

## CORPORATE MOBILITY

### Hospitality Relations among Stakeholders and the Emerging Middle Class- A Multiple Case Study

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*This research addresses the corporate mobility and the relationships that occur among different stakeholders participating in this process. The research question is: how does the management of hospitality experience in the provision of services in the corporate mobility contribute to competitiveness? The overall objective is to understand the relationship between the management of the hospitality experiences, the provision of services in corporate mobility and competitiveness. This study also aims to know the demands of the emerging middle class as business traveler; understand the hospitality in the relationship between the stakeholders involved in the corporate mobility of the emerging middle class and examine how the host company meets the specific needs of the emerging middle class traveler in the corporate mobility. Three propositions were tested: (P1) identifying the demands of the emerging middle class travelers with regard to the dimensions of hospitality facilitates correct provision of services in the corporate mobility process; (P2) there is hospitality relationship between the stakeholders of the corporate mobility process and the organization and (P3) When the organization takes on the host role in the corporate mobility process of the emerging middle class and meets the specific needs of these travelers, the organization becomes more competitive. The method adopted is an empirical research, qualitative - quantitative and exploratory, with multiple case study*

**KEY WORDS:** *Corporate mobility, hospitality, stakeholders, services, competitiveness, emerging middle class.*