 5 - Amazing), while other metrics had mostly positive scores, but with a slight variation in ratings.

Below is a consolidation of the results of the objective questions:

Professional Impact and Content

The assessment of the direct impact on participants' careers was also significantly positive, but showed a slight dispersion in scores:

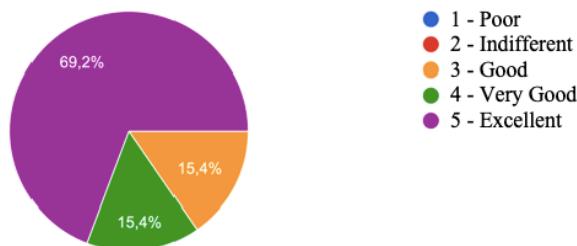
- a) Impact on Professional Authority:** 69.2% of respondents rated the impact as "Amazing" (5), while 15.4% rated it as "Very Good" and 15.4% gave other scores.
- b) Content Relevance:** The majority, **69.2%**, considered the content "Amazing" (5), while **15.4%** rated it as "Very Good" and **15.4%** gave other scores.

Networking and Connections

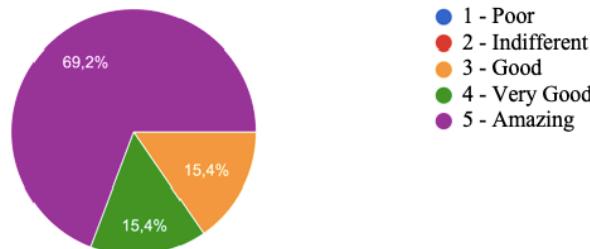
The topic of *networking* received strong endorsement, although with nuances between external opportunities and internal connections:

- a) Networking Opportunities:** **61.5%** rated the opportunities as "Amazing" (5), with 23.1% as "Very Good" (4) and 15.4% in the other categories.
- b) Level of Connections and Partnerships with Other Participants:** In this dimension, the highest concentration of votes was in the "**Very Good**" (4) category, **with 53.8%** of responses. The rating "**Amazing**" (5) was chosen by 30.8% of participants, while 7.7% chose the rating "**Good**" (3) and 7.7% chose the lower ratings.

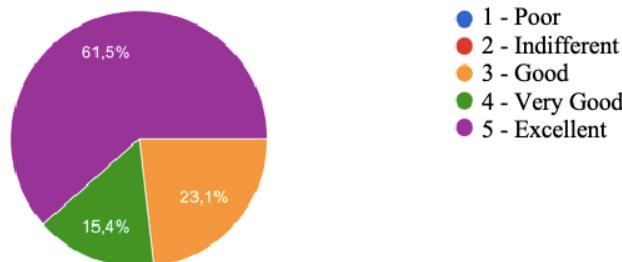
How do you rate the impact of Mission Boston 2025 on your professional authority?
13 responses



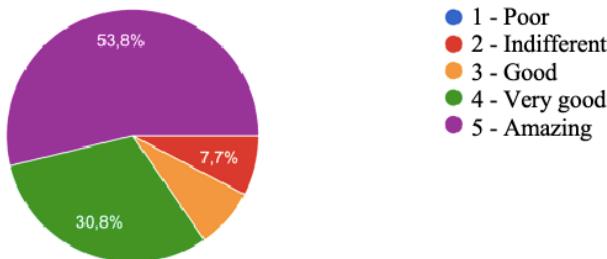
How would you rate the relevance of the content presented for your career?
13 responses



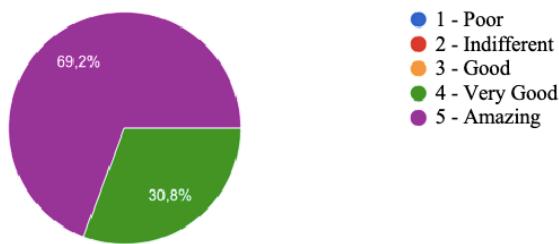
How would you rate the networking opportunities that arose during the mission?
13 responses



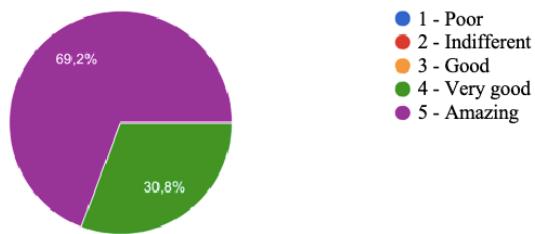
How would you rate the level of connections and partnerships you have been able to establish with other participants?
13 responses



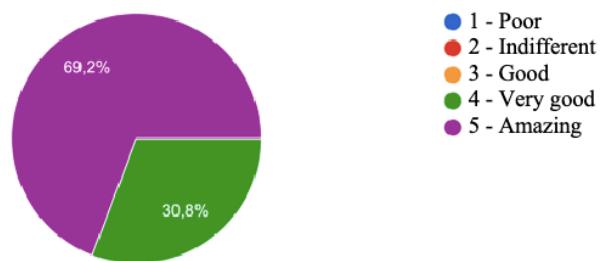
How do you rate the number of institutional visits (Harvard, MIT, Supreme Court, Consulate, etc.)?
13 responses



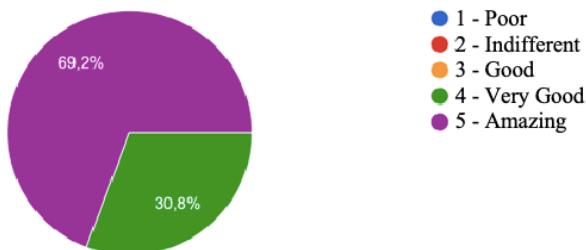
How would you rate the extent to which the mission broadened your view of your career and the international academic/professional world?
13 responses



How would you rate your overall satisfaction with your experience in Boston?
13 responses



How would you rate your willingness to participate again or recommend Mission Boston to others?
13 responses



Overall Satisfaction and Program Quality Assessment

The areas that achieved the highest approval ratings in the “Very Good” (4) and “Amazing” (5) categories were:

- a) Overall Satisfaction and Willingness to Participate/Recommend:** In both questions, **69.2%** of participants rated the experience as “**Amazing**” (5), and the remaining 30.8% rated it as “Very Good” (4), totaling 100% positive ratings in the highest categories.
- b) Quality of Institutional Visits** (Harvard, MIT, Supreme Court, Consulate, etc.): This category also received 100% of ratings between “Very Good” and “Amazing,” with **69.2%** rating it as “**Amazing**” (5) and 30.8% as “Very Good” (4).
- c) Broadening of Vision** (career and international world): Like satisfaction and quality of visits, broadening of vision received 100% of responses between “Very Good” and “Amazing,” with **69.2%** rating the experience as “**Amazing**” (5).

Best Experiences of the Mission

In the section where participants chose their best experiences, “**Meeting authorities**” stood out as the most valued element, being selected by 12 of the 13 respondents, equivalent to **92.3%**.

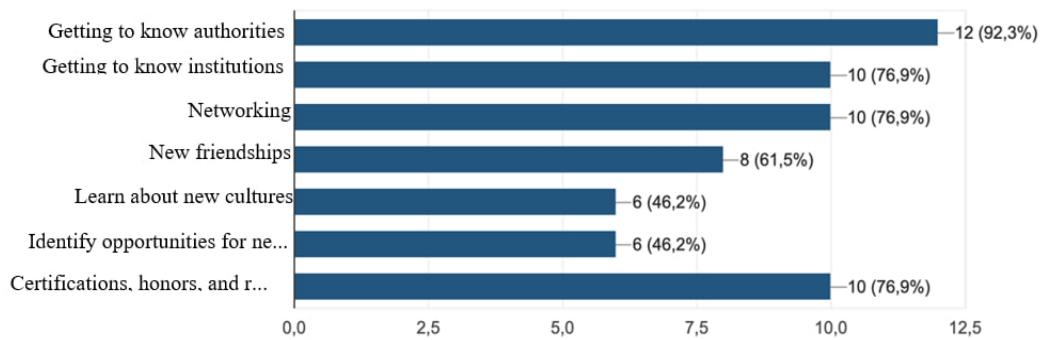
Other relational and recognition aspects were widely cited, with three categories tied for second place, selected by **76.9%** of participants (10 responses):

- 1. Getting to know institutions.**
- 2. Networking.**
- 3. Certifications, honors, and recognition.**

The experiences of “**New friendships**” (61.5%), “**Getting to know new cultures**” (46.2%), and “**Identifying business opportunities**” (46.2%) were considered the best in a smaller proportion.

In summary, the objective results indicate that the mission was perceived as a resounding success, particularly in terms of its organization, institutional quality, and ability to generate satisfaction and recommendations, with the highest appreciation focused on contact with authorities and institutions, and on the certifications obtained. The level of satisfaction was so high that 69.2% of

Choose the best experiences from the Boston 2025 Mission
13 responses



participants rated overall satisfaction, institutional visits, and broadening of vision as “Incredible.”

CONCLUSIONS

The research showed that participating in international business missions, such as Mission Boston 2025, can strengthen the reputation and status of companies. The literature review and document analysis indicated that events of this type are presented by the media and the institutions involved as prestigious experiences, associated with innovation and excellence, which favors the image of companies by linking them to world-renowned centers such as Harvard and MIT.

The findings of the field research confirm this perception of value: 69.2% of participants rated the impact of Mission Boston 2025 on their professional authority as “Incredible” (score 5). In addition, 69.2% rated the relevance of the content presented for their career as “Incredible” (score 5), while another 15.4% rated it as “Very Good” (score 4). The quality of the institutional visits (which included Harvard, MIT, the Supreme Court, and the Consulate) was rated as “Very Good” (4) or “Incredible” (5) by 100% of respondents, with 69.2% rating it as “Incredible” and 30.8% as “Very Good.”

The literature confirms that internationalization also involves symbolic aspects, reinforcing credibility and recognition on the global stage. Empirical data corroborates the importance of symbolic capital: the experience most valued by participants was “Meeting authorities” (selected by 92.3% of respondents). Other aspects of prestige and recognition were widely cited, such as “Get-

ting to know institutions,” “Networking,” and “Certifications, honors, and recognitions,” each selected by 76.9% of participants. The experiences of “New friendships” (61.5%), “Getting to know new cultures” (46.2%), and “Identifying business opportunities” (46.2%) were considered the best to a lesser extent.

However, these gains depend on consistency between the image promoted and the organization’s actual practices. When there is no alignment, the effect can be fragile and subject to loss of trust. The high satisfaction observed suggests that, in this case, the promised value was delivered, since 69.2% of participants rated their overall satisfaction with the experience as “Amazing” and the remaining 30.8% as “Very Good,” totaling 100% of ratings at 4 or 5.

It can be concluded that international missions can be a valid strategy for strengthening corporate image, provided they are part of an ongoing reputation policy focused on transparency, accountability, and innovation. The perception of success of Mission Boston 2025 is reinforced by the willingness of participants to participate again or recommend it, which was rated as “Amazing” by 69.2% and “Very Good” by 30.8%, totaling 100% endorsement in the highest ratings. It is recommended that future studies evaluate the concrete impacts of these initiatives, such as financial results, partnerships, and performance indicators.

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