

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

Tesis Doctorales

- Bridging the consumer and the firm: three inquiries on brand community
Autores: ADAMO, G.E.
Director: GASTON BRETON, C.
Año: 2012
- Marketing strategies for enhancing word of mouth: sales acceleration and affiliate programs
Autores: AVAGYAN, V.
Director: ESTEBAN-BRAVO, M. ; VIDAL-SANZ, JOSE M.
Año: 2012
- Teamwork under the microscope: employee behavior, job design and ideal compensation system
Autores: GODEANU, A.M.
Director: ORTEGA, J.
Centro donde se presentó: FACULTAD CIENCIAS SOCIALES Y JURIDICAS
Año: 2012
- Three essays on marketing dynamics
Autores: YILDIRIM, G.
Director: ESTEBAN-BRAVO, M. ; VIDAL-SANZ, JOSE M.
Año: 2012

Publicaciones y actividades de difusión de resultados

Publicaciones en revistas científicas nacionales

- CERVIÑO, J. ; BAENA, V.
Gestión Estratégica de la marca en el mundo del vino , *Spanish Journal of Rural Development* , Vol. 3, Núm. 1, 2012, pp. 1-18, ESPAÑA.
- CERVIÑO, J. ; DURÁN , J.J.
La Marca como activo estratégico de la empresa española. Posición actual y perspectivas , *Papeles de economía española*, Núm. 132, 2012, pp. 82-96, ESPAÑA.

- NUÑEZ, E.; VACA, J.P.
Creación y uso de una plataforma web como apoyo a las clases del aula , *Revista electrónica de ADA*, Vol. 6, Núm. 3, 2012, pp. 233-243, ESPAÑA.

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- BAENA, V.; CERVIÑO, J.
International franchise expansion of service chains: insights from the Spanish market , *Service industries journal*, Vol. 32, Núm. 7, 2012, pp. 1121-1136, REINO UNIDO.
- BARROSO, A.; LLOBET, G.
Advertising and Consumer Awareness of New, Differentiated Products , *Journal of Marketing Research*, Vol. 49, Núm. 6, 2012, pp. 773-792, REINO UNIDO.
- DUQUE, L.C.; DUQUE, J.C.; SURIÑACH, J.
Learning Outcomes and Dropout Intentions: An Analytical Model for Spanish Universities. , *Educational Studies (Dorchester-on-Thames)*, 2012, REINO UNIDO.
- LADO, N. R. ; MARTOS, M.; MARTINEZ, E.
The Power of a Package Product Claims Drive Purchase Decisions , *Journal of advertising research*, Vol. 52, Núm. 3, 2012, pp. 364-375, ESTADOS UNIDOS DE AMERICA.
- MATTERA, M.; BAENA, V.; CERVIÑO, J.
Analyzing Social Responsibility as a driver of firm's brand awareness, *Procedia: social and behavioral science*, Vol. 58, 2012, pp. 1121-1130, HOLANDA.
- NUÑEZ, E.
Pilot scheme of assessment in e-learning , *Atiner's Conference Paper Series*, Vol. 12, Núm. MDT2012-0012, 2012, pp. 1-12, GRECIA.
- RIVERA, J. E.
Corporate environmental market responsiveness: A model of individual and organizational drivers , *Journal of Business Research*, Vol. 65, Núm. 3, 2012, pp. 402-411, HOLANDA.
- SIGNH, S.; DUQUE, L.C.
Moderating Role of Stress in Evaluating Negative Services: Encounters With the Police , *Journal of service research*, Vol. 15, Núm. 2, 2012, pp. 231-241, ESTADOS UNIDOS DE AMERICA.

Colaboraciones en obras colectivas

- ADAMO, G.E.
Il management degli eventi , en: Event Marketing, (2), CEDAM, ITALIA, pp. 247-303, 2012.
- ADAMO, G.E.
Interaction Between the Stakeholders and Their Collective Influence of the Organization to Adopt Sustainable Strategies , en: Readings and Cases in Sustainable Marketing: A Strategic Approach to Social Responsibility , TILDE UNIVERSITY PRESS, 2012.

Documentos de trabajo

- ESTEBAN-BRAVO, M. ; LESZKIEWICZ, A.; VIDAL-SANZ, JOSE M.
Reconsidering optimal experimental design for conjoint analysis, *UC3M Working papers. Business Economics 12-05* Universidad Carlos III de Madrid. Departamento de Economía de la Empresa, 2012.
- ESTEBAN-BRAVO, M. ; VIDAL-SANZ, JOSE M. ; YILDIRIM, G.
US advertising expenditure trends : long run effects and structural changes with new media introductions, *UC3M Working papers. Business Economics 12-06* Universidad Carlos III de Madrid. Departamento de Economía de la Empresa, 2012.
- ESTEBAN-BRAVO, M. ; VIDAL-SANZ, JOSE M. ; YILDIRIM, G.
Valuing customer portfolios with endogenous mass-and-direct-marketing interventions using a stochastic dynamic programming decomposition, *UC3M Working papers. Business Economics 12-04* Universidad Carlos III de Madrid. Departamento de Economía de la Empresa, 2012.
- RAMOS, S.B.; LOPES MOREIRA, M.H.; WANG, C.W.
Asymmetric long-run effects in the oil industry, *UC3M Working papers. Statistics and Econometrics 12-02* Universidad Carlos III de Madrid. Departamento de Estadística, 2012.

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- ADAMO, G.E.; GASTON BRETON, C.
New Product Development within Brand Community: The Analysis of Motivation; en: 41th EMAC Conference Marketing to Citizens Going beyond Customers and Consumers ISCTE Business School Lisbon 22-25 May 2012 Conference Proceedings, EMAC, 2012.
- BAENA, V.; CERVIÑO, J.
Choosing the master franchise entry mode in the middle east. Highlighting Spanish firm's international experience and the host country's efficiency of contract enforcement, XXIV Congreso Nacional de Marketing, PALMA DE MALLORCA, ESPAÑA, 2012.
- BAENA, V.; CERVIÑO, J.
Key drivers of overseas expansion of service franchise chains, 11 th International Marketing Trends Conference, Venecia, ITALIA, 2012.
- BAENA, V.; CERVIÑO, J.
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- BARROSO, A.; GIARRATANA, M.
The Impact of Product Proliferation Strategies in Response to Complex Customer Choices, Academy of Management 2012 Annual Meeting the Informal Economy, Boston, ESTADOS UNIDOS DE AMERICA, 2012.
- DUQUE, L.C.
A framework for analyzing performance in the higher education service, XXIV Congreso Nacional de Marketing AEMARK, PALMA DE MALLORCA, ESPAÑA, 2012.

- DUQUE, L.C.; GASTON-BRETON, C.
Promotional benefits on 99-ending prices: The moderating role of intuitive and analytical decision style, European Marketing Academy Conference EMAC, LISBOA, PORTUGAL, 2012.
- DUQUE, L.C.; LADO, N. R. ; ALVAREZ, D.
La eficacia de las prácticas de marketing de las pequeñas empresas en los mercados emergentes, PALMA DE MALLORCA, ESPAÑA, 2012.
- DUQUE, L.C.; SINGH, S.
Explicit donations in cause-related marketing promotions: Enhancing value inferences and overcoming skepticism, LISBOA, PORTUGAL, 2012.
- LADO, N. R.
La eficacia de la prácticas de marketin gen los mercados emergentes , XXIV congreso nacional de de Marketing AEMARK, PALMA DE MALLORCA, ESPAÑA, 2012.
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La eficacia de las prácticas de marketing de las pequeñas empresas en los mercados emergentes , XXIV Congreso Nacional de Marketing AEMARK, ESPAÑA, 2012.
- LESZKIEWICZ, A.
Reconsidering Conjoint Analysis , Informs Marketing Science 2012, ESTADOS UNIDOS DE AMERICA, 2012.
- MATTERA, M.; BAENA, V.; CERVIÑO, J.
Analyzing Social Responsibility As A Driver Of Firms' Brand Awareness , 8th International Strategic Management Conference, BARCELONA, ESPAÑA, 2012.
- NUÑEZ, E.
El deporte y sus estrellas como generadores de valor para las marcas españolas con comercialización internacional ; en: I Congreso internacional de gestión del deporte , Asociación Madrileña de Derecho y Gestión del Deporte, , 2012.
- NUÑEZ, E.
Pilot scheme of assessment in e-learning.; en: Abstract book 5th Annual International Conference on Mediterranean Studies, 2012.
- NUÑEZ, E.
Prácticas de innovación docente en la EEES apoyadas en el uso de plataformas virtuales. Innovación Docente aplicada al Grado de Administración y Dirección de Empresas.; en: VII CIDUI: La Universitat una institució de la societat= VII La Universidad una institución de la sociedad= VII The University an Institution of Society , , 2012.
- NUÑEZ, E.
El uso de una wiki "pentagonomadu" como herramienta de innovación interdisciplinar en la Universidad de Alcalá.; en: , , 2012.
- NUÑEZ, E.
La Dirección Creativa de los estudiantes como nueva estrategia de enseñanza-aprendizaje en Marketing; en: , , 2012.
- NUÑEZ, E.; CUESTA , P.; PENELAS, A.
Pilot Scheme of Assessment in E-learning; en: ATINER's Conference Paper Series MDT2012-0012 , Athens Institute for Education and Research, GRECIA, 2012.

- NUÑEZ, E.; CUESTA, P.; PENELAS, A.
Experiencias de evaluación en e-learning en la UAH. Como sacarle el máximo partido a las plataformas virtuales., Séptima Jornada de Innovación Pedagógica ADA-Madrid, MADRID, ESPAÑA, 2012.
- NUÑEZ, E.; PENELAS, A.; CUESTA, P.
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Creación y uso de una plataforma web como apoyo a las clases del aula, Séptima Jornada de Innovación Pedagógica: Experiencias de evaluación en e-learning, MADRID, ESPAÑA, 2012.
- RIVERA, J. E.
Future education Opportunities in Latin America, CONGRESO, LIMA, PERU, 2012.

Actividades de formación y movilidad de personal investigador

Estancias en otros centros

- ALICIA BARROSO LUDEÑA
Título: Estancia Investigadora
Centro Externo: Bocconi University
País: ITALIA
Duración: 16/04/2012 a 16/07/2012.
- ESTELA NUÑEZ BARRIOPEDRO
Título: Estancia de investigación postdoctoral de dos meses de duración en el Instituto Universitario de Investigación "Athens Institute for Education and Research"
Centro Externo: Athens Institute for Education and Research
País: GRECIA
Duración: 01/03/2012 a 30/04/2012.
- ESTELA NUÑEZ BARRIOPEDRO
Título: Estancia postdoctoral en la Universidad Católica Argentina en Buenos Aires. Dicha estancia ha sido financiada por la "Becas Iberoamérica. Jóvenes Profesores e Investigadores. Santander Universidades" becas que ofrece y otorga de forma competitiva el Banco Santander Central Hispano a Jóvenes Profesores e Investigadores de ámbito internacional.
Centro Externo: Universidad Católica Argentina
País: ARGENTINA
Entidad Financiadora: Becas Iberoamérica. Jóvenes Profesores e Investigadores. Santander Universidades
Presupuesto: 5000 Euros.
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Presupuesto: 5000 Euros.
Duración: 01/07/2012 a 01/09/2012.

ÁREA DE CONOCIMIENTO: ECONOMÍA FINANCIERA Y CONTABILIDAD

Actividades de investigación

Tesis Doctorales

- Essays on information transmission in financial markets
Autores: CUKUROVA, S.
Director: CABRALES, A.; GUTIERREZ, M.
Año: 2012
- Risk theory and optimal control of levy driven processes
Autores: DIKO, P.
Director: USABEL, M. A.
Año: 2012
- Three essays on credit derivatives and liquidity
Autores: ARAKELYAN, A.
Director: PENALVA, J.S.
Año: 2012
- Understanding the benefits of inflation-linked bonds: The case of tips
Autores: SAUL, J.
Director: CARTEA, A.I.
Año: 2012

Publicaciones y actividades de difusión de resultados

Publicaciones en revistas científicas nacionales

- CERON, Juan A.
La respuesta de la política fiscal a la actividad económica en los países desarrollados , *Estudios de Economía Aplicada*, Vol. 30, Núm. 1, 2012, pp. 1-32, ESPAÑA.
- ESCOBAR, T.; GAGO, S.
"We were the first to support a major IS Innovation". Research into the motivations of Spanish pioneers in XBR , *Revista de Contabilidad*, Vol. 1, Núm. 15, 2012, pp. 91-98, ESPAÑA.

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- CARTEA, A.I.; GONZALEZ, C.U.
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- ESCRIBANO, A. ; PEÑA, J. I. ; VILLAPLANA, P.
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- GODIN, F.; MAYORAL, S. ; MORALES, M.
Contingent Claim Pricing Using a Normal Inverse Gaussian Probability Distortion Operator , *The Journal of risk and insurance*, Vol. 79, Núm. 3, 2012, pp. 841-866, ESTADOS UNIDOS DE AMERICA.
- GUILLAMON, E.; GARCIA, B.; JONES, M.J.
Opportunistic disclosure in press release headlines , *Accounting and business research*, Vol. 42, Núm. 2, 2012, pp. 143-168, REINO UNIDO.
- GUTIERREZ, M.
Ownership structure and minority expropriation : the case for multiple blockholders, *Applied Financial Economics*, Vol. 22, Núm. 24, 2012, pp. 2075-2083, REINO UNIDO.
- GUTIERREZ, M. ; TRIBO, J. A. ; MARIANO, B.
Ownership structure and minority expropriation : the case for multiple blockholders, *Applied Financial Economics*, Vol. 22, Núm. 24, 2012, pp. 2075-2083, REINO UNIDO.
- GZYL BUCHHOLZ, H.; MAYORAL, S.
Determination of the probability distribution measures from market option prices using the method of maximum entropy in mean , *Applied Mathematical Finance*, Vol. 19, Núm. 4, 2012, pp. 299-312.
- Kurt A. Desender; AGUILERA, R.; CRESPI, R.; GARCIA, M.A.
When Does Ownership Matter? Board Characteristics and Behavior, *Strategic management journal*, 2012, ESTADOS UNIDOS DE AMERICA.
- MENOZZI, A.; GUTIERREZ, M. ; VANNONI, D.
Board composition, political connections, and performance in state-owned enterprises , *Industrial and Corporate Change*, Vol. 21, Núm. 3, 2012, pp. 671-698, REINO UNIDO.
- MORENO, J. D. ; RODRIGUEZ, R.
OPTIMAL DIVERSIFICATION ACROSS MUTUAL FUNDS , *Applied Financial Economics*, Vol. 23, Núm. 2, 2012, pp. 119-122, REINO UNIDO.
- PARASKEVOPOULOU, E.
Non-technological regulatory effects: Implications for innovation and innovation policy , *Research policy*, Vol. 41, Núm. 6, 2012, pp. 1058-1071, HOLANDA.
- PENALVA, J.S.; CARTEA, A.
Where is the Value in High-Frequency Trading? , *Quarterly Journal of Finance*, Vol. 3, Núm. 2, 2012.

- SANTAMARIA, L. ; NIETO, M.J. ; MILES, I.
Service innovation in manufacturing firms: evidence from Spain , *Technovation*, Vol. 32, Núm. 2, 2012, pp. 144-155, HOLANDA.
- SOUSA, C.M.P.; COELHO, F.; GUILLAMON, E.
Personal Values, Autonomy, and Self-efficacy: Evidence from frontline service employees , *International journal of selection and assessment* , Vol. 20, Núm. 2, 2012, pp. 159-170, REINO UNIDO.
- TORRES, A.; BIJMOLT, T.H.A.; TRIBO, J. A. ; VERHOEF, P.
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- VAZ ANTUNES, J.R.; HOWELL, S.; DUCK, P.
Patent now or later? Corporate financing decisions, agency costs and social benefits , *European journal of finance*, 2012, REINO UNIDO.

Colaboraciones en obras colectivas

- AGUILERA, R.; Kurt A. Desender; KABBACH , L.R.
A Bundle Perspective to Comparative Corporate Governance, en: SAGE Handbook of Corporate Governance, SAGE Publications, REINO UNIDO, pp. 379-405, 2012.
- Kurt A. Desender; AGUILERA, R.
Challenges in the Measuring of Comparative Corporate Governance : A Review of the Main Indices , en: Research Methodology in Strategy and Management, EMERALD GROUP PUBLISHING LIMITED, pp. 289-322, 2012.

Documentos de trabajo

- BLAZSEK, S. I. ; ESCRIBANO, A.
Patents, secret innovations and firm's rate of return : differential effects of the innovation leader, *UC3M Working papers. Economics 12-02* Universidad Carlos III de Madrid. Departamento de Economía, 2012.
- HAMOTO, A.; VAZ ANTUNES, J.R.
A theoretical analysis of the stages and events experienced by financially distressed firms, *UC3M Working papers. Business Economics 12-02* Universidad Carlos III de Madrid. Departamento de Economía de la Empresa, 2012.
- MAYORDOMO, S.; PEÑA, J. I. ; RODRIGUEZ, M.
Liquidity Commonalities in the Corporate CDS Market around the 2007-2012 Financial Crisis, 2012.
- RESTREPO, D.C.; VAZ ANTUNES, J.R.; POBLACIÓN, J.
Political risk and corporate investment decisions, *UC3M Working papers. Business Economics 12-03* Universidad Carlos III de Madrid. Departamento de Economía de la Empresa, 2012.
- RODRIGUEZ, M.; MAYORDOMO, S.; PEÑA, J. I.
Derivatives Holdings and Systemic Risk in the U.S. Banking Sector, 2012.

Ponencias y Comunicaciones a congresos

- BOYALLIAN, P.
Bankers' compensation and regulatory intervention during the 2007-2010 financial crisis. , DNB workshop program Corporate Governance at the Netherlands Central Bank. , Amsterdam, HOLANDA, 2012.
- CERON, Juan A.
La coordinación de las políticas fiscales y el ciclo económico; en: XIV Reunión de economía mundial: Internacionalización en tiempo de crisis = 14th World Economy, JUNTA ANDALUCIA, , 2012.
- FERNÁNDEZ-FEIJOO, B.; GAGO, S. ; FERREIRA, A.
Influence of Leadership style on the use of Accounting information system, Montreaux, 2012.
- FERREIRA, A.; FERNÁNDEZ-FEIJOO, B.; GAGO, S.
Accounting information systems and Clinical decision-making process , Montreaux, SUIZA, 2012.
- FIGUEROLA-FERRETTI, I.
The Recent Behavior of Commodity Prices: Fundamentals, Speculative Bubbles and the Relation to the Global Economic Environment, The 2nd International Conference of the Financial Engineering and Banking Society (FEBS), Londres, REINO UNIDO, 2012.
- FIGUEROLA-FERRETTI, I. ; GILBERT, C.L.; MCCRORIE, J.R.
The Recent Behavior of Commodity Prices: Fundamentals, Speculative Bubbles and the Relation to the Global Economic Environment, CFE-ERCIM 2012 - 5th International Conference of the ERCIM WG on COMPUTING & STATISTICS (ERCIM 2012), OVIEDO, ESPAÑA, 2012.
- FIGUEROLA-FERRETTI, I. ; GILBERT, C.L.; MCCRORIE, R.
The Recent Behavior of Commodity Prices: Fundamentals, Speculative Bubbles and the Relation to the Global Economic Environment, Foro de Finanzas 2012 = 20th Finance Forum, OVIEDO, ESPAÑA, 2012.
- FIGUEROLA-FERRETTI, I. ; MCCRORIE, R.; GILBERT, C.L.
The Recent Behaviour of Commodity Prices: Fundamentals, Speculative Bubbles and the Relation to the Global Economic Environment, Bank of England and CAMA workshop, Bank of England, ESPAÑA, 2012.
- FIGUEROLA-FERRETTI, I. ; PARASKEVOPOULOS, I.
"Pairing Market Risk and Credit Risk, Ponencia de un seminario dentro del Ciclo de Seminarios del SWUFE
FECHA: Junio 2012.
CENTRO: Research Institute of Economics and Management, Southwestern University of Finance and Economics (SWUFE), Chengdu, Sichuan, China
, CHINA, 2012.
- FIGUEROLA-FERRETTI, I. ; PARASKEVOPOULOS, I.
Pairing Market and Credit Risk , The 2nd International Conference of the Financial Engineering and Banking Society (FEBS), Londres, REINO UNIDO, 2012.
- FIGUEROLA-FERRETTI, I. ; R., M.; GILBERT , C.L.
The Recent Behavior of Commodity Prices: Fundamentals, Speculative Bubbles and the Relation to the Global Economic Environment, SAE 2012
, ESPAÑA, 2012.
- GAGO, S. ; NUÑEZ, M.
Learning from History: Voluntary Disclosure in Franco's Autocracy , Liuviana, ESLOVENIA, 2012.

- GAGO, S. ; NUÑEZ, M.
Learning from History: Voluntary Disclosure in Franco's Autocracy , Washington, ESTADOS UNIDOS DE AMERICA, 2012.
- GARCIA, J.M.
Discussion of "Impression management and non-GAAP reporting in earnings announcements"
by E. Guillamón, H. Isidro and A. Marques., IX Workshop de Investigación Empírica en Contabilidad Financiera, PALMAS DE GRAN CANARIA (LAS), ESPAÑA, 2012.
- GARCIA, J.M.
Discussion of "The economic consequences of mandatory IFRS adoption for debt financing" by A. Florou and U. Kosi , IX Workshop de Investigación Empírica en Contabilidad Financiera, PALMAS DE GRAN CANARIA (LAS), ESPAÑA, 2012.
- GARCIA, J.M.; GARCÍA, B.; PEÑALVA, F.
Information consequences of accounting conservatism , IX Workshop de Investigación Empírica en Contabilidad Financiera, PALMAS DE GRAN CANARIA (LAS), ESPAÑA, 2012.
- GARCIA, J.M.; GARCÍA, B.; PEÑALVA, F.
Accounting Conservatism and the Firm Information Environment, Congreso Anual de la European Accounting Association, Ljubljana, ESLOVENIA, 2012.
- GARCIA, J.M.; GRAMBOVAS, C.; OHLSON, J.; WALKER, M.
Permanent earnings vs reported earnings: does the average difference approximate zero?, IX Workshop de Investigación Empírica en Contabilidad Financiera, PALMAS DE GRAN CANARIA (LAS), ESPAÑA, 2012.
- GARCIA, J.M.; LIU, S.P.
Market Rewards To Patterns Of Increasing Earnings: Do Cash Flow Patterns, Accruals Manipulation and Real Activities Manipulation Matter? , Congreso Anual de la European Accounting Association, Ljubljana, ESLOVENIA, 2012.
- GARCIA, J.M.; SURROCA, J. ; DI MEO, F.
Overinvestment, Subsequent Earnings Management, and CEO Vulnerability, Congreso Anual de la European Accounting Association, Ljubljana, ESLOVENIA, 2012.
- GARCIA, J.M.; SURROCA, J. ; DI MEO, F.
Entrenched managers' usage of earnings management tools , IX Workshop de Investigación Empírica en Contabilidad Financiera, PALMAS DE GRAN CANARIA (LAS), ESPAÑA, 2012.
- GARCIA, J.M.; TRIBO, J. A. ; BLANCO, B.
Segment Disclosure and Cost Of Capital, Congreso anual European Accounting Association, Ljubljana, ESLOVENIA, 2012.
- GONZALEZ, C.U.; MORENO, M.; PEÑA, J. I.
Portfolio Selection with Commodities under Conditional Copulas and Skew Preferences, 2nd International Conference of the Financial Engineering and Banking Society (FEBS) , LONDRES, REINO UNIDO, 2012.
- GROBA, J.; MARTINEZ, D.; SERRANO, P.J.
Monetary policy and firms' default risk, 2012 FMA European Conference, Estambul, TURQUIA, 2012.

- GROBA, J.; MARTINEZ, D.; SERRANO, P.J.
Monetary policy and firms' default risk, 4th International IFABS Conference, VALENCIA, ESPAÑA, 2012.

- GROBA, J.; MARTINEZ, D.; SERRANO, P.J.
Monetary policy and firms' default risk, XXXVII Spanish Economic Association symposium (SAEe), VIGO, ESPAÑA, 2012.

- GROBA, J.; SERRANO, P.; LAFUENTE, J. A.
The impact of distressed economies on the EU sovereign market, 11th CREDIT 2012 Conference, Venecia, ITALIA, 2012.

- GROBA, J.; SERRANO, P.J.; DÍAZ, A.
Foreign Debt Holders and Sovereign CDS Speculation, 19th Annual Conference of the Multinational Finance Society, Cracovia, POLONIA, 2012.

- GROBA, J.; SERRANO, P.J.; LAFUENTE, J. A.
The impact of distressed economies on the EU sovereign market, XX Finance Forum, OVIEDO, ESPAÑA, 2012.

- GUILLAMON, E.
Impression management and Non-GAAP reporting in earnings announcements, Accounting and Finance Seminars, Bristol, REINO UNIDO, 2012.

- GUILLAMON, E.
Impression management and Non-GAAP reporting in earnings announcements, Accounting and Finance Seminars, PAMPLONA, ESPAÑA, 2012.

- GUILLAMON, E.
Contraoponencia. Am I too optimistic for your share? An analysis of the tone in shareholder letter, IX Workshop on empirical research in Accounting and Finance, PALMAS DE GRAN CANARIA (LAS), ESPAÑA, 2012.

- GUILLAMON, E.; GARCIA, B.; AERTS, W.
Self-serving financial reporting communication: A study of the association between earnings management and impression management, Invited Seminar, Abu Dhabi, EMIRATOS ARABES UNIDOS, 2012.

- GUILLAMON, E.; GARCIA, B.; AERTS, W.
Self-Serving Financial Reporting Communication: A Study of the Association Between Earnings Management and Impression Management, European Accounting Association 35 th Annual Congress, Lubiana, ESLOVENIA, 2012.

- GUILLAMON, E.; GARCIA, B.; AERTS, W.
Self-Serving Financial Reporting Communication: A Study of the Association between Earnings Management and Impression Management, American Accounting Association Annual Congress Annual Meeting and Conference on Teaching and Learning in Accounting: Seeds of Innovation, Washington, ESTADOS UNIDOS DE AMERICA, 2012.

- GUILLAMON, E.; GARCIA, B.; AERTS, W.
Self-serving financial reporting communication: A study of the association between earnings management and impression management, Seminar Series, University of Venecia, Venecia, ITALIA, 2012.

- GUILLAMON, E.; MARQUES, A.; ISIDRO, H.
Impression management and Non-GAAP reporting in earnings announcements, Bangor Business School Accounting, Banking, Economics, and Finance Research Seminars 2012/13, Bangor, REINO UNIDO, 2012.

- GUILLAMON, E.; MARQUES, A.; ISIDRO, H.
Impression management and Non-GAAP reporting in earnings announcements, Research Seminars Durham University Business School, *Durham*, REINO UNIDO, 2012.
- GUILLAMON, E.; MARQUES, A.; ISIDRO, H.
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The Determinants of the Correlation between Individual Stock and Corporate Bond Returns, Workshop in Public Policy Design: Financial System Perspectives and the Crisis, ESPAÑA, 2012.
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Actividades de formación y movilidad de personal investigador

Estancias en otros centros

- **DAVID MARTINEZ MIERA**
Título: Estancia en Banco Central de Canada
Centro Externo: Banco de Canada
País: CANADA
Duración: 30/09/2012 a 25/11/2012.

- **ENCARNA GUILLAMON SAORIN**
Título: Research visit
Centro Externo: Queensland University Technology
País: AUSTRALIA
Duración: 19/07/2012 a 24/09/2012.

- **JONATAN GROBA DOMINGUEZ**
Título: Estancia de investigación en el departamento de finanzas de Tilburg School of Economics and Management
Centro Externo: Tilburg School of Economics and Management
País: HOLANDA
Duración: 01/09/2012 a 30/11/2012.

- **JUANA ALEDO MARTINEZ**
Título: Visiting Scholar, University of Portland, Oregno (August-Sept. 2012)
Centro Externo: University of Portland
País: ESTADOS UNIDOS DE AMERICA
Duración: 13/08/2012 a 07/09/2012.

- **MARGARITA SAMARTIN SAENZ**
Título: Estancia de investigación
Centro Externo: CORE
País: BÉLGICA
Duración: 13/07/2012 a 13/08/2012.

- **PATRICIA BOYALLIAN**
Título: Periodo de Estancia de investigación en Columbia Business School invitada por el Professor Daniel Wolfenzon.
Centro Externo: Columbia Univeristiy of Ney York - Columbia Business School
País: ESTADOS UNIDOS DE AMERICA
Duración: 17/01/2012 a 01/06/2012.

- **ROSA RODRIGUEZ LOPEZ**
Título: Estancia Investigación
Centro Externo: McCombs School of Business,University of Texas
País: ESTADOS UNIDOS DE AMERICA
Entidad Financiadora: FUNDACION CAJA MADR
Duración: 01/08/2012 a 31/10/2012.

ÁREA DE CONOCIMIENTO: ORGANIZACIÓN DE EMPRESAS

Actividades de investigación

Tesis Doctorales

- Essays on corporate social responsibility
Autores: KULCSAR, B.
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- SURROCA, J.
The performance effects of coupling strategic change with CSR during the 2008 market crash, Academy of Management Annual Meeting, Boston, ESTADOS UNIDOS DE AMERICA, 2012.

Actividades de formación y movilidad de personal investigador

Estancias en otros centros

- ALESSANDRA LUZZI
Título: Estancia en el Management Department de Wharton
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- CHRISTIAN HELMERS
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- DILAN AKSOY YURDAGUL
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- **DILAN AKSOY YURDAGUL**
Título: Estancia de Investigación
Centro Externo: Foster School of Business, University of Washington
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- **ESTER MARTINEZ ROS**
Título: Estancia de investigación para trabajar sobre los efectos de las políticas fiscales en las actividades de innovación con el profesor Pierre Mohnen.
Centro Externo: United Nation University-MERIT
País: HOLANDA
Duración: 01/02/2012 a 31/08/2012.

- **GORETTI CABALEIRO CERVIÑO**
Título: Estancia en la Boston University, School of Management. Department of Strategy and Innovation.
Centro Externo: Boston University. School of Management
País: ESTADOS UNIDOS DE AMERICA
Duración: 01/07/2012 a 31/12/2012.

- **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
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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
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