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**Boletín de
Investigación**
Research
Newsletter

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Revistas · Journals

GRAU, M., ASSENS SERRA, J., MOREIRAS, E., BOADA GRAU, J., SERRANO-FERNÁNDEZ, M.J. (2023)

PERSONALITY, SELF-EFFICACY AND SELF-ESTEEM AS PREDICTORS OF PSYCHOLOGICAL WELL-BEING OF WORKERS: THE FLOURISHING SCALE (5-FS). *International Journal of Business Environment*, 1 (1). DOI: 10.1504/IJBE.2023.10058910

Flourishing refers to a person's perceived feelings that life is going well. The purpose of this study is to increase our understanding of the flourishing experience, one of the psychological processes that occur in professional contexts. It aims to determine the relationship between flourishing and personality, self-efficacy, and self-esteem. Participants in the study were 856 workers selected through non-probability sampling and the data collected were processed with the SPSS 25.0 program. The factor obtained has adequate reliability and evidence of validity. A positive relationship is established between self-esteem, self-efficacy and flourishing. Regarding personality, the relationship is positive in relation to emotional stability and negative in relation to openness, conscientiousness and agreeableness. Emotional stability, self-efficacy, conscientiousness, self-esteem and agreeableness are the variables that account for greater variance when predicting flourishing.

DEMARTINI, M., FERRARI, M, GOVINDAN, K, TONELLI, F (2023)

THE TRANSITION TO ELECTRIC VEHICLES AND A NET ZERO ECONOMY: A MODEL BASED ON CIRCULAR ECONOMY, STAKEHOLDER THEORY, AND SYSTEM THINKING APPROACH. *Journal of Cleaner Production*, 410. <https://doi.org/10.1016/j.jclepro.2023.137031>

Greenhouse gas emissions and air pollution are major contributors to climate change, causing harm to both the planet and people. Since transportation is a significant source of these emissions, several European countries have implemented plans to switch to electric cars and decrease emissions by 2050. However, this transition presents many challenges, including issues with redesigning supply chains, scarcity of raw materials, and impacts on employment, technology, mobility behaviour, and infrastructure. The aim of this study is to develop a model based on system dynamics and agent-based approaches to evaluate effects of the electric and net zero economy transitions on the automotive supply chains and relevant stakeholders. The study incorporates principles of circular economy, stakeholder theory, and system thinking approach. The research considers various stakeholders such as automotive manufacturers, suppliers, and workers, and it explores several operations such as production, de-manufacturing, and end-of-life activities for three types of vehicles: fuel, hybrid, and electric. The results of the model show that a transition towards electric vehicles and a net zero economy is only possible through the implementation of circular economy, which can generate new business opportunities, reductions in raw material consumption, and a resulting increase in competitiveness; however, at the same time, this transition can have several implications for job. Indeed, the EV transition will significantly reduce the number of manufacturing jobs available in the automotive industry due to an increase in automation, fewer moving parts, and simpler engines. Therefore, it is fundamental that companies and policy makers use the results of this study to reduce the negative effects on employment and plan specific programs and policies to support the developing of new skills for workers and favour their relocation in the supply chain (i.e., end of life activities).

GOVINDAN, K, DEMARTINI, M, FORMENTINI, M, TATICCHI, P, TONELLI, F (2024)

UNRAVELLING AND MAPPING THE THEORETICAL FOUNDATIONS OF SUSTAINABLE SUPPLY CHAINS: A LITERATURE REVIEW AND RESEARCH AGENDA. *Transportation Research Part E: Logistics and Transportation Review*, 189. <https://doi.org/10.1016/j.tre.2024.103685>

The objective of this paper is to examine the progression of research literature on sustainable supply chain management and present the prevailing theoretical lenses employed in this field. Through a systematic literature review, this paper identifies: i) dominant theories, ii) the roles played by dominant theories and their combination, and iii) the correlation between dominant theories and research methodologies. The goal is to assist researchers in approaching sustainable supply chain management studies by familiarizing them with the current state-of-the-art theoretical perspectives commonly employed in the field. Additionally, this review develops research propositions and a “theoretical toolbox” to empower scholars in gaining a more profound comprehension of these theoretical perspectives.

DIAZ, J., HALKIAS, D (2024)

EENA, INC.: A TEACHING CASE STUDY ON DISRUPTIVE INNOVATION IN THE WINE INDUSTRY. *International Journal of Competitiveness*. <https://doi.org/10.1504/IJC.2024.10064881>

This teaching case study is about Zeena, a pioneering wine-in-a-can start-up established in Barcelona in March 2020 by young entrepreneur Sana Khouja, a Moroccan native raised in Barcelona with an MBA from EADA Business School. Sana's vision disrupted and led the wine-in-a-can industry by presenting a convenient yet alluring alternative to one of the world's most vulnerable sectors the wine industry. Zeena has now established a global presence across ten countries. Zeena has secured a distinct niche in the canned wine market, setting a precedent for socially responsible and sustainable practices, encapsulating the essence of a contemporary, progressive beverage brand. This teaching case catalyses students to delve into the facets of business strategy and disruptive innovation through the prism of Sana's challenges. This teaching case study is targeted primarily at graduate students enrolled in entrepreneurship and innovation management courses and also offers value to students in leadership, organisational behaviour, technology innovation, and marketing courses.

HAVERLAND, S., HALKIAS, D., DIAZ, J. (2023)

CRITICAL SUCCESS FACTORS FOR RESKILLING AND UPSKILLING ENGINEER LEADERS IN CUSTOMIZED EXECUTIVE EDUCATION PROGRAMS: AN INTEGRATIVE LITERATURE REVIEW. [HTTP://DX.DOI.ORG/10.2139/SSRN.4434273](http://dx.doi.org/10.2139/ssrn.4434273)

Sparse research on customized executive education programs leaves a gap in the literature on the critical success factors for reskilling and upskilling engineers in leadership development. This integrative literature review aimed to describe the critical success factors needed in customized executive education programs for reskilling and upskilling engineers in leadership development. Three conceptual models framed this study: Rottmann et al.'s concept of engineering leadership, Fung's concept of reskilling and upskilling the workforce, and Retana and Rodriguez-Lluesma's concept of customized executive programs. This study contributes to professional practice by identifying the critical success factors for reskilling and upskilling engineers in leadership development to support their midcareer transitions and ensure livelihoods amidst disruptive global events.

ETAYO, C., LOPES, N., NICHOLS, E. E. (2023)

WHAT AFFECTS PERCEIVED QUALITY? AN EXAMINATION OF TELEVISION FICTION SERIES. *Profesional De La información*, 32(6). <https://doi.org/10.3145/epi.2023.nov.15>

With the number of television series increasing almost daily and resources becoming increasingly sparse, it is more important than ever for companies to determine which series will have market success or not. This paper attempts to identify the characteristics of television series that cause consumers to perceive them as being of high quality. In a nationwide survey, we surveyed 874 television viewers about ten series from four genres to investigate which characteristics of television series predict consumers' perception of their quality. Although in most cases the

coherence of the plot and the dialogues have a strong and positive effect on perceived quality, overall, we find that different genres have different predictors of perceived quality. We discuss the implications of our findings and provide recommendations for future research and practice.

SELVIARIDIS, K., LUZZINI, D., MENA, C. (2023)

HOW STRATEGIC PUBLIC PROCUREMENT CREATES SOCIAL VALUE: EVIDENCE FROM UK ANCHOR INSTITUTIONS. *Public Management Review*, 1–29. <https://doi.org/10.1080/14719037.2023.2277814>

This study investigates how public procurement is used strategically to create social value. Public management research has analysed the different levels, forms, and processes of social value creation, but little is known about the role of public procurement in this respect. Based on 17 cases of UK public-sector anchor institutions (Metropolitan Councils and hospitals), we unveil social value-oriented procurement strategies, inter-organizational structures, supplier management practices, and capability development and performance assessment activities. We contribute to public administration research by showing how social value policies translate into strategic procurement goals and activities.

LONGONI, A., LUZZINI, D., PULLMAN, M., SEURING, S., VAN DONK, D. P. (2024)

SOCIAL ENTERPRISES IN SUPPLY CHAINS: DRIVING SYSTEMIC CHANGE THROUGH SOCIAL IMPACT. To appear in *International Journal of Operations & Production Management*. <https://doi.org/10.1108/IJOPM-10-2023-0835>

This paper aims to provide a starting point to discuss how social enterprises can drive systemic change in terms of social impact through operations and supply chain management. This paper reviews existing literature and the four papers in this special issue and develops a conceptual framework of how social enterprises and their supply chains create social impact and further enable systematic change. Our paper finds that social impact and systemic change can be shaped by social enterprises at three different levels of analysis (organization, supply chain and context) and through three enablers (cognitive shift, stakeholder collaboration and scalability). Such dimensions are used to position current literature and to highlight new research directions. This paper proposes a novel understanding of operations and supply chain management in social enterprises intended as catalysts for systemic change. Based on this premise we distinguish different practices and stakeholders to be considered when studying social impact at different levels. The conceptual framework introduced in the paper provides a new pathway for future research and debate by scholars engaged at the intersection of social impact, sustainable operations and supply chain management.

LUZZINI, D., LONGONI, A., DIFRANCESCO, R. M., SAVAGET, P. (2024)

DRIVING SYSTEMIC CHANGE RESEARCH WITHIN THE PSM COMMUNITY. *Journal of Purchasing and Supply Chain Management*, 30(2). <https://doi.org/10.1016/j.pursup.2024.100923>

The IPSERA 2023 main conference called for papers under the theme of “Systemic Change”. With this editorial, we intend to introduce the basic elements of systemic change, explaining why it is relevant for tackling complex sustainability problems and what are the major implications for Purchasing and Supply Management (PSM). We then explore future research directions, organized around a typology of four workarounds in complex systems, in an attempt to highlight opportunities for future research on resourceful, immediate, and adaptive ways to approach systems change. We finally conclude with an overview of the selected papers contained in this special issue.

AKIN ATEŞ, M., LUZZINI, D. (2024)

UNTYING THE GORDIAN KNOT: A SYSTEMATIC REVIEW AND INTEGRATIVE FRAMEWORK OF SUPPLY NETWORK COMPLEXITY. To appear in Journal of Business Logistics, 45(1). <https://doi.org/10.1111/jbl.12365>

The escalating complexity of supply networks is undeniable, and organizations grapple with myriad globally dispersed suppliers spanning diverse industries and operating amid volatility and uncertainty while having multifaceted interactions. In line with this, scholars have been investigating supply network complexity (SNC) for over two decades, yet the domain is not converging; definitions and operationalizations are varied, a multiplicity of theoretical perspectives exists, performance implications are inconclusive, and supply chain managers are certainly still struggling with the complexity of their supply networks. To address this critical gap, we conducted a rigorous systematic review of 116 articles and synthesized the extant research in a comprehensive nomological network of SNC. Our synthesis encompasses the following key aspects: (i) defining (sub)dimensions of SNC by reconciling diverse conceptualizations, (ii) elaborating on the direct and contingent effects of SNC by highlighting underlying mechanisms and relevant theories, (iii) identifying antecedents of SNC, and (iv) introducing a detailed categorization of SNC management practices and illustrating SNC management capability as an antecedent of such practices. We conclude by presenting an extensive research agenda illustrating the gaps in the literature and charting a path forward in relation to different themes, theories, and methods.

WEGENER, F., LEE, J. Y., MASCENA BARBOSA, A., SHARMA, G., BANSAL, P. (2024)

FROM IMPACT TO IMPACTING: A PRAGMATIST PERSPECTIVE ON TACKLING GRAND CHALLENGES. STRATEGIC ORGANIZATION, 0(0). <https://doi.org/10.1177/14761270241238915>

Scholars have long sought to impact management practice. However, the current conceptualization of impact is grounded in dualisms, separating researchers from managers, means from ends, and thought from action. Such a dualistic understanding of impact hampers researchers' and managers' ability to achieve impact. Nowhere is this issue more acute than in the context of grand challenges, which require researchers and managers to work together closely. As a way forward, we propose a pragmatist perspective on impact, where impact is not seen as a one-time, unidirectional event, but rather as a relational and recursive process. By overcoming dualisms in traditional approaches to impact, pragmatist impacting can help advance progress on grand challenges and our current understanding of co-creation. In this article, we illustrate pragmatist impacting and reflect on its opportunities and challenges through our experience at Innovation North, an innovation laboratory that brought together researchers and managers to co-create a systems innovation process.

BANSAL, P., LEE, J. Y., MASCENA BARBOSA, A., MILLER, E., RUEGGER, S. (2024)

DESIRABLE FUTURES IN SUSTAINABILITY. To appear in Journal of Business Research.

Sustainable development promises prosperity, not only for today's generations, but also for tomorrow's. Despite its focus on the future, most organizations have committed to sustainable development by anchoring on the past. In this article, we argue that this primary focus on the past actually hampers sustainable development. Instead, sustainable development asks businesses (and business researchers) to learn from the past, but also to break from it in order to imagine and innovate a desirable future.

ROMAN COY, D., PLA-GARCIA, C., SERRADELL-LOPEZ, E. (2024)

BLENDED LEARNING: IS FACE-TO-FACE IN ONLINE TRAINING PROGRAMS IMPORTANT? CAMPUS VIRTUALES, 13(1), 16. <https://doi.org/10.54988/cv.2024.1.1442>

Numerous research studies demonstrate the benefits of combining face-to-face and virtual methodologies in higher education. This article develops the theoretical framework to identify relevant aspects in blended programs of higher education that involve the incorporation of face-to-face methodologies into predominantly online programs. The literature analysis reveals that incorporating face-to-face modules into the curriculum design of

online programs has a positive impact on various factors such as mutual trust, participant cohesion, and group motivation, by influencing interpersonal relationships and strengthening the sense of belonging to the collective providing a positive impact on overall satisfaction and the reduction of dropout rates.

GRUMBACH, C., REURIK, F. N., SEGURA SALINAS, J., FRANCO, D., HILKER, F. M. (2023)

THE EFFECT OF DISPERSAL ON ASYMPTOTIC TOTAL POPULATION SIZE IN DISCRETE- AND CONTINUOUS-TIME TWO-PATCH MODELS. JOURNAL OF MATHEMATICAL BIOLOGY, 87(60), 1-35. <https://doi.org/10.1007/s00285-023-01984-8>

Many populations occupy spatially fragmented landscapes. How dispersal affects the asymptotic total population size is a key question for conservation management and the design of ecological corridors. Here, we provide a comprehensive overview of two-patch models with symmetric dispersal and two standard density-dependent population growth functions, one in discrete and one in continuous time. A complete analysis of the discrete-time model reveals four response scenarios of the asymptotic total population size to increasing dispersal rate: (1) monotonically beneficial, (2) unimodally beneficial, (3) beneficial turning detrimental, and (4) monotonically detrimental. The same response scenarios exist for the continuous-time model, and we show that the parameter conditions are analogous between the discrete- and continuous-time setting. A detailed biological interpretation offers insight into the mechanisms underlying the response scenarios that thus improve our general understanding how potential conservation efforts affect population size.

SEGURA SALINAS, J., FRANCO, D. (2024)

ONE WAY OR ANOTHER: COMBINED EFFECT OF DISPERSAL AND ASYMMETRY ON TOTAL REALIZED ASYMPTOTIC POPULATION ABUNDANCE. MATHEMATICAL BIOSCIENCES, 373. <https://doi.org/10.1016/j.mbs.2024.109206>

Understanding the consequences on population dynamics of the variability in dispersal over a fragmented habitat remains a major focus of ecological and environmental inquiry. Dispersal is often asymmetric: wind, marine currents, rivers, or human activities produce a preferential direction of dispersal between connected patches. Here, we study how this asymmetry affects population dynamics by considering a discrete-time two-patch model with asymmetric dispersal. We conduct a rigorous analysis of the model and describe all the possible response scenarios of the total realized asymptotic population abundance to a change in the dispersal rate for a fixed symmetry level. In addition, we discuss which of these scenarios can be achieved just by restricting mobility in one specific direction. Moreover, we also report that changing the order of events does not alter the population dynamics in our model, contrary to other situations discussed in the literature.

SISMANIDOU, A., TARRADELLAS, J. R., SUAU-SANCHEZ, P., O'CONNOR, K. (2024)

BREAKING BARRIERS: AN ASSESSMENT OF THE FEASIBILITY OF LONG-HAUL ELECTRIC FLIGHTS. JOURNAL OF TRANSPORT GEOGRAPHY, VOLUME 115, FEBRUARY 2024. <https://doi.org/10.1016/j.jtrangeo.2024.103797>

This study is a response to the current long-term policy effort aimed at reducing greenhouse gas emissions from aviation. It explores the short-term feasibility of servicing medium and long-haul commercial air routes with fully electric, zero-emission aircraft. The focus on long-haul flights reflects our understanding of the high levels of emissions associated with these routes. The analysis applies technical details of current electric aircraft development to the conditions faced by 183 long-haul over-water inter-city air routes. It also investigates the effect of future technical developments in battery power. Three scenarios of battery development illustrate how new electric aviation routes might evolve over time. Results show that, as expected, with current electric aircraft technology, most of the routes are more complex, slower, and more expensive than today's services. However, a significant number of simulated routes appear to be competitive in terms of fares with the current non-stop services. Furthermore, the simulations reflect conditions that existed in the early development of aviation and show that the expected evolution of batteries could increase the number of long-haul routes potentially served with electric aircraft. The study concludes that the immediate future of electric aviation might lie in selected, long-haul routes with low geophysical complexity and suggests that the methodology developed here could be used to evaluate proposals for services, some of which could be directed at smaller and remote locations.

RUEFF-LOPES, R., VELASCO MORENO, F., SAYERAS, J., JUNÇA-SILVA, A. (2024)

UNDERSTANDING TURNOVER OF GENERATION Y EARLY-CAREER WORKERS: THE INFLUENCE OF VALUES AND EDUCATION. Personnel Review. <https://doi.org/10.1108/PR-10-2023-0918>

Generation Y early-career workers have the highest turnover rates ever seen. To better understand this phenomenon, this study combines the P-O values fit with the Cohort perspectives to (1) identify the work-related values of this generation, (2) explore the relation between values and turnover intentions and examine how the field of study influences this relationship and (3) verify if the turnover intentions materialized one year after the first data collection. We interviewed 71 early-career workers and applied thematic analysis to identify the value categories. A classification decision tree tested whether the field of study influences the relation between values and turnover intentions. A post-test was conducted to determine whether the reported turnover intentions were materialized one year later. Thematic analysis yielded 285 themes that were grouped into 12 values' categories. Decision trees revealed that the combination of values that most predicted turnover was substantially different between Finance graduates (more instrumental and future-oriented values) and Innovation and Entrepreneurship graduates (more social and job-oriented values). The post-test confirmed that the number of respondents who reported an intention to quit their jobs during the interview with us and did quit one year later was statistically significant. To our knowledge, this is the first study that uses critical incident interviews to explore the work-related values of this specific cohort and their relation to turnover. Our findings on the moderating effects of the field of study are unprecedented. We also identified three new work-value categories, and, to our knowledge, this is the first study that used decision trees to explore the relation between values and turnover.

Conferencias y seminarios · Conferences and Seminars

Conferencias académicas:

COHANIER, B., BAKER, C. R., CARENYS FUSTER, J. (2024)

Integrating Personality Traits of Management Control Systems Designers: A psychodynamic theory approach to MCS framework development. Lyon, France: 24th ISEOR/ Academy Of Management International Conference and Doctoral Consortium in Lyon, France, 12th – 13th June 2024.

COHANIER, B., BAKER, C. R. (2024)

The Emergence of Bills of Exchange in the Late Medieval and Early Modern Periods in Europe, 14th Interdisciplinary Perspectives on Accounting Conference, at Royal Holloway University of London, July 3rd – 5th 2024.

KNOPPEN, D., KNIGHT, L. (2024)

Beyond growth: Implications for organizing the supply base of organizations. 10th International Degrowth Conference / 15th Conference of the European Society for Ecological Economics.

LUZZINI, D., LONGONI, A., DEVENIN VERA, V., MIEMCZYK, J., BANERJEE, B. (2024)

Operations and Supply Chain management in a Post-Growth Era: Theoretical Developments and Empirical Examples. EurOMA.

TRABUCCHI, D., BUGANZA, T., LUZZINI, D., MORETTO, A., PATRUCCO, A. (2023)

Platform Thinking for Supplier Relationship Management. Barcelona: IPSERA.

AKIN ATEŞ, M., LUZZINI, D. (2023)

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

AKIN ATEŞ, M., LUZZINI, D. (2023)

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

SEGURA, J. (2024)

The combined effect of dispersal, asymmetry, and local dynamics on the asymptotic total population size. 29th International Conference on Difference Equations and Applications.

Libros y capítulos de libros · Books and Book Chapters

COHANIER, B., Baker, C. R. (2023)

PRIMEROS DESARROLLOS DE LA TEORÍA DE LAS ORGANIZACIONES. LOCALIZAR LAS SEMILLAS DEL ENFOQUE SOCIOECONÓMICO DE LA GESTIÓN IN: SAVALL, H., ZARDET, V. (Eds) TRATADO DE GESTIÓN SOCIOECONÓMICA: TEORÍA Y PRÁCTICAS. MCGRAW HILL ESPAÑA. [HTTPS://WWW.MHEDUCATION.ES/TRATADO-DE-GESTION-SOCIOECONOMICA-9788448641177-SPAIN-GROUP](https://www.mheducation.es/tratado-de-gestion-socioeconomica-9788448641177-spain-group)



EN ESTA OBRA HAN INTERVENIDO 193 AUTORES, PROCEDENTES DE 16 PAÍSES Y DE CUATRO CONTINENTES, TODOS ELLOS EXPERTOS EN CIENCIAS DE GESTIÓN, BIEN POR SU PRÁCTICA PROFESIONAL O BIEN POR SU EXPERIENCIA ACADÉMICA. ES EL TESTIMONIO DE LA DIVERSIDAD DE CONTEXTOS NACIONALES Y SECTORIALES EN LOS QUE EL ENFOQUE SOCIOECONÓMICO DE LA GESTIÓN TIENE SU APLICACIÓN. CADA UNO DE LOS 113 CAPÍTULOS VIENE PRECEDIDO DE UN RESUMEN EN LAS TRES LENGUAS EN LAS QUE ESTE TRATADO HA SIDO PUBLICADO HASTA LA FECHA: FRANCÉS, INGLÉS Y ESPAÑOL. OBRA COORDINADA POR HENRI SAVALL, PRESIDENTE-FUNDADOR DEL ISEOR (INSTITUTO DE SOCIOECONOMÍA DE LAS EMPRESAS Y LAS ORGANIZACIONES), CATEDRÁTICO EMÉRITO DE CIENCIAS DE GESTIÓN EN EL IAE DE LYON, Y VÉRONIQUE ZARDET, DIRECTORA GENERAL DEL ISEOR, CATEDRÁTICA DE CIENCIAS DE GESTIÓN EN EL IAE DE LYON-UNIVERSIDAD JEAN MOULIN. DESDE 1975, HENRI SAVALL Y VÉRONIQUE ZARDET DIRIGEN UN EQUIPO DE INVESTIGADORES QUE INTERVIENEN CADA AÑO EN UNAS CIENTO EMPRESAS Y ORGANIZACIONES DE DIVERSOS PAÍSES, PARA LLEVAR A CABO PROCESOS DE INTERVENCIÓN SOCIOECONÓMICA. MÁS DE 700 INVESTIGADORES HAN TRABAJADO

EN EL ISEOR DESDE SU CREACIÓN.

COHANIER, B.; SALES, X. (2023)

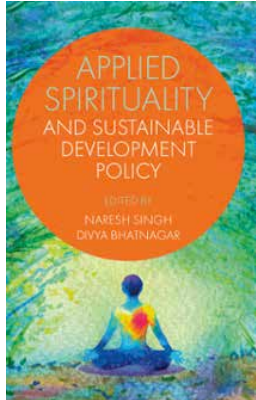
LA SILICON VALLEY RÉ-INVENTE LE PATERNALISME. DANS COORDONNÉ PAR SAVALL, H. ET ZARDET, V. (DIR.), L'HUMAIN AU CŒUR DE LA CRÉATION DE VALEUR. (P. 129 -131). EMS ÉDITIONS. [HTTPS://DOI.ORG/10.3917/EMS.SAVAL.2023.01.0129](https://doi.org/10.3917/EMS.SAVAL.2023.01.0129).

DANS LA PÉRIODE ACTUELLE DE TURBULENCE ÉCONOMIQUE ET SOCIALE, LES IMPACTS SUR L'ÉVOLUTION DU TRAVAIL SONT NOMBREUX. LES ENTREPRISES ET ORGANISATIONS, NOTAMMENT LES TRÈS PETITES ET MOYENNES ENTREPRISES (TPME), ONT BESOIN DE DÉVELOPPER DE NOUVELLES COMPÉTENCES AFIN DE CONSOLIDER LEUR SURVIE-DÉVELOPPEMENT À LONG TERME. C'EST EN STIMULANT LE POTENTIEL HUMAIN QUE LES GÉRANT(E)S DES TPME PARVIENDRONT À CRÉER DE LA VALEUR SOCIO-ÉCONOMIQUE. CET OUVRAGE PERMET DE METTRE EN LUMIÈRE LE BESOIN QU'ONT LES POUVOIRS PUBLICS, LES ÉLUS, LES ENTREPRISES ET ORGANISATIONS, LES ACTEURS D'UN TERRITOIRE, DE MESURER PLUS PRÉCISÉMENT CE QUE LES INVESTISSEMENTS INCORPORELS D'UNE TPME GÉNÈRENT COMME DÉVELOPPEMENT SUR UN TERRITOIRE.



Coll, J.M. (2023)

BUDDHIST & TAOIST SYSTEMS THINKING: PERENNIAL WISDOM APPLICATIONS AND IMPLICATIONS TO SUSTAINABLE TRANSFORMATION. IN: SINGH, N. AND BHATNAGAR, D. (Eds) APPLIED SPIRITUALITY AND SUSTAINABLE DEVELOPMENT POLICY. EMERALD PUBLISHING. ISBN: 978-1-83753-381-7



THE WORLD NEEDS MORE EASTERN KNOWLEDGE AND, ERGO, MORE CONSCIOUSNESS. HUMANITY WILL UNLIKELY EXPERIENCE A QUANTUM LEAP IN CONSCIOUSNESS IF WE KEEP IGNORING EASTERN AND OTHER SOURCES OF PERENNIAL WISDOM IN THE DESIGN AND DEVELOPMENT OF OUR SOCIOECONOMIC AND ECOLOGICAL SYSTEMS. THIS CHAPTER AIMS TO BRIDGE THE CONSCIOUSNESS GAP BY EXPLORING THE MEANING AND APPLICATION OF BUDDHIST AND TAOIST SYSTEMS THINKING TO REGENERATIVE SYSTEMIC LEADERSHIP, DESIGN, DEVELOPMENT AND SUSTAINABLE TRANSFORMATION.

DEVENIN, V; KNOPPEN, D; MASSA-SALUZZO, F. ET AL (2024)

SER EMPRESA B CORP EN ESPAÑA. 11 CASOS PEDAGÓGICOS PARA ENSEÑAR EN EL AULA OTRA FORMA DE HACER NEGOCIOS. MCGRAW HILL. ISBN: 9788448643539



LIBRO DE B ACADEMICS Y EL MOVIMIENTO B CORP. UNA INICIATIVA CON 11 CASOS PEDAGÓGICOS PARA ENSEÑAR EN EL AULA OTRA FORMA DE HACER NEGOCIOS: ALMANATURA, ARTIEM HOTELES, GRUPO CONSORCIO, TETERUM, SEK EDUCATION GROUP, ECOALF, ISDIN, QUADPACK, VERITAS, VISUALFY Y WORLDCOO.

Halkias, D., Esposito, M., Harkiolakis, T., DÍAZ, J.; Mmaduabuchi Ikpogu, N. (2023)

DIGITAL ENTREPRENEURSHIP AND DISRUPTIVE INNOVATION IN THE GREEK MARITIME INDUSTRY: THE CASE OF HARBOR LAB. IN: RAMADANI, V., KJOSEV, S. AND SERGI, B.S. (Eds) ENTREPRENEURSHIP DEVELOPMENT IN THE BALKANS: PERSPECTIVE FROM DIVERSE CONTEXTS. EMERALD PUBLISHING LIMITED, LEEDS. [HTTPS://DOI.ORG/10.1108/978-1-83753-454-820231008](https://doi.org/10.1108/978-1-83753-454-820231008)

THE GLOBAL SHIPPING INDUSTRY HAS BEEN ROCKED BY A WAVE OF DISRUPTIVE INNOVATION DRIVEN BY A THRIVING ECOSYSTEM OF DIGITAL TECHNOLOGY START-UPS THAT HAVE EMERGED IN THE LAST FEW YEARS AND SET UP OFFICES IN GREECE. AFTER THE APPEARANCE OF COVID-19, ENTREPRENEURIAL LEADERSHIP HAS GROWN IN IMPORTANCE FOR GUIDING COMMERCIAL SHIPPING THROUGH TIMES OF EXCEPTIONAL CIRCUMSTANCES. THE PROBLEM IS THAT THERE IS A LACK OF UNDERSTANDING OF THE EXPERIENCES OF GREEK DIGITAL ENTREPRENEURS LAUNCHING THEIR TECH START-UPS WITHIN THE MARITIME SECTOR — FROM THE INITIAL VISION TO A REAL-WORLD INNOVATIVE BUSINESS DISRUPTOR. WE AIM TO ANSWER THE QUESTIONS OF WHO THE GREEK DIGITAL ENTREPRENEUR IN THE MARITIME SECTOR IS AND HOW THEIR ENTREPRENEURIAL ACTIONS CONTRIBUTE TO A GROWING KNOWLEDGE BASE OF DIGITAL ENTREPRENEURSHIP FOR FUTURE THEORETICAL RESEARCH AND PROFESSIONAL PRACTICE. THIS SINGLE-SUBJECT, ARCHIVAL CASE STUDY DEMONSTRATES THE SOCIAL AND COMMERCIAL VALUE OF THE “WHO” AND “HOW” OF DIGITAL ENTREPRENEURSHIP IN THE MARITIME SECTOR THROUGH THE CASE OF HARBOR LAB, AN ATHENS-BASED START-UP THAT DISRUPTED THE MARITIME

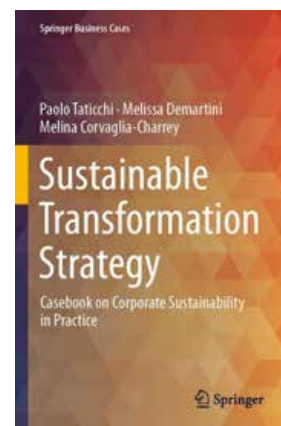


INDUSTRY THROUGH INNOVATIVE USE OF EMERGING TECHNOLOGIES TO CALCULATE DISBURSEMENTS (PORT EXPENSES) AND THROUGH THE ESTABLISHMENT OF A HORIZONTAL, EMPATHETIC, OPEN WORKPLACE CULTURE. THE OUTCOMES OF THIS STUDY CONTRIBUTED A FRESH PERSPECTIVE OF SCHOLARLY KNOWLEDGE ON DIGITAL ENTREPRENEURSHIP FOR FUTURE THEORETICAL RESEARCH AND PROFESSIONAL PRACTICE.

Taticchi, P, DEMARTINI, M. Corvaglia-Charrey,M (2023)

SUSTAINABLE TRANSFORMATION STRATEGY: CASEBOOK ON CORPORATE SUSTAINABILITY IN PRACTICE. SPRINGER.
[HTTPS://DOI.ORG/10.1007/978-3-031-26696-6](https://doi.org/10.1007/978-3-031-26696-6)

THIS CASEBOOK DEMONSTRATES HOW COMPANIES CAN DESIGN AND EXECUTE CORPORATE SUSTAINABILITY STRATEGIES INTO THEIR OVERALL BUSINESS STRATEGY TO ACHIEVE SUSTAINABLE TRANSFORMATION. IT OFFERS A SET OF CASE STUDIES FROM DIFFERENT INDUSTRIAL SECTORS SUCH AS AEROSPACE AND DEFENCE, BEAUTY, ENERGY, ENGINEERING AND CONSTRUCTION, FASHION RETAIL, FINANCIAL SERVICES, FOOD AND HOSPITALITY, LIFE SCIENCES, MOTORSPORTS, PHARMACEUTICAL, SOFTWARE, TOY PRODUCTION. EACH STORY PRESENTS PRACTICAL AND CONCRETE ACTIONS TAKEN BY COMPANIES TO DEVELOP THEIR SUSTAINABILITY STRATEGIES, AS WELL AS CHALLENGES AND ISSUES FACED DURING THE PROCESS. CONCLUDING WITH BEST PRACTICES EMERGING FROM THE CROSS-CASE ANALYSIS, THIS BOOK IS BENEFICIAL FOR SUSTAINABILITY AND MANAGEMENT PROFESSIONALS, STUDENTS AND SCHOLARS.



Esposito, M., Halkias, D., Tse, T., DIAZ J. (2024)

ENVIRONMENTAL AND CLIMATE IMPACTS OF THE METAVERSE . IN: PROJECT MANAGEMENT INSTITUTE (Ed) DRIVING SUSTAINABLE INNOVATION: HOW TO DO WELL WHILE DOING GOOD. ISBN: 9781628258196

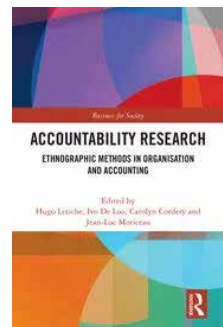


DRIVING SUSTAINABLE INNOVATION: HOW TO DO WELL WHILE DOING GOOD OFFERS A THOUGHT-PROVOKING YET HIGHLY APPLICABLE RESOURCE FOR YOU AND YOUR ORGANIZATION TO MAKE SENSE OF THE FUTURE. IT BRINGS TOGETHER A POWERFUL COLLECTION OF EXECUTIVES, THOUGHT LEADERS, PRACTITIONERS, AND RESEARCHERS FROM AROUND THE WORLD TO MAP OUT WHAT ACHIEVING TRULY SUSTAINABLE INNOVATION MEANS FOR BOTH INDIVIDUALS AND ORGANIZATIONS. THERE IS NO DOUBT THAT THE QUESTIONS POSED BY DRIVING SUSTAINABLE INNOVATION ARE GRAND AND CHALLENGING, BUT IT OFFERS AN EXTENSIVE RESERVOIR OF PRACTICAL ACTIONS YOU CAN TAKE NOW TO BE FUTURE-READY. OPENING THE BOOK, PROJECT MANAGEMENT INSTITUTE PRESIDENT AND CEO PIERRE LE MANH COMPELLINGLY EXPLAINS THE CHALLENGE: "THE WORLD HAS BEEN FACING SUSTAINABILITY CHALLENGES FOR DECADES. BUT FOR A LONG TIME, WE'VE BEEN SURROUNDED BY A NARRATIVE THAT SUSTAINABILITY IS A ZERO-SUM GAME AND THAT BUSINESS LEADERS NEED TO CHOOSE BETWEEN DOING WHAT'S RIGHT FOR THE PLANET AND DOING WHAT'S RIGHT FOR THEIR STAKEHOLDERS. THIS IS A FALSE CHOICE. IN FACT, THE QUEST FOR SUSTAINABILITY HAS PROVEN TO BE A DRIVING FORCE BEHIND INNOVATION, BRAND RELEVANCE, AND PROFITABILITY ACROSS VARIOUS SECTORS."

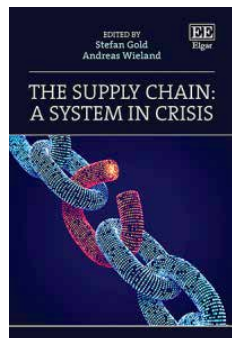
Yates, D., DIFRANCESCO, R. M. (2024)

'ACCOUNTABILITY-WITH' AND 'RESEARCH-WITH'? ETHICS, ACCOUNTABILITY, AND RELATEDNESS IN THE RESEARCH ACT; ASSISTING THE HOMELESS IN A RELIGIOUS NGO IN: LETICHE, H., DE LOO, I., CORDERY, C., MORICEAU (Eds) ACCOUNTABILITY RESEARCH. ETHNOGRAPHIC METHODS IN ORGANISATION AND ACCOUNTING. ROUTLEDGE TAYLOR & FRANCIS GROUP. [HTTPS://DOI.ORG/10.4324/9781003371441](https://doi.org/10.4324/9781003371441)

ACCOUNTABILITY OF (AND FOR) THE SELF IS A TOPIC THAT HAS WARRANTED SIGNIFICANT CONSIDERATION IN THE ACCOUNTING AND ACCOUNTABILITY LITERATURE AND ONE THAT HAS LARGELY CONSTRUCTED THE DISCUSSION AROUND THE NOTION OF SELF AND OTHER AS A DUALISM, DESPITE ATTEMPTS TO SITE PERSONAL ACCOUNTABILITY WITHIN THE CONTEXT OF OTHERNESS. THIS IS ALSO REFLECTED (TO SOME EXTENT) IN THE NGO ACCOUNTABILITY LITERATURE, AS SIGNIFIERS OF SUPPOSEDLY DIFFERENT FORMS OF ACCOUNTABILITY ARE IMPOSED AND REPRODUCED IN RESEARCH (E.G. UPWARDS, DOWNWARDS, AND IDENTITY) BASED ON RECOGNISABLE (FROM THE PERSPECTIVE OF THE RESEARCHER) SAMENESS IN THE ACCOUNTABILITIES OBSERVED. IN CONTRAST TO THIS, THIS CHAPTER AIMS TO GO DEEPER INTO THE MICRO-LEVEL SOCIAL INTERACTIONS WITHIN A GROUP OF VOLUNTEERS AND BENEFICIARIES (BUT AS AN AGGREGATED WHOLE, BEING-WITH ONE ANOTHER, BUT ALWAYS IN RELATION). WE HIGHLIGHT THE SHORTCOMINGS OF DEFINING SELF AND OTHERS AND ASSIGNING FORMS OF ACCOUNTABILITY UNDER THESE PARAMETERS. INSTEAD, WE UTILISE NANCY'S (2000) ONTOLOGICAL STANDPOINT OF 'BEING-WITH' TO EMPHASISE THE ARTIFICIAL SEPARATION THAT COMES WHEN SEEKING TO ACCOUNT FOR INDIVIDUALS (E.G. VOLUNTEER/BENEFICIARY, RESEARCHER, RESEARCHED), ACCOUNTABILITIES (E.G. UPWARDS/DOWNWARDS ETC.), AND THE PROBLEMS THAT OCCUR WHEN RELATEDNESS IS SEVERED THROUGH SUCH DEFINING (AND THEREFORE BOUNDARY SETTING) PROCESSES OF ACCOUNTING AND CONCEPTUALISATION.



Fisher, S., Longoni, A., LUZZINI, D., Pagell, M., Wasserman, M., Wiengarten, F (2024).



A JUST TRANSITION TOWARDS MAKING PRECARIOUS WORK RARE, SAFE, AND LEGAL. IN: STEFAN GOLD AND ANDREAS WIELAND (Eds). THE SUPPLY CHAIN: A SYSTEM IN CRISIS. ELGAR PUBLISHING. [HTTPS://DOI.ORG/10.4337/9781803924922.00014](https://doi.org/10.4337/9781803924922.00014)

TIMES OF DISRUPTION OFFER AN OPPORTUNITY TO THINK ABOUT WHAT SOCIETY EXPECTS FROM BUSINESS IN GENERAL AND SUPPLY CHAINS IN PARTICULAR. WE OBSERVE THAT RESEARCHERS AND SUPPLY CHAIN MANAGERS HAVE, IN A WELL-INTENTIONED EFFORT TO MAXIMIZE PROFIT, INADVERTENTLY CREATED CONDITIONS THAT HAVE SUPPORTED THE SPREAD OF PRECARIOUS WORK. PRECARIOUS WORK IS CHARACTERIZED BY WAGE INEQUALITY, UNSAFE WORKPLACES, LACK OF WORKER VOICE, AND A WIDE VARIETY OF COSTS AND RISKS THAT ARE BORNE BY WORKERS AND SOCIETY. WHAT DRIVES PRECARIOUS WORK? ONE PIECE OF THE PUZZLE IS THE RISE OF BUSINESS SCHOOL TRAINED MANAGERS WHO FOCUS SINGULARLY ON COST REDUCTIONS, HAVE BEEN EXTRACTING RENTS AT THE EXPENSE OF WORKERS WHILE NOT INCREASING REVENUES OR PROFITS. WE TAKE A MULTI-LEVEL AND CROSS-DISCIPLINARY CONCEPTUAL APPROACH TO EXPLORE PRECARIOUS WORK FROM THE PERSPECTIVE OF UNDERSTANDING THE BALANCE OF POWER WITHIN THE SUPPLY CHAIN. THIS CHAPTER EXAMINES PRECARIOUS WORK AT THE SOCIETAL AND SUPPLY CHAIN LEVELS, HIGHLIGHTING THE KEY ISSUES OF FLEXIBILITY AND COST MANAGEMENT. WE CONCLUDE BY PROPOSING SOME INITIAL STEPS IN A PATH FOR A JUST TRANSITION FROM THE CURRENT STATE OF WORKERS ALL OVER THE WORLD FACING LOW PAY, HAZARDOUS WORKING CONDITIONS, LITTLE VOICE IN THEIR OWN WORK ENVIRONMENTS, AND A BASIC LACK OF DIGNITY — TO A LESS PRECARIOUS WORKPLACE.

SERRA, JUAN CARLOS (2024)

TODO LO QUE DEBE SABER SOBRE GOVERNMENT AFFAIRS EN SALUD. EL AYER, HOY Y MAÑANA DE LA SANIDAD EN ESPAÑA. ED JC SERRA ISBN: 978-84-09-57893-1

ES UNA HERRAMIENTA ÚTIL PARA LOS PROFESIONALES QUE DESARROLLAN SU LABOR EN UNA COMPAÑÍA BIOFARMACÉUTICA Y QUE ESTÁN RELACIONADOS CON GOVERNMENT AFFAIRS (Y TODAS SUS DENOMINACIONES) Y LA COMERCIALIZACIÓN DE FÁRMACOS, DIRECCIÓN GENERAL, CONSEJO DE ADMINISTRACIÓN, MARKET ACCESS, DIRECTORES DE MARKETING, PRODUCT MANAGERS, MEDICAL MARKETING, REGISTROS, KAM, KIM, MAM, RIM...

TODOS LOS ASPECTOS RELEVANTES DEL GOVERNMENT AFFAIRS A CARGO DE LOS STAKEHOLDERS DE LA SANIDAD EXPERTOS DEL SECTOR.

37 AUTORES, TODOS ELLOS EXPERTOS Y EXPERTAS, TANTO DE LAS ADMINISTRACIONES PÚBLICAS, SECTOR PRIVADO, COMPAÑÍAS BIOFARMACÉUTICAS, PATRONALES, SOCIEDADES CIENTÍFICAS MÉDICAS Y FARMACÉUTICAS, ASOCIACIONES DE



PACIENTES, MEDIOS DE COMUNICACIÓN, EMPRESAS DE SERVICIOS... REFERENTES Y CON UNA DESTACADA EXPERIENCIA EN EL SECTOR SALUD.

MÁS DE 600 PÁGINAS SOBRE LOS TEMAS DESTACADOS DE GOVERNMENT AFFAIRS Y DE LA SANIDAD, ORGANIZADAS EN 5 PARTES Y 37 CAPÍTULOS EN DONDE SE REPASA EL ORIGEN, EVOLUCIÓN, ESTRUCTURA Y ORGANIZACIÓN DE NUESTRA SANIDAD, OBTENEMOS LA VISIÓN DE LOS PRINCIPALES STAKEHOLDERS DE LA SANIDAD, Y SEGUIMOS LA ESTRUCTURA Y CONTENIDO DE UN PLAN DE ACCIÓN PARA LA INFLUENCIA.

WOLNY, J. (2024)

SUSTAINABLE TRANSFORMATION IN BUSINESS & MANAGEMENT HIGHER EDUCATION: AN ANALYSIS OF GLOBAL AND EUROPEAN COLLABORATIVE INITIATIVES FOR POSITIVE IMPACT. IN: STARIK, M. AND SHRIVASTAVA, P. (Ed.) SUSTAINABLE UNIVERSITIES AND COLLEGES: SUSTAINABILITY ADVANCES IN INSTITUTIONS OF HIGHER EDUCATION. NEW YORK: EDWARD ELGAR PUBLISHING. ISBN: 978 1 03531 472 0



THE PURPOSE OF THIS CHAPTER IS TO IDENTIFY AND ANALYSE 6 GLOBAL AND EUROPEAN INITIATIVES THAT PROMOTE THE INTEGRATION OF POSITIVE IMPACT INTO BUSINESS & MANAGEMENT HIGHER EDUCATION. INITIATIVES, SUCH AS THE 50+20 AGENDA, GLOBAL RESPONSIBLE LEADERSHIP INITIATIVE, UN PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION, AND POSITIVE IMPACT RATING ARE ALL BASED AROUND THE IMPERATIVE OF PROMOTING COLLABORATION FOR SUSTAINABLE TRANSFORMATION.

THIS CHAPTER COMPARES THE KEY ELEMENTS OF EACH SUPRA-HE INITIATIVE, INCLUDING THEIR (1) HISTORY AND GOALS, (2) GOVERNANCE STRUCTURE (3) STAKEHOLDERS (4) SIGNATORIES AND MEMBERSHIP (5) SCOPE OF ACTIVITIES AND (6) LEADERSHIP FOR COLLABORATION. THE GOAL IS TO BENCHMARK THESE INITIATIVES AND PROVIDE DISTILLED RECOMMENDATIONS FOR UNIVERSITIES AND BUSINESS SCHOOLS TO FOLLOW IN THEIR JOURNEY TOWARDS SUSTAINABILITY AND POSITIVE IMPACT.

Artículos y revistas · Reviews and Magazines

DEVENIN, VERÓNICA

AGRICULTURA REGENERATIVA

Diari de Tarragona, 30/06/2024

¿SE PUEDE NEGAR EL CAOS CLIMÁTICO EN EL CAMPO?

elnacional.cat, 09/03/2024

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EN BUSCA DEL LIDERAZGO ABUNDANTE

La Vanguardia, 14/07/2024

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elnacional.cat, 17/02/2024

IMPACTO Y DESAFÍOS: LA REVOLUCIÓN DE LA IA

ELECONOMISTA, 08/02/2024

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Efmd Global Blog, 22/11/2023

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elnacional.cat, 12/08/2023

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EL DERECHO A REPARAR: UN PASO MÁS HACIA UN NUEVO
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ESPAÑA, EN LA 'POLE' DE LA REINDUSTRIALIZACIÓN
elnacional.cat, 20/04/2024

ZAPATEL, ALVARO

RODALIES: LA "MECEDORA CATALANA"
Elnacional.cat, 31/05/2024

Estudios e informes · Studies and Reports

EADA - GRUPO ICSA (2023)

EVOLUCIÓN SALARIAL 2007-23

El informe anual “Evolución salarial 2007-2023”, está realizado por ICSA Grupo con la colaboración de EADA Business School. El trabajo se ha elaborado a partir de una muestra que recoge datos salariales de más de 80.000 empleados por cuenta ajena en España, captados a través de encuestas directas y de plataformas tecnológicas.

MASUDA, A (2024)

TELETRABAJO: UNA REALIDAD TRAS LA PANDEMIA 2024

Realizado por la Dra. Aline Masuda, profesora de EADA y directora del estudio, en colaboración con los investigadores y alumni de EADA Luciano Strucchi y Edgar Quero.

Este estudio trata de entender cómo ha evolucionado el teletrabajo en España, su grado de aceptación, las barreras con las que se ha encontrado desde su implantación forzada por la eclosión de la pandemia en 2020.

VOXEL - EADA (COLL, J; DEL BAS, J) (2024)

DEL LIDERAZGO POR VALORES AL IMPACTO HOLÍSTICO: ¿PUEDEN LAS EMPRESAS HACER UN MUNDO MÁS FELIZ? TRANSITANDO HACIA UN NUEVO PARADIGMA EMPRESARIAL

El estudio se ha llevado a cabo durante 3 años y medio, observando y analizando datos de bienestar, cultura corporativa y desempeño en las empresas colaboradoras.

El resultado principal del estudio es el modelo WAVE de transición al nuevo paradigma empresarial sostenible, aquel que valora el desarrollo humano y la sostenibilidad medioambiental por encima del beneficio económico. Este nuevo modelo está basado en cuatro fases: despertar, activación, validación mediante integración y fase evolutiva.

Esta investigación tiene como objetivo ayudar a las pymes que quieren dejar atrás el viejo modelo empresarial centrado en la acumulación de riqueza material y la maximización de beneficios y transitar hacia un nuevo paradigma basado en la felicidad y el bienestar en el lugar de trabajo con un modelo de negocio centrado en las personas, holístico y consciente.

EADA - GRUPO ICSA (2024)

BRECHA SALARIAL Y PRESENCIA DE LA MUJER EN PUESTOS DIRECTIVOS 2024

La presencia femenina en puestos directivos cae un punto respecto a 2023 y no consigue recuperar los valores de 2008, justo antes del inicio de la crisis financiera. Si hablamos de cifras absolutas, la retribución media actual de un directivo es de 93.030 euros brutos anuales mientras que la de su homóloga femenina alcanza los 83.663 euros de media, lo que supone una brecha de algo más del 11%. Estos datos se desprenden del informe ‘Brecha salarial y presencia de la mujer en puestos directivos 2024’, presentado hoy por ICSA Grupo y EADA Business School. El informe se ha elaborado a partir de una muestra que recoge datos salariales de más de 80.000 individuos empleados por cuenta ajena en España, captados a través de encuestas directas y plataformas tecnológicas.

YOUTH TALKS - INFORME 2023

EADA Business School da un paso adelante en su apuesta por desarrollar nuevos modelos de educación superior para una sociedad más sostenible. Como miembro de Higher Education for Good Foundation -la primera red de educación e investigación sin ánimo de lucro creada por nuestro partner SKEMA Business School-, EADA es una de las instituciones educativas y de investigación de todo el mundo que forma parte del Observatorio Mundial de la Juventud. La misión de este observatorio es repensar los modelos de educación superior dando voz a los jóvenes. Según esta fundación, los modelos actuales de educación superior ya no se adaptan a los desafíos que afectan a los jóvenes, pues muchos de estos modelos se basan en valores que ya no tienen sentido para esta generación.

La primera iniciativa del observatorio es Youth Talks, de la que EADA Business School es miembro fundador, junto a otras 6 organizaciones. Se trata de la mayor consulta mundial dirigida a jóvenes de 15 a 29 años en la que opinan abiertamente sobre sus expectativas, preocupaciones y principales ambiciones relacionadas con su futuro.

EADA - ASHOKA (2023)

¿CÓMO EL EMPRENDIMIENTO SOCIAL TRANSFORMA LAS CIUDADES?

Este estudio nace desde la intención de mostrar a las nuevas administraciones locales que hay personas que ya están cambiando las ciudades desde sus estructuras más arraigadas. Se trata de los emprendedores y las emprendedoras sociales, individuos que han sido capaces de atajar un problema desde la raíz, encontrar sus causas profundas y poner en marcha estrategias que permiten generar cambios a gran escala, abordando temas como la regeneración urbana, los sistemas alimentarios o la inclusión de personas con discapacidad.

La integración de soluciones innovadoras de emprendimiento social en la agenda municipal puede permitir a los nuevos alcaldes no solo abordar desafíos urgentes, sino inspirar un cambio transformador, fomentando la colaboración entre distintos sectores y creando un ecosistema de innovación próspero dentro de la comunidad. Del liderazgo por valores al impacto holístico ¿Pueden las empresas hacer un mundo más feliz? Nos encontramos en un cambio de paradigma empresarial. Durante las últimas décadas ha ido emergiendo un creciente número de movimientos, modelos y enfoques a medida que el capitalismo industrial ha ido dando señales de agotamiento. Algunos ejemplos son el movimiento de certificación B-Corp, el Capitalismo Consciente, la Economía del Bien Común, el management humanista, la creación de valor compartido, el stakeholder capitalism, la sostenibilidad y el desarrollo sostenible, las organizaciones teal, las organizaciones gestionadas por valores, el movimiento del bienestar, el liderazgo regenerativo, o el modelo Zen Business. Estos movimientos reclaman la necesidad de transformar el sistema actual en un nuevo paradigma sostenible que valore el desarrollo humano y la sostenibilidad medioambiental por encima del beneficio económico, pero sin desdeñarlo. Representan una nueva manera de entender la empresa y los negocios más ética, más respetuosa, holística y consciente, donde las empresas son agentes de transformación en positivo. Varios autores hablan de estos movimientos como el resultado de un pulso evolutivo, de una consecuencia de lo que llaman un cambio de paradigma empresarial.

Casos · Cases

GARIBÍ, PEDRO; BONET, JAUME

Exotic Beverage Inc. (Part A) - version 2

Exotic Beverage Inc. (Part A) - version 1

LUZZINI, DAVIDE

Fairphone : social and environmental sustainability by design

SALES, XAVIER

Variance analysis at Whatyemacallit Industrials

Análisis de desviaciones en Whatyemacallit Industrial

TARRADELLAS, J.R.

NewSpacePhotonics : Valoración de una startup

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Rise and Fall of a fresh manager

Hortz Mondragon

Andreu & Juliet

Notas técnicas · Technical Notes

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Shakira, The Creative She-Wolf : Neuroscientific essay on a genius personality

SALES, XAVIER

Uso interno de precios del carbono, una iniciativa para la sostenibilidad

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EADA Business School continúa destacando entre las mejores escuelas de negocios de Europa, consolidando su posición número 30, según el último ranking de las principales instituciones educativas de negocios europeas publicado por el reconocido periódico **Financial Times**. El clúster de escuelas de negocios en Barcelona también consolida su presencia en el podio de los mejores destinos para la formación de personas directivas, compitiendo de cerca con ciudades emblemáticas como París y Londres. El Financial Times, en su clasificación anual, destaca a cuatro escuelas de negocios españolas entre las 30 mejores de Europa.

Este ranking, conocido por su exhaustividad, realiza un promedio ponderado de varios rankings específicos a lo largo del año, abarcando diversos programas ofrecidos por las escuelas, como el MBA, Executive MBA, Master in Management (MiM), Formación Ejecutiva (Open Executive Education) y Formación a medida (Custom Programmes). La inclusión en este prestigioso listado requiere la acreditación académica EQUIS o la emitida por la AACSB, siendo una condición indispensable para las instituciones que aspiran a figurar en la clasificación de Financial Times.

EADA Business School lanza el Executive DBA, Executive Doctorate in Business Administration, el primer programa de doctorado de la institución y el más consolidado que se puede realizar en Barcelona; que llega fruto de la colaboración de EADA y Le CNAM (Conservatoire National des Arts et Métiers), una reconocida e histórica institución de educación superior de Francia dedicada al aprendizaje continuado y con más de 200 años de experiencia.

EADA Business School se ha unido, como partner académico, a **Skills4Impact**, una innovadora iniciativa que busca cubrir la brecha de formación en sostenibilidad y acción climática.

Esta alianza estratégica responde al firme compromiso de EADA con la sostenibilidad, uno de sus ejes estratégicos. La escuela se une a Skills4Impact para contribuir a la formación de profesionales altamente cualificados que puedan liderar la transformación hacia un futuro más sostenible y justo a través de cursos de corta duración alineados con la oferta formativa de EADA en sostenibilidad.

Skills4Impact nace como respuesta a la urgente necesidad de profesionales con las competencias verdes necesarias para afrontar los desafíos del siglo XXI. La iniciativa ofrece experiencias de aprendizaje innovadoras y prácticas a través de cursos híbridos y bootcamps, conectando a los participantes con una comunidad global de expertos y profesionales.

Por quinto año consecutivo, y en el 5º aniversario del **PIR Rating** desde su creación, EADA Business School ha sido reconocida, un año más, por sus logros en impacto social y sostenibilidad al presentar hoy en el PRME Global Forum de la ONU los resultados del Positive Impact Rating (PIR). EADA Business School es una de las 77 escuelas de negocios de 30 países de todo el mundo que, este año, ha participado en la calificación y ha alcanzado el Nivel 4, lo que la convierte en Escuela Transformadora dentro del PIR, por mostrar una cultura de impacto positivo, integrada en la gobernanza y los sistemas, con resultados visibles en muchas dimensiones de impacto. La demanda de líderes empresariales responsables ha generado un gran interés por que las escuelas de negocios demuestren su impacto social. Esto se ha hecho visible en el PIR, que ahora cuenta con un total de 102 escuelas que han sido calificadas en el nivel 3 y superiores. Este crecimiento refleja un aumento constante de nuevos participantes: en 2024 se han unido más de 30 nuevas escuelas, 22 de las cuales han sido calificadas. La encuesta de 2024 ha obtenido 15.222 respuestas de estudiantes, un aumento del 19% con respecto a 2023, lo que indica un compromiso más amplio y profundo con los estudiantes.



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