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Revistas · Journals

ASSENS SERRA, J., BOADA-CUERVA, M., SERRANO-FERNÁNDEZ, M.J, AGULLÓ-TOMÁS, E. (2021).

GAINING A BETTER UNDERSTANDING OF THE TYPES OF ORGANIZATIONAL CULTURE TO MANAGE SUFFERING AT WORK. TO APPEAR IN *FRONTIERS IN PSYCHOLOGY*. <https://doi.org/10.3389/fpsyg.2021.782488>

Organizational culture is a central concept in research due to its importance in organizational functioning and suffering of employees. To better manage suffering, it is necessary to better understand the intrinsic characteristics of each type of culture and also its relationships with the environment. In this research, we used multiple regression analysis to analyze the capacity of eight environment variables, five business strategies and eight organizational competencies to predict the presence of Clan, Market and Hierarchy cultures (Cameron and Quinn, 1999) in a subsample of Spanish managers (n1 = 362) and a subsample of Peruvian managers (n2 = 1,317). Contrary to what most of the literature suggests, we found almost no relationship between the environment variables and the culture types. Strategy and competencies, on the other hand, do have a significant predictive capacity, showing nine links with the Clan culture, seven with the Hierarchy culture and ten with the Market culture. In conclusion, this research has found important characteristics of the types of organizational culture that could be useful to better manage the suffering of employees.

ASSENS SERRA, J., BOADA-CUERVA, M., SERRANO-FERNÁNDEZ, M.-J., VILLAJOS, E., BOADA GRAU, J. (2021).

SPANISH ADAPTATION OF THE ORGANIZATIONAL CULTURE ASSESSMENT INSTRUMENT: REFLECTION ON THE DIFFICULTY IN TRANSFERRING THE AD HOC FACTOR. *FRONTIERS IN PSYCHOLOGY*, 12. <https://doi.org/10.3389/fpsyg.2021.817232>

The Organizational Culture Assessment Instrument is a common instrument for measuring organizational culture in English-speaking countries based on four factors: Clan, ad hoc, Market and Hierarchy. However, to date, there is no proper translation of the scale into Spanish. In this study, we describe the translation and adaptation of the instrument through Exploratory Factor Analysis with a Spanish sample (n1 = 246; 69.9% men and 30.1% women) and Confirmatory Factor Analysis with a Peruvian sample (n2 = 510; 70.4% men and 29.6% women). The result reduces the four-factor internal structure to a three-factor structure that retains the Clan, Market and Hierarchy factors, but completely excludes the ad hoc factor. Confirmatory Factor Analysis shows acceptable indicators, reliabilities are good and indication of validity is also confirmed. In conclusion, this study has given rise to the instrument in Spanish, called OCAI-12, which is suitable for evaluating organizational culture.

CARENYS, J; DAVIES, M; CARTER, M (2022).

INCREASED LEARNING PERCEPTIONS AND INTRINSIC MOTIVATION TO LEARN WITH EDUCATIONAL APPS. A SOUTH AFRICAN EXPERIENCE. *JOURNAL OF INTERNATIONAL BUSINESS EDUCATION*, 17.

Digital game-based learning has become popular in higher education. The primary reasons for its growing acceptance are the prevalence of learner-centred educational models and the engagement that digital games provoke in students. This study empirically evaluates the effectiveness of an educational app regarding intrinsic motivation for and perception of learning in first-year diploma accounting students at a South African university. The study is based on students' self-reported data on their perception of learning and on the motivational dimensions of the ARCS model (Attention, Relevance, Confidence, and Satisfaction). After using the app, the motivational dimension with the most favourable effect on intrinsic motivation for learning was Satisfaction, while the one showing the lowest effect was Attention. The study also showed that perception of learning favourably influenced students' intrinsic motivation. The study helps educators who are implementing educational apps to gain better insight into their use and effectiveness.

COHANIER, B., BAKER, C. R. (2021).

LE PATERNALISME COMME SYSTÈME DE CONTRÔLE DANS LA DURÉE: UNE APPROCHE HISTORIQUE DU «SYSTÈME MICHELIN». TO APPEAR IN ASSOCIATION FRANCOPHONE DE COMPTABILITÉ - FRANCE 2021/3(12), 27-57.
<https://doi.org/10.3917/acra.012.0027>

Le Groupe Michelin a été fondé en 1889 à Clermont-Ferrand par deux frères André et Édouard Michelin. Depuis sa création, cette société a déployé un système de contrôle paternaliste offrant différents «privilèges» à ses employés (Fornaro et Lamy 1990; McCabe 2016). En retour, les fondateurs et directeurs généraux successifs espéraient de la «loyauté» et un travail «diligent» (Etchanchu et Djelic 2018).

Si ce type de contrôle paternaliste a coïncidé avec l'expansion de Michelin, aujourd'hui devenu le numéro deux mondial du pneu, on note que ses directeurs généraux ont récemment orienté leur système de contrôle paternaliste vers une forme dite «libertaire» (Thaler et Sunstein 2003) où la responsabilité sociale de l'entreprise (RSE) tient une place importante.

Si le paternalisme en tant qu'aspect des systèmes de contrôle n'est pas une nouveauté (Kerfoot et Knights 1993; Uhl-Bien et Maslyn 2005), Pellegrini et Scandura notaient toutefois en 2008 une insuffisance de recherches empiriques sur les variations et la persistance des différentes formes de paternalisme et leurs conceptualisations au sein des entreprises. Leur remarque restant d'actualité en 2021, c'est à cette carence que ce travail tente de remédier. L'objectif de cet article est de retracer l'évolution du système de contrôle de Michelin afin d'illustrer les éléments expliquant le processus par lequel le paternalisme «traditionnel» en passant par une étape de paternalisme «managérial» s'est transformé en paternalisme «libertaire» avec un focus sur la RSE.

DIAZ, J., HALKIAS, D (2021).

Reskilling and upskilling 4ir leaders in business schools through an innovative executive education ecosystem: an integrative literature review. <http://dx.doi.org/10.2139/ssrn.3897059>

Business schools' fundamental problem remains whether they can develop responsible leaders capable of navigating the increasingly complex economy and market society driven by the Fourth Industrial Revolution (4IR) and post-Covid-19 work conditions. The purpose of this integrative literature review is to formulate suggestions for an innovative executive education ecosystem model that reskills and upskills 4IR leaders to manage the future changing workforce successfully. From a theoretical perspective, this integrative literature review was framed by Christensen et al.'s (2015) disruptive innovation theory, which defined disruptive innovation concepts are 'new to the world products' or 'business model innovations,' not just technical innovations. Content analysis was performed on the selected literature to obtain the most relevant knowledge of how an innovative business school ecosystem can be built to reskill and upskill 4IR leaders and a satisfactory degree of convergence on the key arguments extracted from the literature. This integrative literature review study is significant in advancing professional practice and promoting positive social change in line with the United Nations (UN) Sustainable Development Goals (SDGs) to support sustainable business and community prosperity across regions. This macro-level conceptualization is presented through the findings of this study to answer essential questions and offer recommendations for practice, policy, and future research of how business schools' mission must become more aligned with global and labor economics. Business Schools need to be identified as important social actors in transforming executive education programs by strategically engaging others in innovative education ecosystems through experimentation, innovation, and industry partnerships.

DIFRANCESCO, R. M., MEENA, P., TIBREWALA, R. (2021).

BUYBACK AND RISK-SHARING CONTRACTS TO MITIGATE THE SUPPLY AND DEMAND DISRUPTION RISKS. *EUROPEAN JOURNAL OF INDUSTRIAL ENGINEERING* 15, (4) 550 - 581. <https://doi.org/10.1504/EJIE.2021.116140>

The recent widespread of the COVID-19 pandemic has created major disruptions in global supply chains. Events like COVID-19 pose enormous challenges in the movement of people, raw material, and finished products. Companies find it difficult to manage business continuity under supply uncertainties and disruptions. This paper deals with the problem of the optimal ordering policy of the retailer who faces stochastic demand and risks of supply uncertainty and disruption in a single period. The existing literature has suggested that dual sourcing is the best strategy to mitigate the risks of disruptions. In line with this, we consider a two-echelon supply chain consisting of a single retailer and two suppliers (i.e., the main supplier and the backup supplier). The retailer faces the risks of random yield and disruption from the main supplier who provides the product at a cheaper cost. In contrast, the backup supplier is perfectly reliable or has no probability of failure, but is relatively expensive. This paper develops an analytical model using contract-based mechanisms considering the risks of demand uncertainty, random yield, and supply disruption. We consider two typologies of contracts with suppliers, namely risks sharing contract with the main supplier for over-production and under-production due to the random yield —and buyback contract with the backup supplier. A numerical experiment and sensitivity analyses are performed to validate the analytical model and explore the impacts of the major parameters on the decision variables and profits of the supply chain's members. The results provide guidelines for managers regarding how sourcing decisions are influenced by the risks of supply disruption, random yield, and demand uncertainty.

YATES, D., DIFRANCESCO, R. M. (2021).

THE VIEW FROM THE FRONT LINE: SHIFTING BENEFICIARY ACCOUNTABILITY AND INTERRELATEDNESS IN THE TIME OF A GLOBAL PANDEMIC. *ACCOUNTING, AUDITING & ACCOUNTABILITY JOURNAL*, 35 (1), 85-96. <https://doi.org/10.1108/AAAJ-08-2020-4811>

We discuss the beneficiary accountability implications that arose due to the COVID-19 pandemic (and resultant social distancing restrictions) for a branch of a religious non-governmental organisation (NGO) based in mainland Spain, whose main beneficiaries are homeless individuals. We utilise a singular case method to observe accountability implications in the case organisation. We also utilise two sources of primary data: eight semi-structured interviews with volunteers of the NGO branch, supported by auto-ethnographic data recorded in forty-six diary entries throughout the period of research. As the main mechanism for the discharge of beneficiary accountability for the case organisation is through action, this was affected greatly by the COVID-19 pandemic and social distancing measures. Beneficiary accountability (discharged through action) changed rapidly, resulting in neglect of previous beneficiaries, carrying profound implications for charitable actors, beneficiaries and the organisation. Our case focuses on that of a small organisation, and therefore the generalisability of findings will be somewhat limited and context specific. The number of interviews (eight) is also relatively small. Insights can be drawn for the management of volunteers, alignment of personally held accountabilities of internal actors with those of organisations and emotional aspects of accountability for NGO managers and organisers. NGO accountability theorisation is enhanced via the use of Levinas' Judaic writings concerning the importance of the ritual practice of ethics for the individual involved in charitable action. The intertwined nature of personal accountability of volunteers and beneficiary accountability for the organisation is emphasised.

DIFRANCESCO, R. M., LUZZINI, D. G. M., PATRUCCO, A. (2022).

PURCHASING REALIZED ABSORPTIVE CAPACITY AS THE GATEWAY TO SUSTAINABLE SUPPLY CHAIN MANAGEMENT. TO APPEAR IN INTERNATIONAL JOURNAL OF OPERATIONS & PRODUCTION MANAGEMENT. DOI:10.1108/IJOPM-10-2021-0627

Companies' ability to build sustainable supply chains and achieve strategic sustainability objectives largely depends on their supply network characteristics and the nature of the relationships with strategic suppliers. This poses the question of how purchasing departments can help to translate this sustainability commitment into performance benefits. The authors focus the attention on buyer-supplier information sharing practices and study how the availability of information interplays with the purchasing realized absorptive capacity (PRAC) to positively impact performance (operational, environmental and social). The study collected data from 305 procurement executives in four European countries and tested the hypotheses empirically using structural equation modeling. Mediation analysis is used to test the effect of PRAC on the relationship between buyer-supplier information sharing and performance. The results show that increasing buyer-supplier information sharing is sufficient to obtain a positive impact on operational performance. To improve purchasing sustainability performance, companies need to develop their PRAC to adequately transform and exploit external information and identify opportunities in the environmental and social areas. Thanks to these purchasing capabilities, organizations can overcome potential trade-offs between different performance dimensions. In the context of collaborative buyer-supplier relationships, this study is one of the first to propose purchasing knowledge management capabilities (i.e. PRAC) as a key factor to improve multiple performance dimensions. Additionally, it captures different sustainability aspects, concluding that organizations can improve purchasing operational, environmental and social performances by implementing appropriate information sharing mechanisms with suppliers and developing their PRAC.

KNOPPEN, D., SARIS, W., MONCAGATTA, P. (2022).

ABSORPTIVE CAPACITY DIMENSIONS AND THE MEASUREMENT OF CUMULATIVENESS. *JOURNAL OF BUSINESS RESEARCH* (139), 312-324. <https://doi.org/10.1016/j.jbusres.2021.09.065>

Absorptive capacity (AC) has the potential to explain performance and competitive advantage. The cumulateness feature of AC has been broadly covered in theory but remains underdeveloped in empirical assessments. This paper aims to revisit the relationships between AC and its knowledge dimensions and to contribute to measurement theory on AC. We adopt an existing survey instrument and confirm through structural equation modelling that the relationships between AC and its knowledge dimensions are better represented by a formative model, as opposed to the more used reflective model. Based on a simplex model and the Mokken scale, we also confirm that AC is an ability, developed cumulatively through a sequence of knowledge processes. The paper contributes to construct convergence by developing and illustrating guidelines for measurement that are congruent with the seminal definitions of AC but are underrepresented in the literature. It contributes to practice by highlighting the roadmap for developing AC.

KNOPPEN, D. E. F., KNIGHT, L. (2022).

PURSUING SUSTAINABILITY ADVANTAGE: THE DYNAMIC CAPABILITIES OF BORN SUSTAINABLE FIRMS. *BUSINESS STRATEGY AND THE ENVIRONMENT*. <https://doi.org/10.1002/bse.2984>

'Born sustainable firms' (BSFs) – firms founded with an explicit strategic intent to operate in a sustainable manner – play an important role in the sustainability transition, and represent an important but underutilized research site. Adopting the dynamic capabilities (DC) perspective, this paper explores BSFs' pursuit of their environmental and social goals. Having first assessed and confirmed its relevance to the BSF context, a high level framework of DC processes is operationalized. Through a dialogic approach, comparing the literature and empirical material from twelve BSFs from a wide range of sectors and locations, an in-depth picture of 28 processes underlying sensing, seizing and transforming meta-capabilities emerges. All but one of the detailed processes can be linked to prior research and are specific, though not unique, to BSF. Whilst the operationalized framework of DC processes in the BSF context extends prior research, the established notion of competitive advantage – framing organizational goals and impact in terms of financial outcomes and strategic performance relative to rivals – is problematic in this context. We therefore reconceptualise BSF's organizational goals and impact in terms of 'sustainability advantage', that is maximization of environmental and social performance within the constraint of economic viability. In addition, we identify two key dimensions of advantage: time horizon, which ranges from immediate to longer term impact, and scope, which ranges from organization-centered to system-wide impact. The findings have clear implications for sustainable entrepreneurship but also for incumbent firms moving towards genuine sustainability.

LOVRETA, L., GONZÁLEZ-PLA, F. (2022).

MODELING AND FORECASTING FIRM-SPECIFIC VOLATILITY: THE ROLE OF ASYMMETRY AND LONG-MEMORY. *FINANCE RESEARCH LETTERS*, 48(102931). <https://doi.org/10.1016/j.frl.2022.102931>

We analyze the relevance of asymmetry and long-memory in modeling and forecasting firm-specific volatility. The asymmetric effect and the degree of long-memory seem to be more pronounced for equity than for firm's asset volatility. However, once the asymmetry is allowed in the model along with long-memory, firm's asset volatility is more persistent than equity volatility for high leverage firms. A horse race among different GARCH-type models (GARCH, EGARCH, IGARCH, FIGARCH, HYGARCH, FIEGARCH, and FIAPARCH) shows that more sophisticated (FIEGARCH and FIAPARCH) models outperform other specifications in out-of-sample firm-level volatility forecasting. The simplest GARCH and IGARCH models show the worst performance.

GUALANDRIS, J., LONGONI, A., LUZZINI, D., PAGELL, M. (2021).

THE ASSOCIATION BETWEEN SUPPLY CHAIN STRUCTURE AND TRANSPARENCY: A LARGE-SCALE EMPIRICAL STUDY. *JOURNAL OF OPERATIONS MANAGEMENT*, 67 (7), 803-827. <https://doi.org/10.1002/joom.1150>

An emerging body of work acknowledges the challenges focal firms face in gathering material information about their extended supply chains and begins to point to the role of supply chain structure in influencing supply chain transparency. Still, large-scale empirical evidence on this complex association remains elusive, especially at the supply chain level of analysis. We begin to bridge this empirical gap by examining whether supply chain structure systematically associates to supply chain transparency in the context of the collective public environmental, social, and governance (ESG) disclosures made by a focal firm's customers, suppliers, and subsuppliers. To shed light on this underexplored empirical phenomenon, we gather Bloomberg SPLC data and Bloomberg ESG data about 4803 firms and 20,504 contractual ties organized in 187 extended supply chains. We find that supply chain density positively associates with supply chain transparency, whereas supply chain clustering holds a negative association. We also find that supply chain geographical heterogeneity positively associates with supply chain transparency. Our results significantly expand the literature on supply chain transparency and are relevant to supply chain professionals because they emphasize the central role of supply chain structure in enabling or constraining supply chain transparency.

KAUPPI, K., LUZZINI, D. (2021).

MEASURING INSTITUTIONAL PRESSURES IN A SUPPLY CHAIN CONTEXT: SCALE DEVELOPMENT AND TESTING. *SUPPLY CHAIN MANAGEMENT*, 27(7). <https://doi.org/10.1108/SCM-04-2021-0169>

Increasing amount of empirical research in operations and supply chain management is using institutional theory as its theoretical lens. Yet, a common scale to measure the three institutional pressures – coercive, mimetic and normative – is lacking. Many studies use proxies or a single, grouped, construct of external pressures which present methodological challenges. This study aims to present the development of multi-item scales to measure institutional pressures (in a purchasing context). First, items were generated based on the theoretical construct definitions. These items were then tested through academic sorting and an international survey. The first empirical testing failed to produce reliable and valid scales, and further refinement and analysis revealed that coercive pressure splits into two separate constructs. A second q-sorting was then conducted with purchasing practitioners, followed by another survey in Italy to verify the new measurement scale for four institutional pressures. The multimethod and multistage measurement development reveals that empirically the three institutional pressures actually turn into four pressures. The theoretical construct of coercive pressure splits into two distinct constructs: coercive market pressure and coercive regulatory pressure. The results of the paper, namely, the measurement scales, are an important theoretical and methodological contribution to future empirical research. They present a much-needed measurement for these theoretical constructs increasingly used in management research.

ACERO LOPEZ, B., LUZZINI, D., JESUS SAENZ, M. (2021).

INTRODUCING SYNCHROMODALITY: ONE MISSING LINK BETWEEN TRANSPORTATION AND SUPPLY CHAIN MANAGEMENT. *JOURNAL OF SUPPLY CHAIN MANAGEMENT*, 58 (1), 51-64. <https://doi.org/10.1111/jscm.12269>

This study develops and tests the synchronomodality construct, a novel supply chain concept that integrates the flexible use of different transport modes based on real-time information. At a time when global supply chains are complex and subject to uncertainty, synchronomodality has emerged at the forefront of research and practice as a tool to ensure efficient delivery performance and thus supply chain competitiveness. Despite synchronomodality is attracting the attention of leading companies and policy makers, only scholars within the transport research community have engaged with the topic so far. We believe a supply chain management perspective is missing, but essential, to develop the full potential of synchronomodality. Our study shows that synchronomodality capabilities encapsulate four key elements: visibility, integration, multi-modal transport, and flexibility. Thanks to a threestage research approach exploiting multiple methods, this study conceptualizes, develops, and validates the first synchronomodality measurement model, which reflects the multidimensional nature of the concept. We hope to set the stage for a number of potential future research opportunities that can explore synchronomodality implementation and outcomes.

GERKE, A., LUZZINI, D., MENA, C. (2021).

INNOVATION CONFIGURATIONS IN SPORT CLUSTERS: THE ROLE OF INTERORGANIZATIONAL CITIZENSHIP AND SOCIAL CAPITAL. *JOURNAL OF BUSINESS RESEARCH*, 133, 409-419. <https://doi.org/10.1016/j.jbusres.2021.04.064>

Innovation plays a central role in the sports sector. However, delivering innovative solutions is increasingly becoming a network-level phenomenon, reinforcing the need to understand the network-level dynamics. This research explores this phenomenon by building on two complementary theoretical foundations: interorganizational citizenship behavior (ICB) and social capital. The research aims to understand how different configurations of dimensions of social capital and interorganizational citizenship behavior facilitate product and process innovation. The research uses data from a horse industry cluster in France and applies fuzzy set qualitative comparative analysis (fsQCA), a method developed explicitly for configurational analysis. The results unveil a series of configurations leading to both product and process innovation. The findings show that the different dimensions of ICB and social capital have both positive and negative impacts on innovation. Moreover, the results chart multiple paths to innovation and highlight differences between product and process innovation in sports clusters.

PATRUCCO, A., HARLAND, C., LUZZINI, D., FRATTINI, F. (2022).

MANAGING TRIADIC SUPPLIER RELATIONSHIPS IN COLLABORATIVE INNOVATION PROJECTS: A RELATIONAL VIEW PERSPECTIVE. *SUPPLY CHAIN MANAGEMENT*, 27 (7), 108-127. <https://doi.org/10.1108/SCM-05-2021-0220>

Suppliers are essential partners in innovation projects, as they own resources, knowledge assets and capabilities that complement those of buying firms. In today's competitive environment, firms may choose to collaborate with suppliers beyond dyads, forming triadic or three-party relationships. Using the theoretical lens of the relational view (RV), this study aims to explore what type of triad configurations firms use to govern supplier relationships in collaborative innovation projects, how they choose to share resources and implications for project performance.

The authors use interview data from buyers and suppliers in six case studies of firms involved in ten collaborative innovation projects. The four constructs of the RV are used to observe how firms govern triadic relationships, combine complementary resources, invest in relationship-specific assets and manage information and knowledge exchange with and between suppliers in innovation projects.

Four archetypes of triadic relationships in innovation projects – labeled Triangle, A-frame, D-Frame and Line – are presented and characterized in terms of their structural and relational features. The authors discuss how each triad archetype is applicable to different innovation projects according to specific project characteristics.

This study is pioneering in its empirical examination of triadic relationships in collaborative innovation projects. It provides a novel typology of four archetypes of triad from the perspective of collaborative relationships with suppliers. Through applying the RV, it advances understanding of how triadic relationships are governed, how they invest in relationship-specific assets, how they combine complementary resources and how they exchange knowledge and information in each type of triad appropriate to different innovation project settings. To date, much of the extant literature has focused on dyads.

ALONSO-PEREZ, E., FORNÉ, C., SORO, M., VALLS, M., MANGANELLI, A.G., VALDIVIELSO, J.M (2021).

HEALTH CARE COSTS IN PATIENTS WITH AND WITHOUT SECONDARY HYPERPARATHYROIDISM IN SPAIN. *ADVANCES IN THERAPY*, 38, 5333-5344. <https://doi.org/10.1007/s12325-021-01895-4>

To analyze the economic burden of secondary hyperparathyroidism (sHPT) in Spain by quantifying differences in costs of pharmacological treatments and associated cardiovascular events (CVE) between renal patients with and without sHPT. We used data collected in the NEFRONA cohort study and obtained treatment and CVE costs from the BOT PLUS database and Hospital Discharge Records in the Spanish Health System (CMBD-H), respectively. We examined data from 2445 renal patients followed during 2 years for chronic kidney disease (CKD) progression and 4 years for CVE, stratifying by presence of sHPT. Patient characteristics, administered treatments and CVE were directly extracted from NEFRONA registries. Dosage for each treatment regimen was assumed based on guidelines and multiplied by official unit costs to obtain treatment costs. Costs of CVE were based on ICD-9-CM. Prevalence of sHPT in the cohort was 65.6% (63.6; 67.6). Average yearly pharmacological costs for patients without sHPT were 610.33€, while costs were 1483.17€ for sHPT patients (average increase of 143.0%). Two hundred three patients registered CVE, resulting in 4-year average costs of 582.57€ for non-sHPT patients compared to 941.87€ for sHPT patients (61.7% average increase). Bivariate analyses considering presence of dialysis, hypercalcemia or hyperphosphatemia and stratified by sHPT showed higher costs for sHPT patients. These results show that sHPT is associated with substantially higher costs of both, pharmacological treatments and associated CVEs. Preventing the development of sHPT with early management in the course of CKD could possibly lead to better health outcomes and cost balance for health care systems.

MANGANELLI, A. G. (2021).

REVERSE PAYMENTS, PATENT STRENGTH, AND ASYMMETRIC INFORMATION. *HEALTH ECONOMICS*, 30 (1), 20-35. <https://doi.org/10.1002/hec.4174>

Reverse payments (pay-for-delay) are payments from an originator to a generic pharmaceutical producer to settle a potential litigation. In many jurisdictions, these payments are banned. This study shows that when the parties'

investments are considered and the information about the patent strength is asymmetric, reverse payments increase both the possibility of generic entry and the litigation rate—both of which increase consumer surplus and do not necessarily delay generic entry. Reverse payments typically increase consumer surplus when the asymmetry between the parties is low, the competitiveness in the market is soft, and their size is small. Results suggest that a ban per se may be suboptimal.

LÓPEZ, Á. L., MANGANELLI, A. G., MARTÍN RODRÍGUEZ, M. (2022).

CO-INVESTMENT DETERRENCE. *ECONOMICS LETTERS*, 211. <https://doi.org/10.1016/j.econlet.2021.110263>

We examine co-investment and access in a model of new network deployment. We show that the incumbent firm may find it optimal to deter co-investment by over-investing when the cost-sharing rule is based on its verified expenditure and the information on the deployment cost is asymmetric between the operators and the regulator. When partial deterrence is optimal, it occurs in the areas of intermediate attractiveness, consistently with the evidence found in other industries. A necessary and sufficient condition for deterrence to occur is that local industry profits are lower with than without co-investment. Results are robust to demand uncertainty.

MANGANELLI, A.G.; LÓPEZ, A.L; BAYONA, A. (2022).

COMMON OWNERSHIP, CORPORATE CONTROL AND PRICE COMPETITION. *JOURNAL OF ECONOMICS BEHAVIOR AND ORGANIZATION*, 200, 1066-1075. <https://doi.org/10.1016/j.jebo.2022.06.032>

We examine price competition with homogeneous products in the presence of general common ownership arrangements allowing for different corporate control structures. We show that equilibria with positive profits exist (including the monopoly outcome) when the manager places the same weight on the profit of her firm as on the average profit of all the other firms. This condition supports symmetric and asymmetric stakes and can arise as an equilibrium of a network formation game or a bargaining process.

AYMERICH, N., BATISTA-FOGUET, J. M., VELASCO, F., RUEFF-LOPES, R., MARQUES, P. (2021).

ASSESSING THE EFFECTS OF A TRANSFORMATIONAL LEADERSHIP TRAINING PROGRAMME WITHIN THE CATALAN POLICE FORCE. *POLICING: A JOURNAL OF POLICY AND PRACTICE*, 15 (4), 2391-2406. <https://doi.org/10.1093/police/paab048>

Research shows that transformational leadership trainings can be beneficial even in highly hierarchical organizations. However, little is known about their enduring effects on such organizations when operating under social and political pressure. This study aims to evaluate a 3-month transformational leadership training programme in the Catalan police force, a programme that was designed and implemented in a period of extreme social and political upheaval. This study follows a quasi-experimental single group pre-post design, with three non-equivalent dependent variables as proxy counterfactuals. The training was delivered to police inspectors (N = 30). Leader assessments from subordinates (N = 129) were collected through the MLQ-5X questionnaire before the training (pre-test) and one year after the training (post-test). The quantitative analysis revealed that the training had a positive impact on four transformational leadership dimensions and in all leadership performance indicators. Some counter-theoretical results are discussed in the light of the social and political context of the study.

MATOS, S; SHEN, L; VIARDOT, E. (2022).

INNOVATION AND CLIMATE CHANGE: A REVIEW AND INTRODUCTION TO THE SPECIAL ISSUE. *TECHNOVATION*, 117. <https://doi.org/10.1016/j.technovation.2022.102612>

While innovation is expected to play a major role in decarbonization, the development and diffusion of low-carbon technologies are too slow in most sectors and countries to stabilize the climate. In this introductory paper to a Special Issue on “Innovation and climate change”, we review selected innovation studies literature, reflect on historical trends and insights, and cast light on future research on innovation and climate change. To set the stage for this Special Issue we present an analysis of key research topics, most influential papers and innovation journals,

highlighting contributions across four interrelated themes: fostering climate action, shaping policy, promoting experimentation and learning, and examining effectiveness. While past studies and this special issue made significant contributions, we suggest that research on innovation have not sufficiently engaged with three important topics: i) blending behavioural change with technological innovation; ii) the socio-technical drivers of accelerated low-carbon transitions, and iii) the role of digital technologies as new venues of solutions to managerial challenges in addressing climate change. The nexus of climate change and innovation calls for different disciplines and coevolutionary views, as opposed to a traditional disciplinary focused approach. It also may require the need for broader, more inclusive and interdisciplinary research teams.

WOLNY, J. (2022).

INNOVATION AND COLLABORATION IN THE DIGITAL ERA: THE ROLE OF EMOTIONAL INTELLIGENCE FOR INNOVATION LEADERSHIP AND COLLABORATIVE INNOVATION. *BOOK REVIEW. R&D MANAGEMENT JOURNAL*, 52, 797-798. <https://doi.org/10.1111/radm.12538>

This book holds a mirror to the challenges of collaboration with genuine empathy for the various stakeholders involved – industry, start-ups, academia, government, research transfer and innovation departments, policy makers, professors and students. Through over 20 expert interviews and personal insights, Jara Pascual fosters a unique viewpoint on the challenges and solutions for successful collaboration in the digital era. She puts her know-how into practice by creating an online platform (Collabwith), to digitize and automate the collaboration practices between academia and industry. As academics, we often enter partnership projects that involve several stakeholders. However, the question of how to effectively launch and structure them is very rarely talked about. It is assumed to be included in the arsenal of skills of academics and professionals to make collaboration work, but few of us ever receive formal training to make a success of multi-stakeholder projects.

Conferencias y seminarios · Conferences and Seminars

Conferencias académicas:

CAPPELLETTI, L (CNAM-PARIS), BAKER, R (ADELPHI UNIVERSITY, USA), COHANIER, B (2022), SAVALL, H (ISEOR-UNIVERSITE LYON III)

“How intervention-research in management accounting and control can contribute to the “third mission” of scholars? The case of the SEAM model of intervention-research”, with Pr. Laurent CAPPELLETTI, Le CNAM Paris, LIRSA-ISEOR, Pr. Henri SAVALL, IAE de Lyon, ISEOR-MAGELLAN, Pr. C. Richard BAKER, Adelphi University, accepted for presentation at the AFC conference, May 23-25, 2022. Bordeaux, France.

CAPPELLETTI, L (CNAM-PARIS), BAKER, R (ADELPHI UNIVERSITY, USA), COHANIER, B (2022)

“Interventionist-Research or Intervention-Research in Management Accounting? An Analysis of the Socio-Economic Approach to Management Solution”. 22nd AOM - ODC SECTION - INTERNATIONAL CONFERENCE AND DOCTORAL CONSORTIUM, June 8-9, 2022, Lyon, France.

AKIN ATEŞ, M., LUZZINI, D. (2022)

Strategic purchasing impact on sustainability performance: The missing links of supplier integration and supply base complexity. IPSERA.

AKIN ATEŞ, M., LUZZINI, D. (2022)

The effect of institutional pressures on supplier sustainability: A multi-tier analysis in the textile and apparel industry. IPSERA.

Conferencias de management:

DE LLANOS, EMMA

“Resiliència en clau femenina”
V Meeting UEA Inquieta, 29/11/21

KNOPPEN, DESIREE

“La transición hacia una sociedad sostenible: repensando la necesidad energética y material en la creación de valor”
Webinar, Bureau Veritas Formación, 30 junio 2022

Libros y capítulos de libros · Books and Book Chapters

SERRANO-FERNÁNDEZ, M.J, ASSENS SERRA, J., BOADA-CUERVA, M., BOADA GRAU, J. (2021)

TELETRABAJO ¿SOLUCIÓN O PROBLEMA? LAS DOS CARAS DE LA MISMA MONEDA. IN J. MORENO GENÉ & A. M. ROMERO BURILLO (ED.),. TIRANT LO BLANC NUEVAS TECNOLOGÍAS, CAMBIOS ORGANIZATIVOS Y TRABAJO (VOL. II).. ISBN 9788413786155

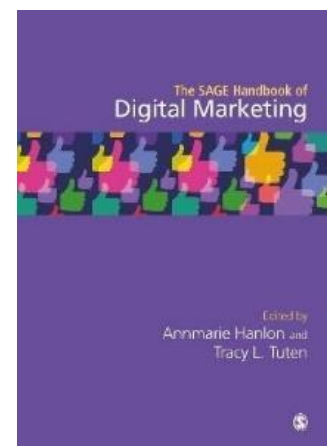
LA PRESENTE MONOGRAFÍA LLAMADA "NUEVAS TECNOLOGÍAS, CAMBIOS ORGANIZATIVOS Y TRABAJO" TIENE POR OBJETO CONTRIBUIR AL RICO DEBATE YA EXISTENTE SOBRE EL IMPACTO QUE LA IMPLANTACIÓN DE LAS NUEVAS TECNOLOGÍAS HA TENIDO, ESTÁ TENIENDO Y SEGUIRÁ TENIENDO EN EL FUTURO DE LAS RELACIONES LABORALES Y, POR EXTENSIÓN, EN LA DISCIPLINA DEL DERECHO DEL TRABAJO Y DE LA SEGURIDAD SOCIAL A LA QUE, AL MENOS POR EL MOMENTO, AÚN LE CORRESPONDE REGULARLAS MAYORITARIAMENTE. EN EL CAPÍTULO "TELETRABAJO, ¿SOLUCIÓN O PROBLEMA? LAS DOS CARAS DE LA MISMA MONEDA", SE ANALIZA EL TRABAJO A DISTANCIA QUE HA PROLIFERADO EN LOS ÚLTIMOS AÑOS, IDENTIFICANDO LAS PRINCIPALES CONTROVERSIAS EMPRESARIALES Y PSICOSOCIALES QUE SE SUSCITAN. SON INDUDABLES LAS VENTAJAS QUE COMPORTA PARA LAS EMPRESAS LA INTRODUCCIÓN DE LAS NUEVAS TECNOLOGÍAS Y EL TELETRABAJO EN LA ORGANIZACIÓN, SI BIEN TAMBIÉN HAY DEBILIDADES QUE PUEDEN DISMINUIR LA PRODUCTIVIDAD Y LA INNOVACIÓN. ASIMISMO LOS TRABAJADORES PUEDEN BENEFICIARSE DE ESTE NUEVO MARCO DE TRABAJO, PERO HAY QUE REGULARLO CONVENIENTEMENTE PARA MANTENER LOS DERECHOS INDIVIDUALES Y COLECTIVOS DE LOS TRABAJADORES AFECTADOS.



WOLNY, J. (2022)

THE SAGE HANDBOOK OF DIGITAL MARKETING. IN ANNMARIE HANLON AND TRACY L. TUTEN (ED.), CUSTOMER JOURNEY AS PARTICIPATORY SERVICE ECOSYSTEM (PP. 17-32). LONDON: SAGE. ISBN 978-1-5297-4379-1

AS CONTRIBUTOR TO THE SAGE HANDBOOK OF DIGITAL MARKETING, I EXPLORE PARTICIPATORY CULTURE AS ONE OF THE PREVAILING SOCIAL NORMS THAT GUIDE CONSUMER INTERACTIONS IN SUSTAINABLE MARKETPLACE. IT IS EVIDENT FROM THIS RESEARCH THAT TO EMBRACE A MORE SUSTAINABLE MINDSET PRACTITIONERS MUST BROADEN THE SCOPE OF CUSTOMER JOURNEY MAPS TO INCLUDE NOT ONLY THE INDIVIDUAL CONSUMER, BUT THE OTHER ACTORS (STAKEHOLDERS) THAT PARTICIPATE IN THE ECOSYSTEM. SUCH BROADENED UNDERSTANDING CAN NOT ONLY CONTRIBUTE TO THE DEVELOPMENT OF CLEARER VALUE PROPOSITIONS, BUT CAN HELP TO BUILD MORE RESPONSIBLE AND SUSTAINABLE FIRMS AND PLATFORMS. I PROPOSE A MODEL OF ECOSYSTEM MAPPING THAT CAN BE USED ACROSS INDUSTRIES AND GEOGRAPHIES TO HIGHLIGHT THE SYSTEMIC INTERDEPENDENCIES BETWEEN MICRO, MESO AND MACRO LEVELS OF CUSTOMER JOURNEYS.



Artículos y revistas · Reviews and Magazines

ASSENS, JORDI

EL SUELDO DE RAQUEL
El Periódico, 26/04/22

BONET, JAUME

¿DÓNDE INVERTIR PARA PROTEGERSE DE
LA INFLACIÓN?
El Periódico, 24/05/22

CARENYS, JORDI

APRENDER JUGANDO
El Periódico, 14/10/ 21

COLL, JOSEP M^a

SOSTENIBILIDAD IS THE NEW USUAL
Entrevista, Revista APD

DE LLANOS, EMMA

Entrevista, UEA Magazine, abril 2022

DÍAZ, JORDI

AGILIDAD, CREATIVIDAD Y ADAPTABILIDAD
EN LAS INSTITUCIONES
El Economista Ecoaula, 23/09/21

BARCELONA PUEDE Y DEBE
El Periódico, 08/12/21

REINVENTARNOS
La Vanguardia, 30/01/22

MISSION POSSIBLE
Ambition magazine (AMBA), Feb 2022

DIAZ, J., & HALKIAS, D.

PIVOTING TOWARDS AN INNOVATIVE
EXECUTIVE EDUCATION ECOSYSTEM IN
BUSINESS SCHOOLS.
EFMD Global Focus. 5(3). 2021

THE BUSINESS SCHOOL ROLE IN
RESKILLING AND UPSKILLING LEADERS FOR
THE FUTURE OF WORK
Ambition Magazine, Association of MBAs, pp 12-17,
April 2022

KNOPPEN, DESIRÉE

EL PLANETA COMO ACCIONISTA UNICO
El Periodico, 27/09/22

NO CAMUFLEMOS LA REALIDAD
La Vanguardia, 13/11/22

¿BIENESTAR=CONSUMO?
Diari de Tarragona, 17/11/21

¿BIENESTAR IGUAL A CONSUMO?
El Bien Social, 17/11/21

BIENESTAR Y CONSUMO, BINOMIO
IMPERFECTO
Compromiso RSE, 17/11/21

AFIRMAR QUE EL BIENESTAR NO ES IGUAL A
UN CONSUMO MATERIAL Y ENERGÉTICO ME
PARECE UN AXIOMA
Corresponsables.com, 16/11/21

COMBATIR LA ECOANSIEDAD
El Periódico, 30/01/22

ECONOMIA CIRCULAR
Revista APD, Reportaje Especial

MASSA-SALUZZO, FEDERICA

LA COMISIÓN EUROPEA NO PUEDE
HACERLO SOLA
Diari de Tarragona, 25/02/22

NOGUERA, RAMON

INTERDEPENDENCIA ¿PROBLEMA O
SOLUCIÓN?
El Periódico, 29/03/22

PENYA, MARCO

ESTEM SOLS DAVANT DEL
CIBERESPIONATGE
L'Econòmic, 08/05/22

EL ESLABON MAS DEBIL: EL FACTOR
HUMANO
Harvard Deusto Business Review, julio 2022

PONTI, FRANC

COMPROMETERSE

Diari de Tarragona, 12/09/21

AVALUEM ELS CAPS?

L'Econòmic, 12/09/21

UTOPIÁS Y REALIDADES

Diari de Tarragona, Economía y Negocios
10/10/21

CON ELLA EMPEZO TODO; IRENE VAZQUEZ MIER

La Vanguardia, 06/11/21

NOVETATS SOBRE EL CERVELL

L'Econòmic, 14/11/21

PROPOSITO EVOLUTIVO

Diari de Tarragona, Economía y Negocios, 05/12/21

MANAGEMENT POLICIAL

Diari de Tarragona, Economía y Negocios, 09/01/22

ANGUSTIADOS POR EL CAMBIO

Diari de Tarragona, Economía y Negocios, 13/02/22

INVERTIR EN INNOVACIO

L'Econòmic, 13/03/22

INNOVAR EN VIDA

Diari de Tarragona, Economía y Negocios, 13/03/22

LAS BASES DE LA NEGOCIACION CON PROVEEDORES

IM Farmacias, Abril 2022, revista

EMPRESA Y CONCIENCIA

Diari de Tarragona, Economía y Negocios, 17/04/22

DEMOCRACIA I UTOPIA

L'Econòmic, 08/05/22

HABLAR EN PUBLICO

Diari de Tarragona, Economía y Negocios, 08/05/22

LIDERES AUTENTICOS

Diari de Tarragona, Economía y Negocios, 12/06/22

CAPITAL MUNDIAL DE LA CONSCIENCIA

L'Econòmic, 12/06/22

POSAR CAMES A LA CREATIVITAT

@ BTV.CAT, 13/06/2022

CREATIVITAT I CONSCIENCIA

@ BTV.CAT, 13/06/2022

ANEM PER FEINA: DE LA IDEA A LA INNOVACIO

@ BTV.CAT, 13/06/2022

PER PESCAR PEIXOS GROSSOS S'HA D'ANAR AL FONTS

@ BTV.CAT, 13/06/2022

REUNIONES

Diari de Tarragona, Economía y Negocios, 10/07/22

HAIER

L'Econòmic, 10/07/22

10 CONSELLS PER SER MÉS CREATIUS

@ BTV.CAT, 25/07/2022

SAMBOLA, RAFA

¿PODRÍA EEUU DECLARARSE EN "DEFAULT"?

Cinco Días, 07/10/21

SERRA, JUAN CARLOS

CLAVES PARA CONSEGUIR UNA FORMACIÓN EXCELENTE

PMFarma, 01/10/21

TRABAJOS DE PROFESORES

ASOCIADOS:

ARRIBAS, JESÚS

CATALUNYA NO S'ESCAPA DE LA «CRISI DELS CONTENIDORS»

@ NACIÓ DIGITAL, 14/11/21

COSTA, RAMON

¿QUÉ 6 INDICADORES NOS PERMITEN EVALUAR UN PROCESO DE TRANSFORMACIÓN DIGITAL?

@ altodirectivo.com, 24/11/21

CÓMO EVALUAR UN PROCESO DE DIGITALIZACIÓN

@ haycanal.com, 18/11/21

SEIS INDICADORES PARA EVALUAR UN PROCESO DE TRANSFORMACIÓN DIGITAL

@ Ejecutivos.es, 17/11/21

ANGUSTIADOS POR EL CAMBIO

Diari de Tarragona , Economía y Negocios
13/02/22

DAMIÀ, JORDI

SUPPLY CHAIN: CRISIS DE SUMINISTROS SERÁ UN PUENTE PARA LA INNOVACIÓN

america-retail.com, 22/11/21

¿QUÉ CONSECUENCIAS TENDRÁ LA CRISIS DE SUMINISTROS?

@ DIARIODEEMPREENDEDORES.COM, 24/11/21

SE BUSCA DIRECTIVO CREATIVO E INNOVADOR

@ COMPUTERWORLDUNIVERSITY.ES, 15/06/2022

LA SITUACIÓN ECONÓMICA DE ESPAÑA REQUIERE REVISAR DE FORMA INMEDIATA LA ESTRATEGIA Y LA TECNOLOGÍA DE LAS EMPRESAS

@ DIARIODEEMPREENDEDORES.COM, 14/07/2022

REVISAR LA ESTRATEGIA Y LA TECNOLOGÍA

@ HAYCANAL.COM, 18/07/2022

ELVIRA, DAVID

RELACIONES INSTITUCIONALES Y EL ACCESO AL MEDICAMENTO EN EL MARCO EUROPEO DE LA PANDEMIA

PMFarma, 01/10/21

MOLINERO, JORGE

LA ECOANSIEDAD

Indicador d'economia, Diciembre 2021

ORTEGA, DAVID

¡NO QUIERO SER PROPIETARIO!

El Periódico, 23/09/21

PIQUÉ, JOAN MIQUEL

EL ELEFANTE EN LA HABITACION

El Periódico, 28/12/21

LA PIEDRA FILOSOFAL DE LA FISCALIDAD
17/05/22

TORRAS, JOAN

INVERTIR CON ALTA INFLACIÓN Y BAJOS TIPOS DE INTERÉS

El Periódico, 07/12/21

VIVES, JORDI

OBJETIVOS DE DESARROLLO SOSTENIBLE Y EMPRESA

Diari de Tarragona, 12/01/22

Estudios e informes · Studies and Reports

BOADA GRAU, J., ASSENS SERRA, J. (2021)

PROJECTE D'INNOVACIÓ DOCENT "DESENVOLUPAMENT PERSONAL, ORIENTACIÓ VOCACIONAL I PROFESSIONAL MITJANÇANT UN PROCÉS DE COACHING EN ESTUDIANTS UNIVERSITARIS. APRENENTATGE PER RECEPCIÓ I DESCOBRIMENT".

El projecte s'ha dissenyat per a estudiants universitaris i té com a objectiu afavorir el desenvolupament personal i l'orientació vocacional i professional amb la ajuda de processos de coaching. El coaching afavoreix en els estudiants un procés de reflexió que ajuda a alinear les fortaleses de la persona amb els desitjos i la vocació professional. És així una metodologia que no vol dirigir a l'estudiant sinó ajudar-lo en un procés de descobriment de si mateix.

EADA (2021)

TELETRABAJO EN TIEMPOS DEL COVID - 2021

Un año después. los objetivos del estudio son : entender cómo están trabajando las personas en un contexto inédito, consecuencia de la pandemia COVID-19, haciendo la comparativa un año después; comprender las percepciones y la evolución de las personas que teletrabajan y saber cuál ha sido el grado de equilibrio entre la vida personal y profesional durante la pandemia.

LEADERS4GOOD - EADA - BOTH (2021)

ESTUDIO SOSTENIBILIDAD Y LIDERAZGO PERSONAS DIRECTIVAS ESPAÑA

Leaders4Good es un estudio centrado en las personas directivas (individuos) como profesionales, cuya responsabilidad final para liderar el cambio en las organizaciones es clave.

Este estudio ha evaluado diferentes variables, como las capacidades de las personas directivas (alta dirección y mandos intermedios) en relación con la sostenibilidad, su motivación hacia temas sociales y medioambientales, así como los comportamientos sostenibles dentro de la organización. Ello ha permitido obtener resultados que destacan los aspectos fuertes y las oportunidades en temas de desarrollo de un/a líder sostenible.

Un total de hasta 400 personas directivas, de múltiples sectores en toda España, han participado en este estudio.

Estamos convencidos de que abordar la vertiente individual de la persona directiva y mapear en qué situación nos encontramos, es esencial para promover los cambios que se necesitan en las organizaciones para avanzar hacia la sostenibilidad.

EADA - ICSA GRUPO (2022)

EVOLUCIÓN SALARIAL 2007-2021

El estudio analiza cómo han evolucionado las retribuciones desde el 2007, el considerado inicio de la crisis. El informe elaborado por ICSA Grupo®, con la colaboración de EADA Business School, contempla el análisis de más de 80.000 datos salariales durante este año.

Analiza cuáles han sido las retribuciones medias de las 3 grandes categorías (directivos, mandos intermedios y empleados) y su relación con el coste de la vida y el crecimiento del PIB. Se comparan las retribuciones medias según los sectores de actividad. Se incluyen las retribuciones medias de las 3 grandes categorías por CC.AA.

Se incluyen las retribuciones medias de las 3 grandes categorías por tamaño de empresa. Los datos analizados están actualizados a agosto de 2021 y forman parte del Observatorio Salarial, herramienta de Benchmarking Salarial de ICSA Grupo® y del Informe de Remuneraciones 2022.

EADA - ICSA GRUPO (2022)

BRECHA SALARIAL Y PRESENCIA DE LA MUJER EN PUESTOS DIRECTIVOS EN ESPAÑA 2022

La 16ª edición de nuestro estudio anual tiene como objetivo analizar la brecha salarial y la cuota de presencia directiva de la mujer en España. Además de la foto fija a febrero de 2022, se muestra la evolución de los últimos años. Se compara la evolución de la presencia femenina y su correspondiente remuneración en el ámbito directivo. El estudio contempla la evolución de estas diferencias en las 3 grandes categorías profesionales: Directivos/as, Mandos Intermedios y Empleados/as. Todas las comparaciones parten de la retribución de la mujer como base. Los porcentajes se refieren a cuánto más gana el hombre respecto a la mujer.

El informe de ICSA Grupo®, en colaboración con EADA Business School, contempla el análisis de más de 80.000 datos salariales validados estadísticamente a febrero de 2022.

Los datos analizados están expresados en valores medios y forman parte del Observatorio Salarial, herramienta de Benchmarking Salarial de ICSA Grupo® y del Informe de Remuneraciones 2022.

BONET, JAUME

Caso Industrial Masnou
Caso California Choppers
Almacenes Camprubí
Forest of Flowers
High Performance Tire
Suministros Llobregat
Cruise ship Terminal E template updated

DIFRANCESCO, RITA

La Fageda : Achieving Triple-bottom line by making Yogurts

KNOPPEN, DESIREE

Ener Sol
Fairphone : un teléfono justo para un mundo más justo

MASUDA, ALINE

Cambio Fit-Life

SALES, XAVIER

Cruise ship Terminal E. Carbon offsetting
Kahinu, cut-to-size (a) (b)
Análisis de variaciones presupuestarias en ATT
General de Artilugios
Manufacturas Asociadas, pedido urgente

VELASCO, FERRAN (2021)

Organisational Development and Change: What should Ebba Lindberg change?

OTROS CASOS DE PROFESORES ASOCIADOS:

BECCERICA, LORENZO

Operating budget : New Med Medical Devices Company
Tender Preparation (Session 2)
Capital Investment (Session 4)
Enterprise Value (Session 5)

GUILLEN , DOLORS

Caso práctico : Digital Analytics

HILLIER, IRIS

Case study

IBARZ, MARTI

Nature & Sport

JORNET, MARTA

Caso práctico análisis interno : Boehringer Ingelheim

KRTOLICA, SASHKA

Gatitos contra el hambre

LOPEZ, JUAN LUIS

Caso Sell in

MARTINEZ, GAMALIEL

Carpintería Rodolfo

MAURA, ALEX

Business Ethics-Session 1-Cases

POLVORA, PATRICIA

SCOPING REPORT (Informe del alcance de la medición)

Stakeholder Report (grupos de interés)

Caso Women4Consulting

PRINCE, JONATHAN

Going international Case Study

RAMON SAURI, ORIOL

VENLAFAXINA - Decisión sobre si instar un procedimiento judicial

Example of agreements in the pharmaceutical sector for the manufacture, supply and marketing of medicines

NEVERBALD- Marketing authorisation for a medicine for the treatment of alopecia

SALSE, NURIA

Bimbo Individual Evaluation

TARRES, MONTSERRAT

SaniHealth

TODA, LORENA

Línea atopia

WEENK, ED

The Fresh Connection

Notas técnicas · Technical Notes

BONET, JAUME

El proyecto de final de programa Master online en Dirección Financiera

ROSELLÓ, MIQUEL

Entrevista por competencias I

SALES, XAVIER (2021)

Internal carbon pricing

El análisis de inversión por descuento de flujos de caja

VELASCO, FERRAN

Sesgos cognitivos : pensamiento crítico y toma de decisiones

OTRAS NOTAS TÉCNICAS DE PROFESORES ASOCIADOS:

HUELVES, RAMON

Marketing digital vs transformación digital

Noticias Institucionales · Institutional news

En noviembre EADA dió un nuevo paso adelante en la innovación pedagógica impulsando la **Manual Thinking Academy**, un proyecto liderado por el profesor y experto en innovación Franc Ponti que se ha desarrollado junto con Luki Huber, que fue quien ideó hace años la metodología creativa del Manual Thinking. Se trata de una herramienta basada en mapas plegables y etiquetas removibles que permite aplicar todo tipo de métodos creativos y estratégicos de forma práctica y participativa, con resultados inmediatos, visuales y tangibles.

Ponti insiste en los múltiples usos que tiene esta metodología. El profesor de EADA incide en que es una herramienta de cocreación con muchas ventajas. Todo ello, se realiza en un entorno inspirador como es el taller que Luki Huber tiene en el barrio barcelonés del Born donde los participantes de EADA podrán poner en práctica su capacidad de innovación a partir de materiales que estimularán su creatividad. La nueva Manual Thinking Academy de EADA se estrenó con sesiones dirigidas a empresas que buscan soluciones innovadoras a una necesidad concreta y se ampliará a los programas formativos de EADA.

El pasado 4 de noviembre falleció **Irene Vázquez**, fundadora de la institución junto con Arturo Alsina en 1957 y Presidenta de Honor del Patronato. Mujer excepcional, luchadora y emprendedora, que lideró un proyecto empresarial que empezó siendo la primera escuela de negocios de Barcelona y se ha convertido actualmente en una de las Top business schools referentes a nivel mundial, reconocida en los principales rankings, ratings y con las acreditaciones más destacadas en el ámbito universitario internacional.

Ser mujer y pionera en la formación de directivos y empresarios en la España de los años 50 constata el carácter especial de Irene Vázquez, cuya trayectoria ha marcado un estilo en el desarrollo de la formación directiva, en la inserción de la mujer en el mundo laboral y en el progreso económico y social. Además, Vázquez consiguió que esos logros fuesen desde la independencia ideológica y financiera de la institución.

Por todo ello, Irene Vázquez fue distinguida con la Creu de Sant Jordi en el 2003, la Medalla al Treball President Macià o el Premio a la Mujer Emprendedora que otorga la Fundació Internacional de la Dona Emprendedora (FIDEM).

El 3 de mayo tuvo lugar la **Jornada participativa de Barcelona+B**, para empezar a construir la ciudad próspera, sostenible e inclusiva que necesitamos. Se trata de una jornada con talleres participativos, centrados en los ejes clave para transformar la ciudad de Barcelona. De la mano de personas referentes en cada ámbito, podrás descubrir más sobre las ciudades y empresas con propósito y cómo incluir la formación, inclusión y el activismo en vuestros proyectos o en vuestro día a día. Barcelona +B es una iniciativa, de la que EADA es socio estratégico, que busca mejorar el impacto social y ambiental de las empresas y la ciudadanía de Barcelona, cambiando la manera en que nos relacionamos con nuestra ciudad, para convertirnos en sus principales agentes de cambio y transformación positiva.

Pilar Conesa, fundadora y CEO de Anteverti y Comisaria de la Smart City Expo World Congress, se ha incorporó en mayo como **nuevo miembro del Patronato de la Fundación Privada Universitaria EADA**, máximo órgano de la institución. Conesa ejerce la máxima responsabilidad ejecutiva de Anteverti, consultoría que asesora ciudades, gobiernos, empresas y organizaciones en la adaptación a nuevos entornos, focalizada en proyectos de innovación urbana, internacionalización y transformación digital. Es también la Comisaria de la Smart City Expo World Congress, acontecimiento de referencia mundial que organiza Feria de Barcelona anualmente.

Es con el objetivo de propulsar un cambio de paradigma que Barcelona acogió en julio el **Festival of Consciousness** (www.thefestivalofconsciousness.org), un evento revolucionario impulsado de forma genuinamente colaborativa y sin ningún afán de lucro por más de cincuenta organizaciones, nacionales e internacionales, que convirtió a Barcelona en la capital mundial de la conciencia durante dos días. Este acontecimiento, que reunió algunas de las mentes más brillantes del planeta y que podría considerarse un Davos de la conciencia, quiere poner de manifiesto que una mentalidad empresarial nueva no sólo es posible, sino que ya está llegando y que su progresión es imparable. EADA Business School colabora desacomplejadamente porque siempre ha creído en la necesidad de reinventar el capitalismo para hacerlo más social, humano y justo. Irene Vázquez, cofundadora de la escuela, hablaba ya con estos términos hace más de medio siglo. Decía que "las empresas deben estar al servicio de las personas y de la sociedad y no al revés". Tanto el profesor Josep Maria Coll, experto en sostenibilidad y liderazgo consciente, como Franc Ponti contribuyeron en el festival con conferencias y talleres.



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