

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

- Business environmental responsibility: the implementation of green marketing strategies  
*Autores:* LOPEZ, S.  
*Director:* RIVERA, J. E. ; MOLERO, V.  
*Año:* 2008
- La internacionalización de la franquicia española: selección de mercados y formas de entrada  
*Autores:* BAENA, V.  
*Director:* CERVIÑO, J. ; SANTESMASES MESTRE, M.  
*Año:* 2008

### Publicaciones y actividades de difusión de resultados

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La globalización de las marcas españolas: estrategia internacional e imagen de marca del Santander, *Universia Business Review*, Núm. 17, 2008, pp. 60-73, ESPAÑA.
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El marketing como instrumento de creación de valor en la empresa industrial, *DYNA. Ingeniería e industria*, Vol. 83, Núm. 5, 2008, pp. 305-312, ESPAÑA.
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La influencia de la comunicación comercial en el proceso decisional jerárquico: una evaluación empírica en el contexto educativo , *Cuadernos de Economía*, Vol. 31, Núm. 86, 2008, pp. 83-116, ESPAÑA.

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Market orientation and organizational performance in the nonprofit context: exploring both concepts and the relationship between them, *Journal of Nonprofit and Public Sector Marketing*, Vol. 25, Núm. 19, 2008, pp. 47-.

- ESTEBAN, M.  
*An interior-point algorithm for computing equilibria in economies with incomplete asset markets*, *Journal of economic dynamics & control*, Vol. 32, Núm. 3, 2008, pp. 677-694, HOLANDA.
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*Marketing sectorial. Capítulo 14*, en: Marketing internacional: teoría y estrategias, ESIC, ESPAÑA, 2008.
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*Brand loyalty and heterogeneity in the spanish market of non-fine laundry detergents*, en: Declining brand loyalty - an emerging syndrome, Icfai University Press India, 2008.

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*The impact of critics discrepancy on consumers average ratings and their dispersion*, en: Proceeding of the 37th EMAC Conference, REINO UNIDO, 2008.
- DUQUE, L.C.; LADO, N.R.  
*Cultural differences in assessing perceived quality and student satisfaction with public higher education: an Albert Hirschman's theory application*, 7th International Congress on Public and Nonprofit marketing AIMPON, *SZEGED*, HUNGRÍA, 2008.
- DUQUE, L.C.; SINGH, S.; ANDREASSEN, T.W.  
*Satisfaction as relief or contentment: comparing the two prototypes*, 17th Frontiers in Service Conference, *WASHINGTON*, ESTADOS UNIDOS DE AMERICA, 2008.
- GASTON, C.  
*Shoppers? price memory according to the monetary unit: a price information processing perspective*, 37th Conference of the European Marketing Academy (EMAC), *BRIGTON*, REINO UNIDO, 2008.
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*Modelling international diffusion of franchising from a country level perspective* , Knowledge Development and Exchange in International Business Networks, *MILÁN*, ITALIA, 2008.
- NUÑEZ, E.  
*The educative horizon in the students of technical studies from the optics of occupation marketing* ; en: VII International Congress on Public and Nonprofic Marketing , Faculty of Economics and Business Administration. University of Szeged, HUNGRÍA, 2008.
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- RIVERA, J. E. ; DE JUAN, M.D.  
*A model of education quality*, International technology education and development conference, *VALENCIA*, ESPAÑA, 2008.
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*Market orientation in the education sector: an exploratory testing in Spain* , International Academy of Management and Business, *SAN DIEGO*, ESTADOS UNIDOS DE AMERICA, 2008.

## Actividades de formación y movilidad de personal investigador

### Estancias en otros centros

- MERCEDES ESTEBAN BRAVO; JOSE MANUEL VIDAL SANZ  
*Título:* Chazen visiting scholar  
*Centro Externo:* Columbia University  
*País:* ESTADOS UNIDOS DE AMERICA  
*Duración:* 11/11/2008 a 04/12/2008.

## ÁREA DE CONOCIMIENTO: ECONOMIA FINANCIERA Y CONTABILIDAD

### Actividades de investigación

#### Tesis Doctorales

- Explaining processes of change in management accounting: the case of a Portuguese postal company  
*Autores:* ROBALO, R.  
*Director:* GAGO, S. ; MOREIRA, J.A.  
*Año:* 2008

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- GIL, J. J. ; RUIZ, P. ; ALVES, A.  
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*The performance of socially responsible funds: the role of fees and management companies*, Foro de Finanzas, REPUBLICA CHECA, 2008.
- ANNISSETTE, M. ; MACIAS, M.  
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*Pricing american style derivatives with the gerber-shiu function*, Annual meeting of the Canadian operational research society, *QUEBEC*, CANADÁ, 2008.
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*Hidden innovators: the role of non R&D activities* , 25th DRUID Conference on Entrepreneurship and Innovation, *COPENHAGEN*, DINAMARCA, 2008.
- CARDONE, C. L.  
*Las sociedades de garantía recíproca y la financiación de la Pyme en Basilea II* , Instrumentos financieros para el crecimiento, desarrollo y supervivencia de las Pymes, *QUITO*, ECUADOR, 2008.
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*Las sociedades de garantía recíproca y la financiación de la Pyme en Basilea II*, Implicaciones de Basilea II en el mercado de crédito de las PYMES europeas, *SEVILLA*, ESPAÑA, 2008.
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*Modelling and measuring price discovery in commodity markets*, 2007-2008 Finance seminar series, MADRID, ESPAÑA, 2008.
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*Modelling and measuring price discovery in commodity markets*, Summer meeting of the far east, *SINGAPUR*, 2008.
- GONZALO, J. ; FIGUEROLA-FERRETTI, I.  
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*Modelling and measuring price discovery in commodity markets*, 2008 NTU International Conference of Economics, Finance and Accounting, *TAIPEI*, TAIWAN, 2008.
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*Impression management in press releases: evidence of bias in financial reporting*, Congreso europeo de la asociación de la contabilidad, *ROTTERDAM*, HOLANDA, 2008.

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- HASMAN, A.; ANGEL, L.; SAMARTIN, M.  
*Government, taxes and financial crises*, XVI Foro de Finanzas, BARCELONA, ESPAÑA, 2008.
- HASMAN, A.; SAMARTIN, M.  
*Information acquisition and financial contagion*, Workshop on Banking and Finance, RÍMINI, ITALIA, 2008.
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*Information acquisition and financial contagion*, XV Foro de Finanzas, PALMA DE MALLORCA, ESPAÑA, 2008.
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*Financial contagion and depositor monitoring*, XVI Foro de Finanzas, BARCELONA, ESPAÑA, 2008.
- MACIAS, M.  
*The role of accounting in the spanish railway crisis (1919-1930)*, Accounting and management in historical perspective, INNSBRUCK, AUSTRIA, 2008.
- MACIAS, M. ; ANNISSETTE, M.  
*The ideological use of accounting: accounting's role in emancipation*, XII Workshop en Contabilidad y Control de Gestión, Memorial Raymond Konopka, CARMONA, ESPAÑA, 2008.
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*Less is more: examining dual accounting systems in Europe*, 31st Annual Congress of the European Accounting Association, ROTTERDAM, HOLANDA, 2008.
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- MENOZZI, A.; GUTIERREZ, M.  
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*Statistical properties and economic implications of jump-diffusion processes with shot-noise effects* , ESPAÑA, 2008.
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*Understanding the success of internal R&D: the relevance of different open innovation strategies* , XVIII Congreso Nacional ACEDE, LEON, ESPAÑA, 2008.
- SANTAMARIA, L. ; NUÑEZ, M. ; GAGO, S.  
*Towards organizational integration: optimizing elapsed time in enterprise resource planning (ERP) implementation* , Annual Congress of the European Accounting Association, ROTTERDAM, HOLANDA, 2008.
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## Actividades de cooperación internacional

### Acciones integradas y bilaterales

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## Actividades de formación y movilidad de personal investigador

### Estancias en otros centros

- ALEJANDRO BALBAS DE LA CORTE  
*Título:* Vector risk measures  
*Centro Externo:* Concordia University  
*País:* CANADÁ  
*Duración:* 10/2007 a 07/2008.
- ENCARNA GUILLAMON SAORIN  
*Título:* Misleading impressions with press releases. Framing the news.  
*Centro Externo:* University College Dublin  
*País:* IRLANDA  
*Duración:* 01/05/2008 a 01/08/2008.
- SILVIA MAYORAL BLAYA  
*Título:* Estancia de investigación en Haskayne School of Bussiness. Universidad de Calgary  
*Centro Externo:* Universidad de Calgary  
*País:* CANADÁ  
*Duración:* 24/09/2008 a 07/10/2008.
- SILVIA MAYORAL BLAYA  
*Título:* Estancia de investigacion en Applied Mathematics and statististics department, Universidad de California  
*Centro Externo:* Universidad de California  
*País:* ESTADOS UNIDOS DE AMERICA  
*Duración:* 07/10/2008 a 10/11/2008.

## ÁREA DE CONOCIMIENTO: ORGANIZACIÓN DE EMPRESAS

### Actividades de investigación

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- MANAGEMENT ISSUES IN OPEN SOURCE SOFTWARE NETWORKS  
*Autores:* MÉNDEZ, R.  
*Director:* GARCIA, C. E. ; GIARRATANA, M.  
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## Actividades de formación y movilidad de personal investigador

### Estancias en otros centros

- ANDREA FOSFURI  
*Título:* La gestión de la propiedad intelectual  
*Centro Externo:* Boston University  
*País:* ESTADOS UNIDOS DE AMERICA  
*Duración:* 01/09/2007 a 31/07/2008.
- ESTER MARTINEZ ROS  
*Título:* Estancia de investigación para trabajar en el proyecto de Innovación y Orientación Emprendedora con el profesor Julio O. de Castro  
*Centro Externo:* Instituto de Empresa  
*País:* ESPAÑA  
*Duración:* 01/05/2008 a 15/05/2008.
- ESTER MARTINEZ ROS  
*Título:* Estancia de investigación para trabajar en un proyecto conjunto con el profesor Ferrán Mañé sobre la organización e innovación en los Call-center  
*Centro Externo:* Universitat Rovira i Virgili  
*País:* ESPAÑA  
*Duración:* 01/06/2008 a 01/07/2008.
- JOSE LEJARRAGA CAMINO  
*Título:* Estancia de investigación bajo la tutela del profesor Gautam Ahuja para profundizar el análisis cuantitativo de varios artículos en el marco de mi tesis doctoral  
*Centro Externo:* The Ross School of Business. University of Michigan  
*País:* ESTADOS UNIDOS DE AMERICA  
*Duración:* 05/01/2008 a 05/04/2008.
- MARIA JOSEFA ALVAREZ GIL  
*Título:* Profesor visitante para colaborar y participar en el curso Open innovation  
*Investigador Externo:* NATTER, M., ALEGRE, M.  
*Centro Externo:* Goethe University  
*País:* ALEMANIA  
*Duración:* 14/10/2007 a 22/02/2008.