

DEPARTAMENTO DE
ECONOMIA DE LA EMPRESA

DEPARTAMENTO DE ECONOMIA DE LA EMPRESA

Áreas de conocimiento:

- COMERCIALIZACION E INVESTIGACION DE MERCADOS
- ECONOMIA FINANCIERA Y CONTABILIDAD
- ORGANIZACION DE EMPRESAS

ÁREA DE CONOCIMIENTO: COMERCIALIZACION E INVESTIGACION DE MERCADOS

Actividades de investigación

Publicaciones y actividades de difusión de resultados

Publicaciones en revistas científicas nacionales

- CERVIÑO, J. ; BAENA, V.
La globalización de las marcas y la competitividad: tendencias y retos para las marcas españolas , *Economía Industrial*, Núm. 379, 2011, pp. 93-106, ESPAÑA.
- NUÑEZ, E.; CERVIÑO, J.
Valoración del renombre de las marcas deportivas: Un análisis empírico para las marcas españolas de clubes de fútbol, *Revista internacional de derecho y gestión del deporte*, Núm. 16, 2011, pp. 3-21, ESPAÑA.

Publicaciones en revistas científicas internacionales

- BAENA, V.; CERVIÑO, J.
Identifying the factors driving market selection in Latin America, *Journal of Global Strategic Management*, Núm. 9, 2011, pp. 5-13.
- GASTON BRETON, C.; MARTIN , O.
International market selection and segmentation: a two-stage model , *International marketing review*, Vol. 28, Núm. 3, 2011, pp. 267-290, REINO UNIDO.
- MARTIN, O.; CERVIÑO, J.
Towards an integrative framework of brand country of origin recognition determinants A cross-classified hierarchical model , *International marketing review*, Vol. 28, Núm. 6, 2011, pp. 530-558, REINO UNIDO.
- TORRES, A. ; TRIBO, J. A.
Customer satisfaction and brand equity, *Journal of Business Research*, Vol. 64, Núm. 10, 2011, pp. 1089-1096, HOLANDA.

Colaboraciones en obras colectivas

- CERVIÑO, J.
Las marcas durmientes, el aprovechamiento del valor residual y la dilución de marca: una aplicación a los hipermercados Continente, en: Estrategias Competitivas en Canales de Distribución Comercial Tradicional versus On-Line., ESPAÑA, pp. 53-70, 2011.

Documentos de trabajo

- AVAGYAN, V.; CESARONI, F.; YILDIRIM, G.
How Firm Value Reflects Green Intellectual Capital. The Impact of Green Technological Innovations and Green Marketing Actions on Firm Performance, *UAM-Accenture Working Papers 2011/06* Cátedra UAM - Accenture en Economía y Gestión de la Innovación, 2011.
- AVAGYAN, V.; ESTEBAN-BRAVO, M. ; VIDAL-SANZ, JOSE M.
Licensing radical product innovations to speed up the diffusion, *UC3M Working papers. Business Economics 11-10* Universidad Carlos III de Madrid. Departamento de Economía de la Empresa, 2011.
- AVAGYAN, V.; ESTEBAN-BRAVO, M. ; VIDAL-SANZ, JOSE M.
Riding successive product diffusion waves : building a tsunami via upgrade-rebate programs, *UC3M Working papers. Business Economics 11-11* Universidad Carlos III de Madrid. Departamento de Economía de la Empresa, 2011.
- ESTEBAN-BRAVO, M. ; YILDIRIM, G.; VIDAL-SANZ, JOSE M.
Can we curb retail sales volatility through marketing mix actions?, *UC3M Working papers. Business Economics 11-07* Universidad Carlos III de Madrid. Departamento de Economía de la Empresa, 2011.
- GASTON BRETON, C.
Consumer Preferences for 99-ending prices: the mediating role of price consciousness, *UC3M Working papers. Business Economics 11-03* Universidad Carlos III de Madrid. Departamento de Economía de la Empresa, 2011.
- GASTON BRETON, C.; DUQUE, L.C.
Promotional benefits of 99-ending prices: the moderating role of intuitive and analytical decision style, *UC3M Working papers. Business Economics 11-09* Universidad Carlos III de Madrid. Departamento de Economía de la Empresa, 2011.
- LADO, N. R. ; CESARONI, F.; MAYDEU , A.; HO, H.C.
Understanding the role of attitude components in co-branding: an application to high-tech, luxury co-branded products, *INDEM Working Paper Business Economic 11-01*, 2011.

Ponencias y Comunicaciones a congresos

- BAENA, V.; CERVIÑO, J.
Identifying the factors driving market selection in Latin America; en: The proceedings of 7th International Strategic Management Conference: Investigating Strategies of Recovery from the Recession, 2011.
- BAENA, V.; CERVIÑO, J.
How Market Environment May Constrain Global Franchising in Emerging Markets, 9th Annual International Conference on Business: Accounting, Finance, Management & Marketing, Athens, GRECIA, 2011.

- CERVIÑO, J.
Las marcas durmientes, el aprovechamiento del valor residual y la dilución de marca: una aplicación a los hipermercados Continente (grupo Carrefour); en: Estrategias competitivas en canales de distribución comercial tradicional "versus" on-line, (1ª ed., 1ª imp.), UNIVERSIDAD DE OVIEDO, , 2011.
- DUQUE, L.C.
Cocreación, resultados del aprendizaje, satisfacción e intenciones de abandono del estudiante, II Jornada sobre la Dimensión Social de la Educación Universitaria en España, VALENCIA, ESPAÑA, 2011.
- DUQUE, L.C.
Student's cocreation, learning outcomes, satisfaction and dropout intentions, XX Jornadas de la Asociación de la Economía de la Educación, MALAGA, ESPAÑA, 2011.
- DUQUE, L.C.; GASTON-BRETON, C.
The 99 price ending as a signal of promotion: Effects of perceived savings and exploration benefits on proneness to buy 99 ends products, 13th Annual Pricing Conference, SYRACUSE, NY, ESTADOS UNIDOS DE AMERICA, 2011.
- DUQUE, L.C.; LADO, N. R. ; GASTON-BRETON, C.
What keeps people in social virtual communities? Cognitive, Affective and Behavioral Drivers of Loyalty, Naples Forum on Service, CAPRI, ITALIA, 2011.
- DUQUE, L.C.; LADO, N. R. ; GASTON-BRETON, C.
What keeps people in social virtual communities? Cognitive, Affective and Behavioral Drivers of Loyalty, XXIII Congreso Nacional de Marketing AEMARK, CASTELLON DE LA PLANA, ESPAÑA, 2011.
- DUQUE, L.C.; LADO, N. R. ; GASTON-BRETON, C.
What keeps people in social virtual communities? Cognitive, Affective and Behavioral Drivers of Loyalty., European Marketing Academy Conference EMAC, LIUBLIANA, ESLOVENIA, 2011.
- LADO, N. R.
Marketing Practices and Performance in a Post-crisis Scenario, Academy of Marketing Science Annual Conference, ESPAÑA, 2011.
- LADO, N. R. ; CESARONI, F.; HO, H.C.; MAYDEU, A.
Co-Branding Strategies Applied to High-Tech Products and Luxury Brands: A Cross-Cultural Perspective, Academy of Marketing Science Annual Conference, MIAMI, ESTADOS UNIDOS DE AMERICA, 2011.
- LADO, N. R. ; DUQUE, L.C.; ALVAREZ, D.
Marketing Practices and Performance in a Post-Crisis Scenario, Academy of Marketing Science 40th Anniversary Conference 2011, MIAMI, ESTADOS UNIDOS DE AMERICA, 2011.
- LADO, N. R. ; MARTOS, M. M. ; MARTINEZ, E.
Package Advertising Claims on New Products: Impact on Firm Value, 2011 Academy of Marketing Science (AMS) Annual Conference: The Sustainable Global Marketplace, MIAMI, ESTADOS UNIDOS DE AMERICA, 2011.
- NUÑEZ, E.
The Expectations of the Young Students From Technical Studies About Incorporation to the Labor Market & Their Influence in Wanting to Continue Their Educative Horizon; en: Publications: 5th edition, Valencia (Spain), 7th-9th March, 2011, IATED, , 2011.

- NUÑEZ, E.; CUESTA, P.; PENELAS, A.
Experiencias in Didactical Innovations and eLearning ; en: EDULEARN11 Proceedings CD. 3rd International Conference on Education and New Learning Technologies. July 4th-6th, 2011 - Barcelona, Spain, IATED, , 2011.

- NUÑEZ, E.; CUESTA, P.; PENELAS, A.
El uso de nuevas herramientas de innovación y coordinación docente en el área de Comercialización e Investigación de Mercados del Grado de Administración y Dirección de Empresas (GADE), V Encuentro de Innovación en Docencia Universitaria (EIDU V): La coordinación en los Grados: retos por afrontar, retos afrontados, ALCALA DE HENARES, ESPAÑA, 2011.

ÁREA DE CONOCIMIENTO: ECONOMÍA FINANCIERA Y CONTABILIDAD

Actividades de investigación

Tesis Doctorales

- High frequency dynamics of the microscopical structure in financial markets
Autores: VICENTE, F.J.
Director: TAPIA, M. ; FARMER, D.
Centro donde se presentó: CAMPUS DE LEGANES
Año: 2011
- Three Essays on Corporate Governance and Earnings Management
Autores: DI MEO, F.
Director: GARCIA, J.M.; SURROCA, J.
Centro donde se presentó: Facultad de Ciencias Sociales y Jurídicas
Año: 2011

Publicaciones y actividades de difusión de resultados

Publicaciones en revistas científicas nacionales

- ALEDO, J.; GARCÍA, F.; MARIN, J.M.
Optional Accounting Criteria under IFRSs and Corporate Characteristics: Evidence from Spain. , *Revista de Contabilidad*, Vol. 1, Núm. 14, 2011, pp. 59-85, ESPAÑA.
- BALBÁS, A. ; BALBÁS, R.
Minimax strategies and duality with applications in Financial Mathematics , *Revista de la Real Academia de Ciencias Exactas, Físicas y Naturales. Serie A, Matemáticas*, Vol. 105, Núm. 2, 2011, pp. 291-303, ESPAÑA.
- BARGE, A. ; SANTAMARIA, L. ; MODREGO, A. M.
El papel de las universidades y los centros tecnológicos como impulsores de la actividad innovadora , *Papeles de economía española*, Vol. 127, 2011, pp. 59-75, ESPAÑA.
- CERON, Juan A.
Una reflexión sobre el impacto de la globalización en la eficacia estabilizadora de la política fiscal , *Globalización, Competitividad y Gobernabilidad*, Vol. 5, Núm. 3, 2011, pp. 116-133, ESPAÑA.

- CERON, Juan A.
¿Qué preocupa a los Gobiernos, la brecha de producción o el PIB? , *Revista de Economía Crítica*, Núm. 12, 2011, pp. 199-205, ESPAÑA.
- SANTAMARIA, L. ; NIETO, M.J.
Competitividad en sectores de baja intensidad tecnológica: ¿Demasiado maduros para obviar la innovación? , *Información comercial española*, Núm. 860, 2011, pp. 89-98, ESPAÑA.

Publicaciones en revistas científicas internacionales

- ASSA, H.; BALBÁS, A.
Good deals and compatible modification of risk and pricing rules: A regulatory treatment , *Mathematics and financial economics (Print)*, Vol. 4, Núm. 4, 2011, pp. 253-268, ALEMANIA.
- BALBÁS, A. ; BALBAS, B.; HERAS, A.
Stable solutions for optimal reinsurance problems involving risk measures , *European journal of operational research*, Vol. 214, Núm. 3, 2011, pp. 796-804, HOLANDA.
- BARGE, A. ; SANTAMARIA, L. ; MODREGO, A. M.
Complementarities between Universities and Technology Institutes: New empirical lessons and perspectives , *European planning studies (Print)*, Vol. 19, Núm. 2, 2011, pp. 195-215, REINO UNIDO.
- CARTEA, A.I.; KARYAMPAS, D.
Volatility and covariation of financial assets: A high-frequency analysis , *Journal of banking and finance*, Vol. 35, Núm. 12, 2011, pp. 3319-3334, HOLANDA.
- DIKO, P. ; USABEL, M. A.
A numerical method for the expected penalty-reward function in a Markov-modulated jump-diffusion process , *Insurance. Mathematics and economics*, Vol. 49, Núm. 1, 2011, pp. 126-131, HOLANDA.
- GARCÍA, B.; GUILLAMON, E.
Corporate governance and impression management in annual results press releases , *Accounting, organizations and society*, Vol. 36, Núm. 4-5, 2011, pp. 187-208, REINO UNIDO.
- GARCIA, J.M.; GARCIA, B.; PENALVA, F.
Conditional conservatism and cost of capital , *Review of accounting studies*, Vol. 16, Núm. 2, 2011, pp. 247-271, HOLANDA.
- KAPELKO, M.M.
Intangible resources and efficiency. A comparison of Polish and Spanish textile and clothing industry , *Argumenta Oeconomica*, Vol. 26, Núm. 1, 2011, pp. 73-90, POLONIA.
- Kurt A. Desender; CASTRO, C.; ESCAMILLA, S.A.
Earnings Management and Cultural Values , *American Journal of Economics and Sociology*, Vol. 70, Núm. 3, 2011, pp. 639-670, ESTADOS UNIDOS DE AMERICA.
- MACIAS, M. ; MUIÑO, M.F.
Examining dual accounting systems in Europe , *The International Journal of Accounting*, Vol. 46, Núm. 1, 2011, pp. 51-78, ESTADOS UNIDOS DE AMERICA.
- MAYORDOMO, S.; PEÑA, J. I. ; ROMO, J.
The effect of liquidity on the price discovery process in credit derivatives markets in times of financial distress , *European journal of finance*, Vol. 17, Núm. 09-oct, 2011, pp. 851-881, REINO UNIDO.

- MORENO, M.; SERRANO, P.J.; STUTE, W.
Statistical properties and economic implications of jump-diffusion processes with shot-noise effects , *European journal of operational research*, Vol. 3, Núm. 214, 2011, pp. 656-664, HOLANDA.
- SANTAMARIA, L. ; NIETO, M.J. ; BARGE, A.
Hidden innovators: The role of other innovation activities , *Technology analysis and strategic management*, Vol. 4, Núm. 23, 2011, pp. 415-432, REINO UNIDO.
- SANTAMARIA, L. ; SURROCA, J.
Matching Goals and the Impacts of R&D Collaboration , *European management review*, Vol. 2, Núm. 8, 2011, pp. 95-109, REINO UNIDO.
- TORRES, A. ; TRIBO, J. A.
Customer satisfaction and brand equity, *Journal of Business Research*, Vol. 64, Núm. 10, 2011, pp. 1089-1096, HOLANDA.

Colaboraciones en obras colectivas

- CALDERON, R.; ALVAREZ-ARCE, J.L.; MAYORAL, S.
Corporation as a Crucial Ally Against Corruption, en: Globalization and the Good Corporation, SPRINGER , 2011.
- Kurt A. Desender; LAFUENTE, E.
The Role of Enterprise Risk Management in Determining Audit Fees: Complement or Substitute, en: Risk Management and Corporate Governance , ROUTLEDGE, pp. 5-27, 2011.

Documentos de trabajo

- BALBÁS, A. ; BALBAS, B.; BALBAS, R.
Good deals in markets with frictions, *UC3M Working papers. Business Economics 11-02* Universidad Carlos III de Madrid. Departamento de Economía de la Empresa, 2011.
- CARDONE, C. L. ; TRUJILLO, A.; BRIOZZO, A.
What do Basel Capital Accords mean for SMEs?, *UC3M Working papers. Business Economics 11-04* Universidad Carlos III de Madrid. Departamento de Economía de la Empresa, 2011.
- FIGUEROLA-FERRETTI, I.
Pairing Market and Credit Risk, *Working Paper Series, Departamento de Economía de la Empresa. Universidad Carlos III de M 02-01-2011*, 2011.
- FIGUEROLA-FERRETTI, I. ; PARASKEVOPOULOS, I.
Pairing Market Risk with Credit Riks, *Business Department Working Paper series*, 2011.
- PARASKEVOPOULOU, E.
On the institutional innovation process : EU regulation through an evolutionary lens, *UC3M Working papers. Business Economics 11-05* Universidad Carlos III de Madrid. Departamento de Economía de la Empresa, 2011.

Ponencias y Comunicaciones a congresos

- BOYALLIAN, P.
Bankers' compensation and regulatory intervention during the 2007-2010 financial crisis., Diciembre 2011 - XX International Tor Vergata Conference on Money, Banking and Finance: "Actors, Rules and Policies in the Global Financial Crisis?". Presentación en la sesión de Corporate Governance., ROMA, ITALIA, 2011.

- BOYALLIAN, P.
Bankers' compensation and regulatory intervention during the 2007-2009 financial crisis., Barcelona Banking Summer School. Graduate School of Economics., BARCELONA, ESPAÑA, 2011.

- CERON, Juan A.
Los retos de la globalización para la política fiscal = The Challenges from Globalization to Fiscal Policy, XIII Reunión de Economía Mundial "La gobernanza global: cooperación y conflicto en el Sistema Económico Mundial", DONOSTIA-SAN SEBASTIAN, ESPAÑA, 2011.

- CERON, Juan A.
La respuesta de la política fiscal a los retos de la globalización, XXIII Annual Society for the Advancement of Socio-Economics (SASE) Conference on Transformations of Contemporary Capitalism: Actors, Institutions, Processes, MADRID, ESPAÑA, 2011.

- DÍAZ, A.; GROBA, J.; SERRANO, P.J.
What Drives Corporate Default Risk Premium? Evidence from the CDS Market, II World Finance Conference , RODAS, GRECIA, 2011.

- DÍAZ, A.; GROBA, J.; SERRANO, P.J.
What Drives Corporate Default Risk Premia? Evidence from the CDS Market, 4th Workshop on Risk Management and Insurance (RISK 2011), SEVILLA, ESPAÑA, 2011.

- DÍAZ, A.; GROBA, J.; SERRANO, P.J.
What Drives Corporate Default Risk Premia? Evidence from the CDS Market; en: XII Iberian-Italian Congress of Financial and Actuarial Mathematics: Lisbon, 7th to 9th July 2011, GRUPO DE INVESTIGACIÓN EN MERCADO Y ACTIVOS FINANCIEROS (GIMAF), ESPAÑA, 2011.

- DÍAZ, A.; GROBA, J.; SERRANO, P.J.
What Drives Corporate Default Risk Premia? Evidence from the CDS Market, 18th Annual Conference of the Multinational Finance Society, ROMA, ITALIA, 2011.

- FIGUEROLA-FERRETTI, I. ; PARASKEVOPOULOS, I.
Pairing Market and Credit Risk, II World Finance Conference, Rodas, 2011.

- FIGUEROLA-FERRETTI, I. ; PARASKEVOPOULOS, I.
Pairing Market Risk and Credit Risk, XXXVI Simposio de la Asociación Española de Economía - Spanish Economic Association (SAEe), MALAGA, ESPAÑA, 2011.

- FIGUEROLA-FERRETTI, I. ; PARASKEVOPOULOS, I.
Pairing Market and Credit Risk, Braga, 2011.

- FIGUEROLA-FERRETTI, I. ; PARASKEVOPOULOS, I.
Pairing Market and Credit Risk, Chicago, ESTADOS UNIDOS DE AMERICA, 2011.

- FIGUEROLA-FERRETTI, I. ; PARASKEVOPOULOS, I.
Pairing Market and Credit Risk , 14th Conference of the Swiss Society for Market Research, Zurich, 2011.

- FIGUEROLA-FERRETTI, I. ; PARASKEVOPOULOS, I.; IBAÑEZ, A.
VIX Option Pricing in a continuous time GARCH Model, XIX Foro de Finanzas, GRANADA, ESPAÑA, 2011.

- FUENTE, M. F. D. ; CERON, Juan A. ; FERNÁNDEZ, R.M.; GAGO, P.
Other Effects of the World Economic Crisis: A New Financial Architecture is Born, XXIII Society for the Advancement of Socio-Economics (SASE) Annual Conference: Transformations of Contemporary Capitalism: Actors, Institutions, Processes, MADRID, ESPAÑA, 2011.

- GARCIA, J.M.; BEUSELINCK, C.; BLANCO, B.
Earnings quality when institutions are weak: The role of foreign shareholders, Congreso Anual de la European Accounting Association, Roma, ITALIA, 2011.

- GARCIA, J.M.; DI MEO, F.; SURROCA, J.
Entrenched managers' usage of earnings management tools , Congreso Anual de la American Accounting Association, Denver, ESTADOS UNIDOS DE AMERICA, 2011.

- GARCIA, J.M.; GARCÍA, B.; PEÑALVA, F.
Accounting Conservatism and the Limits to Earnings Management, VIII Workshop de Investigación Empírica en Contabilidad Financiera, SEVILLA, ESPAÑA, 2011.

- GARCIA, J.M.; GARCÍA, B.; PEÑALVA, F.
Accounting conservatism and firm under-investment , Congreso Anual de la European Accounting Association, Roma, ITALIA, 2011.

- GARCIA, J.M.; GARCÍA, B.; PEÑALVA, F.
The information effects of conservatism in accounting , Congreso Anual de la American Accounting Association, Denver, ESTADOS UNIDOS DE AMERICA, 2011.

- GARCIA, J.M.; SURROCA, J. ; DI MEO, F.
Entrenched managers' usage of earnings management tools , Congreso Anual de la European Accounting Association, Roma, ITALIA, 2011.

- GARCIA, J.M.; TRIBO, J. A. ; BLANCO, B.
The role of segment disclosure in corporate governance and its effect on firm investment efficiency , VIII Workshop de Investigación Empírica en Contabilidad Financiera, SEVILLA, ESPAÑA, 2011.

- GUILLAMON, E.
Corporate Governance, Future News and Forward-Looking Information, LISBOA, PORTUGAL, 2011.

- GUILLAMON, E.
Impression Management: Theory an Methodology, GRAZ, AUSTRIA, 2011.

- GUILLAMON, E.
Internet Press Releases: Informative or Manipulative?, II Workshop on Internet Studies, BARCELONA, ESPAÑA, 2011.

- GUILLAMON, E.; GARCIA, B.
Corporate Governance, Future News and Forward-looking Information, 2011 AFAANZ Conference , DARWIN, AUSTRALIA, 2011.

- GUILLAMON, E.; ISIDRO, H.; MARQUES, A.C.
Impression Management and Non-GAAP Reporting in Earnings Announcements, GRENOBLE, FRANCIA, 2011.

- GUO, B.
VIII Workshop on Empirical Research in Financial Accounting, SEVILLA, ESPAÑA, 2011.
- GUO, B.
MOVE Workshop on Venture Capital, BARCELONA, ESPAÑA, 2011.
- GUO, B.
2011 Annual Meeting of the Association of Southern European Economic Theorists (ASSET), Evora, PORTUGAL, 2011.
- GUTIERREZ, M.
A Carrot and Stick Approach to Discipline Self-Dealing by Controlling Shareholders, EEA 2011 (European Economic Association Annual Meeting 2011), Oslo, Noruega, Septiembre 2011, Oslo, NORUEGA, 2011.
- GUTIERREZ, M.
Deconstructing Independent Directors , Annual Meeting of the Italian Society of Law and Economics 2011, Turin, ITALIA, 2011.
- HASMAN, A.; SAMARTIN, M. ; BOMMEL, J.V.
Financial Contagion and Depositor Monitoring, Northern Finance Association Meetings , VANCOUVER, CANADA, 2011.
- Kurt A. Desender; AGUILERA, R.V.; CRESPI-CLADERA, R.; GARCÍA-CESTONA, M.A.
Board Characteristics And Audit Fees: When Does Ownership Matter?, 12th Workshop on Corporate Governance and Investment, LEIPZIG, ALEMANIA, 2011.
- LAMPIS, F.
An algorithm to estimate a SETAR model in Gretl, 2ND GRETL CONFERENCE, TORUN, POLONIA, 2011.
- MACIAS, M.; GAGO, S.
Choosing research fields in accounting , Denver, 2011.
- MARTINEZ, D.; GROBA, J.; SERRANO, P.J.
Monetary Policy Effect on Firm's Default Risk, 19th Finance Forum, GRANADA, ESPAÑA, 2011.
- MORENO, J. D. ; RODRIGUEZ, R.
Management Sub-Advising: Mutual Fund Industry , XX Finance Forum, ESPAÑA, 2011.
- MORENO, J. D. ; RODRIGUEZ, R. ; MALAGON, J.
Time Horizon Trading and the Idiosyncratic Risk Puzzle , XIX Finance Forum, GRANADA, ESPAÑA, 2011.
- PARASKEVOPOULOU, E.
Path Dependence and discontinuities in the cognitive and operational memories of organizations , ALEMANIA, 2011.
- PARASKEVOPOULOU, E.
On the Institutional Innovation Process, FRANCIA, 2011.
- PARASKEVOPOULOU, E.
The value and dangers of remembrance in changing worlds: a model of cognitive and operational memory of organizations , HOLANDA, 2011.
- PARASKEVOPOULOU, E.
On the value of accounting information for innovation, ESPAÑA, 2011.

- PARASKEVOPOULOU, E.
Interrelationships between governance and technical change: Co-evolution of regulation and innovation in the detergents industry, LEM Seminar Series, ITALIA, 2011.
- PARASKEVOPOULOU, E.
The value and dangers of remembrance in changing worlds: a model of cognitive and operational memory of organizations , ESTADOS UNIDOS DE AMERICA, 2011.
- RODRIGUEZ, M.; MAYORDOMO, S.; PEÑA, J. I.
Portfolio Choice with Indivisible and Illiquid Housing Assets: The Case of Spain, International Finance and Banking Society 2011 Conference (IFABS 2011) , ROMA, ITALIA, 2011.
- RODRIGUEZ, M.; MAYORDOMO, S.; PEÑA, J. I.
Portfolio Choice with Indivisible and Illiquid Housing Assets: The Case of Spain, 19th Finance Forum, GRANADA, ESPAÑA, 2011.
- RODRIGUEZ, M.; PEÑA, J. I.
Systemic Risk Measures: The Simpler the Better? , 2011 FMA European Conference, OPORTO, PORTUGAL, 2011.
- RODRIGUEZ, M.; PEÑA, J. I.
Systemic Risk Measures: the Simpler the Better? , INFINITI Conference on International Finance 2011, DUBLÍN, IRLANDA, 2011.
- RODRIGUEZ, M.; PEÑA, J. I.
Systemic Risk Measures: The Simpler the Better? , BoK-BIS Conference on Macroprudential Regulation and Policy, SEÚL, REPUBLICA DE COREA, 2011.
- RODRIGUEZ, M.; PEÑA, J. I. ; MAYORDOMO, S.
Portfolio Choice with Indivisible and Illiquid Housing Assets: The Case of Spain, INFINITI Conference on International Finance 2011, DUBLÍN, IRLANDA, 2011.
- RODRIGUEZ, R.
The Determinants of the Correlation between Individual Stock and Corporate Bond Returns , XIX Finance Forum, ESPAÑA, 2011.
- RODRIGUEZ, R. ; MALAGON, J.
Time horizon trading and the idiosyncratic risk puzzle, XIX Finance Forum, ESPAÑA, 2011.
- RODRIGUEZ, R. ; MALAGON, J.
Time Horizon Trading and the Idiosyncratic Risk Puzzle , 9th Annual International Conference on Finance, Athens, GRECIA, 2011.
- RODRIGUEZ, R. ; MALAGON, J.
Time horizon trading and the idiosyncratic risk puzzle , Campus For Finance, VALLENDAR, ALEMANIA, 2011.
- SAMARTIN, M. ; HASMAN, A.; BOMMEL, J.V.
Financial Contagion and Depositor Monitoring, The Sixteenth World Congress of the International Economic Association (IEA), BEIJING, CHINA, 2011.

- SANTAMARIA, L. ; PARASKEVOPOULOU , E.
On the value of accounting information for innovation , 23rd SASE Annual Conference, *MADRID*, ESPAÑA, 2011.
- TRIBO, J. A. ; SURROCA, J.
Can We Trust Cheap Social Talk?, The 31st Strategic Management Society Annual International Conference, *MIAMI, FLORIDA*, ESTADOS UNIDOS DE AMERICA, 2011.
- TRIBO, J. A. ; SURROCA, J.
Can We Trust Cheap Social Talk?, 2011 Academy of Management Annual Meeting, *SAN ANTONIO, TEXAS*, ESTADOS UNIDOS DE AMERICA, 2011.
- VAZ ANTUNES, J.R.
Patent Now or Later?: Corporate Financing Decisions, Agency Costs and Social Benefits, World Finance Conference, *Rhodes*, GRECIA, 2011.
- VAZ ANTUNES, J.R.
Patent now or later? Corporate financing decisions, agency costs and social benefits he birth and death of a firm: an an, 2011 FMA European Conference , *Porto*, PORTUGAL, 2011.
- VAZ ANTUNES, J.R.
The birth and death of a firm: an analysis of stakeholder management using real options analysis, XIX Foro de Finanzas, *GRANADA*, ESPAÑA, 2011.

Actividades de formación y movilidad de personal investigador

Estancias en otros centros

- DAVID MARTINEZ MIERA
Título: Estancia Banco Central de Canada
Centro Externo: Banco de Canada
País: CANADA
Duración: 30/09/2011 a 15/12/2011.
- KURT ACHIEL DESENDER
Título: Visiting Researcher
Centro Externo: Bangor Business School, Bangor University
País: REINO UNIDO
Duración: 15/06/2011 a 01/09/2011.
- MARGARITA SAMARTIN SAENZ
Título: Estancia de Investigacion.
Centro Externo: CORE
País: BÉLGICA
Duración: 15/07/2011 a 15/08/2011.
- PEDRO JOSE SERRANO JIMENEZ
Título: Estancia University of California Los Angeles (UCLA)
Centro Externo: University of California Los Angeles (UCLA)
País: ESTADOS UNIDOS DE AMERICA
Duración: 18/01/2011 a 27/07/2011.

ÁREA DE CONOCIMIENTO: ORGANIZACION DE EMPRESAS

Actividades de investigación

Tesis Doctorales

- Green carmakers and Caesar's wife: Are they really above suspicion? Three essays on environmental innovations, voluntary disclosure and cooperation along the Supply Chain
Autores: STEFANO, M.C.D.
Director: ALVAREZ, M. J. ; MONTES-SANCHO, M. J.
Centro donde se presentó: CAMPUS DE GETAFE
Año: 2011

Publicaciones y actividades de difusión de resultados

Publicaciones en revistas científicas nacionales

- BUSOM, I.; MARTINEZ, E. ; CORCHUELO, M.B.
Obstáculos a la innovación y uso de incentivos ¿subvenciones o estímulos fiscales?, *Economía Industrial*, 2011, pp. 35-44, ESPAÑA.
- HUSILLOS, F.J.; LARRINAGA, C. ; ALVAREZ, M. J.
The emergence of triple bottom line reporting in Spain , *Revista Española de Financiación y Contabilidad*, Vol. 40, Núm. 150, 2011, pp. 195-219, ESPAÑA.

Publicaciones en revistas científicas internacionales

- DELMAS, M.; MONTES-SANCHO, M. J.
An Institutional Perspective on the Diffusion of International Management System Standards: The Case of the Environmental Management Standard ISO 14001 , *Business Ethics Quarterly*, Vol. 21, Núm. 1, 2011, pp. 103-1032, ESTADOS UNIDOS DE AMERICA.
- DELMAS, M.; MONTES-SANCHO, M. J.
US state policies for renewable energy: Context and effectiveness , *Energy Policy*, Vol. 39, Núm. 5, 2011, pp. 2273-2288, REINO UNIDO.
- ERIKSON, T.; ORTEGA, J.
Incentive Contracts and Time Use , *Electronic international journal of time use research*, Vol. 8, Núm. 1, 2011, pp. 1-29, ALEMANIA.

- FOSFURI, A. ; GIARRATANA, M. ; ROCA I, E.
Community-focused strategies , *Strategic organization*, Vol. 9, Núm. 3, 2011, pp. 222-239, REINO UNIDO.
- HELMERS, C.; PATNAM, M.
The Formation and Evolution of Childhood Skill Acquisition: Evidence from India , *Journal of Development Economics*, Vol. 95, Núm. 2, 2011, pp. 252-266, HOLANDA.
- HELMERS, C.; ROGERS, M.
Does patenting help high-tech start-ups? , *Research policy*, Vol. 40, Núm. 7, 2011, pp. 1016-1027, HOLANDA.
- MELERO, E.
Are Workplaces with Many Women in Management Run Differently? , *Journal of Business Research*, Vol. 64, 2011, pp. 385-393, HOLANDA.
- RICO, R.; BACHRACH, D.; SÁNCHEZ-MANZANARES, M.; COLLINS, B.
The Interactive Effects of Person-Focused Citizenship behavior, Task Interdependence and Virtuality on Team Performance, *European Journal of Work and Organizational Psychology*, Vol. 20, Núm. 5, 2011, pp. 700-726, REINO UNIDO.
- SANTAMARIA, L. ; SURROCA, J.
Matching Goals and the Impacts of R&D Collaboration , *European management review*, Vol. 2, Núm. 8, 2011, pp. 95-109, REINO UNIDO.

Documentos de trabajo

- BUSOM, I.; CORCHUELO, B.; MARTINEZ, E.
Tax incentives and direct support for R&D : what do firms use and why?, *INDEM Working Paper Business Economic 11-03* Universidad Carlos III. Instituto sobre Desarrollo Empresarial Carmen Vidal Ballester, 2011.
- FERNANDEZ, M.; ESTEVE , B.
Politicians' Luck of the Draw: Evidence from the Spanish Christmas Lottery, *FEDEA Working Papers 2011-01* Fundación de Estudios de Economía Aplicada (FEDEA), 2011.
- GIARRATANA, M. ; ESCRIBANO, A.
EU Patent System: to be or not to be?, *UC3M Working papers. Economics 11-01* Universidad Carlos III de Madrid. Departamento de Economía, 2011.
- ZINOVYEVA, N.; FERNANDEZ, M.
Does Gender Matter for Academic Promotion? Evidence from a Randomized Natural Experiment , *IZA Discussion Papers 5537* INSTITUTE FOR THE STUDY OF LABOR (IZA), 2011.

Ponencias y Comunicaciones a congresos

- AKSOY, D.; FOSFURI, A. ; GIARRATANA, M.
The Impact of Open Source Software on Firm Value, DRUID Society Conference 2011, *COPENHAGUE*, DINAMARCA, 2011.
- AKSOY, D.; FOSFURI, A. ; GIARRATANA, M.
The Impact of Open Source Software: Introductions on Firm Value, 9th ZEW Conference on the Economics of Information and Communication Technologies, *MANNHEIM*, ALEMANIA, 2011.

- ALVAREZ, M. J. ; DE STEFANO, M.C.; MONTES-SANCHO, M. J.
Moving from Socio-political Perspective: Do Firms' Sustainable Development Strategies Affect the Quality of Corporate Social and Environmental Reporting?, 27th European Group of Organization Studeis (EGOS) Colloquium, *GOTHENBURG*, SUECIA, 2011.
- ALVAREZ, M. J. ; YAN, W.
Assessing Luxury Brands and eWOM Using Online Reviews: Hospitality Management on the Edge ; en: CSAE 2011 Conference Publications, CHINA, 2011.
- ALVAREZ, M. J. ; YAN, W.
Luxury Hotel Services and eWOM Assessment: Hospitality Management in China , 6th International Forum on Knowledge Asset Dynamics - IFKAD 2011, *Tampere*, FINLANDIA, 2011.
- ALVAREZ, M. J. ; YAN, W.
Internationalization to Emerging Markets: The Case of Luxury Hotels in China , Extenda I Workshop de Internacionalización de Empresas, *CADIZ*, ESPAÑA, 2011.
- BUSOM, I.; CORCHUELO, M.B.; MARTINEZ, E.
R&D fiscal incentives and direct funding: what do firms prefer?, XXXVI Simposio de la Asociación Española de Economía, *MALAGA*, ESPAÑA, 2011.
- DIAS, S.
Consequences of inter-category relationships and experience in the Brazilian film industry, 1998-2008, Fourteenth Annual Meeting of Organizational Ecologists, *SUIZA*, 2011.
- FERNANDEZ, M.
Performance Pay and Judicial Production: Evidence from Spain , Workshop on Personnel Economics and the Public Sector, *Ravello*, ITALIA, 2011.
- FERNANDEZ, M.
Politicians' Luck of the Draw: Evidence from the Spanish Christmas Lottery, European Political Science Association, *Dublin*, IRLANDA, 2011.
- FERNANDEZ, M.
Politicians' Luck of the Draw: Evidence from the Spanish Christmas Lottery , International Meeting on Experimental and Behavioral Economics, *BARCELONA*, ESPAÑA, 2011.
- FERNANDEZ, M.
POLITICIANS' LUCK OF THE DRAW: EVIDENCE FROM THE SPANISH CHRISTMAS LOTTERY, Simposio de Análisis Económico, *MALAGA*, ESPAÑA, 2011.
- GARCIA, J.M.; DI MEO, F.; SURROCA, J.
Entrenched managers' usage of earnings management tools , Congreso Anual de la American Accounting Association, *Denver*, ESTADOS UNIDOS DE AMERICA, 2011.
- GARCIA, J.M.; SURROCA, J. ; DI MEO, F.
Entrenched managers' usage of earnings management tools , Congreso Anual de la European Accounting Association, *Roma*, ITALIA, 2011.
- HELMERS, C.
Choose the Neighbor before the House: Agglomeration Externalities in UK Science Parks, 2011.
- KULCSAR, B.; FOSFURI, A. ; GIARRATANA, M.
The Link between Corporate Philanthropy and Product Failure, DRUID-DIME Academy Winter Conference 2011, *AALBORG*, DINAMARCA, 2011.

- LADO, N. R. ; MARTOS, M. M. ; MARTINEZ, E.
Package Advertising Claims on New Products: Impact on Firm Value, 2011 Academy of Marketing Science (AMS) Annual Conference: The Sustainable Global Marketplace, *MIAMI*, ESTADOS UNIDOS DE AMERICA, 2011.
- MARTINEZ, E.
Does EO accelerate the effect of Strategy on firm performance?, 7th International Meeting Of the Iberoamerican Academy of Management: "Management in Iberoamerican Countries: Cultural Perspectives", *Lima*, PERU, 2011.
- MENDONÇA, E.; GIMENEZ, C.; MONTES-SANCHO, M. J.
Green Supply Chain Management Strategies in Spanish Firms, XXI Congreso Nacional Asociación Científica de Economía de la Empresa (ACEDE): Creatividad: el futuro de la empresa, *BARCELONA*, ESPAÑA, 2011.
- MENDONÇA, E.; MONTES-SANCHO, M. J. ; GIMÉNEZ, C.
Assessment or Collaboration? An Empirical Study of Green Supply Chain Management; en: Book of abstracts: 18th International Annual EurOMA Conference: Exploring Interfaces , REINO UNIDO, 2011.
- MONTES-SANCHO, M. J. ; ALVAREZ, M. J. ; STEFANO, M.C.D.
To Tell or Not to Tell? Sustainable Development Strategies and Quality of Corporate Reporting, 71st Academy of Management Annual Meeting (AOM 2011), *SAN ANTONIO, TEXAS*, ESTADOS UNIDOS DE AMERICA, 2011.
- ORTEGA VELÁZQUEZ, A.; VAN DEN BOSSCHE, P.; SÁNCHEZ-MANZANARES, M.; RICO, R.; GIL, F.
The influence of change-oriented leadership on team learning in nursing teams, 15th Conference of the European Association of Work and Organizational Psychology, *Maastricht*, HOLANDA, 2011.
- RICO, R.; SÁNCHEZ-MANZANARES, M.; ANTINO, M.; LAU, D.C.
Can We Counteract the Detrimental Effect of Team Faultlines?, 71st Academy of Management Meeting, *San Antonio, Texas*, ESTADOS UNIDOS DE AMERICA, 2011.
- ROCA I, E.
Strategic congruence between Community-focused strategies and profit maximization , *San Antonio (Texas)*, ESTADOS UNIDOS DE AMERICA, 2011.
- RUIZ-VERDU, P.
Should CEOs be Rewarded for the Decisions they Make? Delegated Expertise and CEO Pay, 38th Annual Meeting of the European Finance Association, *Estocolmo*, SUECIA, 2011.
- RUIZ-VERDU, P.
Should CEOs be Rewarded for the Decisions they Make? Delegated Expertise and CEO Pay , *MADRID*, ESPAÑA, 2011.
- SÁNCHEZ-MANZANARES, M.
Simposio: Broader, Deeper and Richer Faultlines: New Thinking and Data on Social Fissures in Work Teams, 71st Academy of Management Meeting , *San Antonio, Texas*, ESTADOS UNIDOS DE AMERICA, 2011.
- TRIBO, J. A. ; SURROCA, J.
Can We Trust Cheap Social Talk?, 2011 Academy of Management Annual Meeting, *SAN ANTONIO, TEXAS*, ESTADOS UNIDOS DE AMERICA, 2011.
- TRIBO, J. A. ; SURROCA, J.
Can We Trust Cheap Social Talk?, The 31st Strategic Management Society Annual International Conference, *MIAMI, FLORIDA*, ESTADOS UNIDOS DE AMERICA, 2011.

Actividades de formación y movilidad de personal investigador

Estancias en otros centros

- **ALESSANDRA LUZZI**
Título: Estancia en el Management Department de Wharton
Centro Externo: Wharton School Department of Management
País: ESTADOS UNIDOS DE AMERICA
Duración: 01/08/2011 a 28/02/2012.
- **BORBALA KULCSAR**
Título: Estancia PhD
Centro Externo: Cass Business School
País: REINO UNIDO
Duración: 15/09/2011 a 20/12/2011.
- **EDUARDO MELERO MARTIN**
Título: Estancia de Investigación en Temple University, Philadelphia (EEUU)
Centro Externo: Temple University
País: ESTADOS UNIDOS DE AMERICA
Entidad Financiadora: MINISTERIO DE ECONOMIA Y COMPETITIVIDAD
Presupuesto: 48300 Euros.
Duración: 01/02/2011 a 31/07/2011.
- **JORGE SURROCA AGUILAR**
Título: Desarrollo del proyecto: The Diffusion of Corporate Social Responsible Practices
Centro Externo: Management and Organization Department, Boston College
País: ESTADOS UNIDOS DE AMERICA
Entidad Financiadora: Dirección General de Universidades del Ministerio de Educación, Cultura y Deportes (MEC)
Duración: 01/09/2011 a 30/06/2012.
- **MARIA JOSEFA ALVAREZ GIL**
Título: Año sabático en Universidad Goethe (Frankfurt am Main, Alemania), curso 2011-2012, trabajando con el prof. Jan Kranen y el Center for Financial Studies de dicha Universidad .
Centro Externo: Universität Goethe Frankfurt am Main
País: ALEMANIA
Entidad Financiadora: Dirección General de Universidades de la Comunidad de Madrid (DGUCM)
Presupuesto: 18032 Euros.
Duración: 30/09/2011 a 29/09/2012.
- **NEUS PALOMERAS VILCHES**
Título: Estancia de Investigación. Invitación del Prof. David H. Hsu. Financiado con una beca a la movilidad José Castillejo para jóvenes doctores.
Centro Externo: The Warthon School, University of Pennsylvania
País: ESTADOS UNIDOS DE AMERICA
Duración: 01/02/2011 a 16/08/2011.
- **WEI YAN**
Título: Emerging Markets in the Global Economy
Centro Externo: Harvard University

País: ESTADOS UNIDOS DE AMERICA
Duración: 20/06/2011 a 31/08/2011.