

**DEPARTAMENTO DE**  
**ECONOMIA DE LA EMPRESA**

## **DEPARTAMENTO DE ECONOMÍA DE LA EMPRESA**

### **Actividades de investigación**

#### **Tesis Doctorales**

- Efectos de las marcas renombradas en el posicionamiento de la denominación de origen Rías Baixas y su repercusión en el resto de marca"  
*Autores:* ALVAREZ, F.  
*Director/Codirectores:* CERVIÑO, J. ; FRAÍZ, J.A.  
*Año:* 2013
- Lessons from times of crisis: anticipation, risk taking and portfolio management  
*Autores:* AKIN, O.  
*Director/Codirectores:* MARIN, J.M.  
*Centro donde se presentó:* Universitat Pompeu Fabra  
*Año:* 2013
- Managerial Incentives For Attracting Attention And Firm Investor Base  
*Autores:* N. Papiashvili  
*Director/Codirectores:* TRIBO, J.A.; GUTIERREZ, M.  
*Año:* 2013
- New Insights In Co-Branding Strategy  
*Autores:* HO, H.C.  
*Director/Codirectores:* LADO, N.R.; CESARONI, F.  
*Año:* 2013
- News Insights In Idiosyncratic Risk  
*Autores:* MALAGON, J.  
*Director/Codirectores:* RODRIGUEZ, R. ; MORENO, J. D.  
*Año:* 2013
- Systemic Risk Measures: The Simpler The Better?  
*Autores:* RODRIGUEZ, M.  
*Director/Codirectores:* PEÑA, J. I.  
*Año:* 2013
- The Differential Market Rewards For Firms Achieving Earnings Benchmarks Through: Cash-Flows, Signaling Accruals, Opportunistic Accruals Or Real Activities Manipulations  
*Autores:* LIU, S.P.  
*Director/Codirectores:* GARCIA, J.M.  
*Año:* 2013
- The Macroeconomic Sources Of Credit Risk Premia  
*Autores:* GROBA, J.  
*Director/Codirectores:* DIAZ , A.; SERRANO, P.J.  
*Año:* 2013

- Value Implications Of Open Source Software: An Empirical Outlook To The Open Innovation Model  
Autores: AKSOY, D.  
Director/Codirectores: GIARRATANA, M. ; FOSFURI, A.  
Año: 2013

## **Publicaciones y actividades de difusión de resultados**

### **Publicaciones en revistas científicas nacionales**

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Los multiplicadores fiscales: una revisión de la literatura empírica, *Revista de economía mundial*, Núm. 34, 2013, pp. 175-209, ESPAÑA.
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La Marca en la orientación de la Empresa a la Creación de Valor, *Economistas*, Vol. 31, Núm. 134, 2013, pp. 6-14, ESPAÑA.
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Open Innovation and service dominant logic: application of foundational premises to innovative firms, *Harvard Deusto Business Research*, Vol. 2, Núm. 1, 2013, pp. 17-34, ESPAÑA.

### **Publicaciones en revistas científicas internacionales**

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Credit-risk valuation in the sovereign CDS and bonds markets: Evidence from the euro area crisis, *Journal of international money and finance*, Vol. 35, 2013, pp. 124-145, REINO UNIDO.
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Managing Licensing in a Market for Technology, *Management Science*, Vol. 59, Núm. 5, 2013, pp. 1092-1106, ESTADOS UNIDOS DE AMERICA.
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Good deals in markets with friction, *Quantitative Finance*, Vol. 13, Núm. 6, 2013, pp. 827-836, REINO UNIDO.
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Corporate social responsibility and inventory policy, *International Journal of Production Economics*, Vol. 143, Núm. 2, 2013, pp. 580-588, HOLANDA - PAISES BAJOS.
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## **Colaboraciones en obras colectivas**

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*Politicians' Luck of the Draw: Evidence from the Spanish Christmas Lottery*, American Economic Association Annual Meeting AEA 2013, *San Diego*, ESTADOS UNIDOS DE AMERICA, 2013.
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*Testing for bubbles in LME Metals Prices*, XXI Foro de Finanzas / Asociación Española de Finanzas (AEFIN), *SEGOVIA*, ESPAÑA, 2013.
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*Understanding commodity futures prices: fundamentals, financialization and bubble characteristics*, SIRE Conference on Finance and Commodities (Scottish Institute for Research in Economics), *Saint Andrews, Escocia*, 2013.
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*Managing risk with socially responsible actions. The controversial industry sector*, 36th European Accounting Association Annual Congress: EAA 2013, Paris, FRANCIA, 2013.
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## **Actividades de formación y movilidad de personal investigador**

### **Estancias en otros centros**

- ELCIO MENDONÇA TACHIZAWA  
*Título:* Estancia de investigación en la University of Leeds  
*Centro Externo:* University of Leeds  
*País:* REINO UNIDO  
*Duración:* 01/06/2013 a 01/07/2013.
- ENCARNA GUILLAMON SAORIN  
*Título:* Estancia para colaborar en trabajos de investigación con personal investigador de la Universidad de destino  
*Centro Externo:* Queensland University Technology  
*País:* AUSTRALIA  
*Duración:* 18/07/2013 a 24/09/2013.
- ESTELA NUÑEZ BARRIOPEDRO  
*Título:* Estancia postdoctoral de intercambio de conocimiento en la Universidad Internacional de la Rioja  
*Centro Externo:* Universidad Internacional de la Rioja  
*País:* ESPAÑA  
*Duración:* 14/02/2011 a 02/03/2013.

- **EVITA PARASKEVOPOULOU**  
*Título:* Vititas cortas y periodicas de colaboración  
*Centro Externo:* Laboratory of Economics and Management, SantAnna School of Advanced Studies  
*País:* ITALIA  
*Duración:* 30/09/2010 a 30/06/2013.
  
- **GORETTI CABALEIRO CERVIÑO**  
*Título:* Estancia en la Bocconi University.  
*Centro Externo:* Bocconi University  
*País:* ITALIA  
*Duración:* 01/04/2013 a 01/06/2013.
  
- **GORETTI CABALEIRO CERVIÑO**  
*Título:* Estancia en la Bocconi University  
*Centro Externo:* Bocconi University  
*País:* ITALIA  
*Duración:* 01/10/2013 a 01/12/2013.
  
- **JUANA ALEDO MARTINEZ**  
*Título:* Visiting Scholar, University of Portland, Oregon, August 2013  
*Centro Externo:* University of Portland  
*País:* ESTADOS UNIDOS DE AMERICA  
*Duración:* 01/08/2013 a 31/08/2013.
  
- **KURT ACHIEL DESENDER**  
*Título:* Visiting Researcher at the University of Illinois at Urbana-Champaign, US.  
*Centro Externo:* University of Illinois at Urbana-Champaign, US.  
*País:* ESTADOS UNIDOS DE AMERICA  
*Duración:* 01/07/2013 a 01/01/2014.
  
- **MAHMOUD AYMOM**  
*Título:* Visitante  
*Centro Externo:* Pompeu Fabra  
*País:* ESPAÑA  
*Duración:* 15/09/2012 a 15/01/2013.
  
- **MANUEL FERNANDEZ BAGUES**  
*Título:* Estancia de Investigación  
*Centro Externo:* Aalto University  
*País:* FINLANDIA  
*Duración:* 01/09/2012 a 01/02/2013.
  
- **MARGARITA SAMARTIN SAENZ**  
*Título:* Estancia de investigación.  
*Centro Externo:* CORE  
*País:* BÉLGICA  
*Duración:* 13/07/2013 a 13/08/2013.
  
- **MARIA ITZIAR CASTELLO MOLINA**  
*Título:* Visiting Scholar  
*Centro Externo:* Stanford University  
*País:* ESTADOS UNIDOS DE AMERICA  
*Duración:* 15/06/2013 a 14/09/2013.

- **MONICA LOPEZ-PUERTAS LAMY**  
*Título:* Visiting Researcher at CENter, Tilburg University, Netherlands  
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*País:* HOLANDA - PAISES BAJOS  
*Duración:* 01/05/2013 a 02/09/2013.
  
- **VOLODYMYR MELNYK**  
*Título:* Workshops and project cooperation  
*Centro Externo:* University of Tübingen  
*País:* ALEMANIA  
*Duración:* 01/07/2013 a 20/07/2013.