

## Summary CV

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### ACADEMIC PROFILE

- Bachelor in Economics; Universidad Autónoma de Barcelona, 1982-1987.
- M. of Science in Economics, University College London, London. U.K. 1993-1994.
- PhD. In Business Administration. Universidad Autónoma de Barcelona. 1998.

### CURRENT POSITION

- Associate Professor in Management. Dept. Business Administration. Universidad Carlos III de Madrid.
- Affiliate Professor at UNU-MERIT. Maastricht. The Netherlands.
- Director of **Continuing Education School**. Universidad Carlos III de Madrid.

### LAST INTERNATIONAL PUBLICATIONS

- Martínez-Ros, E. & Merino, F. 2023. "Green innovation strategies and firms' internationalisation". **Industrial & Corporate Change**, 32(4).
- García-Quevedo, J., Martínez-Ros, E. & Tchórzewska, K. 2022. "End-of-pipe and cleaner production technologies. Do policy instruments and organizational capabilities matter? Evidence from Spanish firms". **Journal of Cleaner Production**, 340. <https://doi.org/10.1016/j.jclepro.2021.130307>
- García-Quevedo, J., Martínez-Ros, E. & Tchórzewska, K. 2022. "The heterogeneous effects of environmental taxation on green technologies". **Research Policy**, 51(7). <https://doi.org/10.1016/j.respol.2022.104541>
- Labeaga, J.M., Martínez-Ros, E., Sanchis, A. & Sanchis, J. 2021. "Does persistence in using R&D Tax Credits help to achieve product innovations?". **Technological Forecasting and Social Change**, 173. DOI: 10.1016/j.techfore.2021.121065
- García-Quevedo, J. Jové-Llopis, E. and Martínez-Ros, E. 2020. Barriers to the circular economy in European small and medium-sized firms. **Business Strategy and The Environment**, <https://doi.org/10.1002/bse.2513>
- Kesidou, E., García-Quevedo, J. and Martínez-Ros, E. 2020. Driving sectoral sustainability via the diffusion of organizational eco-innovations. **Business Strategy and The Environment**, vol. 29: 1437-1447. <https://doi.org/10.1002/bse.2443>
- Kunapatarawong, R. and Martínez-Ros, E. 2019. The Impact of Innovation and Green Fiscal Incentives on Employment in Spain. **Hacienda Pública Española** Special Issue on Impact Evaluation of Public Policies. <https://doi.org/10.7866/HPE-PE.19.4.5>
- Kunapatarawong, R. and Martínez-Ros, E. 2019. Green Innovation and Knowledge: The Role of Size. **Business Strategy and the Environment**, vol 8: 1045–1059. <https://doi.org/10.1002/bse.2300>
- Céspedes-Lorente, J.J., Magán, A. Martínez-Ros, E. 2019. Information Technologies and Downsizing: Examining their impact on Economic Performance. **Information and Management**. Vol. 56(4): 526-535. <https://doi.org/10.1016/j.im.2018.09.012>
- Martínez-Ros, E. (2019). 'Revisiting product and process innovations', **Int. J. Business Environment**, Vol. 10, No. 3, pp: 270–280.
- Costa-Campi, M.T., García-Quevedo, J. and Martínez-Ros, E. 2017. What are the determinants of Investment in Environmental R&D? **Energy Policy** 04 (2017) 455–465. <https://doi.org/10.1016/j.enpol.2017.01.024>
- Busom, I. Corchuelo, B. and Martínez-Ros, E. 2016, Participation Inertia in R&D Tax Incentive and Subsidy Programs, **Small Business Economics**, <https://doi.org/10.1007/s11187-016-9770-5>

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- Kunapatarawong, R. and Martínez-Ros, E. 2016. Towards green growth: How does green innovation affect employment? **Research Policy**, 45(6): 1218-1232
- Busom, I. Corchuelo, B. and Martínez-Ros, E. 2014. Tax incentives... or subsidies for business R&D? **Small Business Economics**, vol 43 (3):571-596
- Lejarraga, J. and Martínez-Ros, E. 2014. Size, R&D productivity and Decision Styles. **Small Business Economics**, vol 42 (3): 643-662
- Martínez-Ros, Ester; Orfila-Sintes, Francina; 2012,"Training plans, manager's characteristics and innovation in the accommodation industry", **International Journal of Hospitality Management**, 31, 3, 686-694,
- Lado Cousté, Nora; Martos-Partal, Mercedes; Martínez-Ros, Ester; 2012, The Power of a Package: Product Claims Drive Purchase Decisions, **Journal of Advertising Research**, 52,3, 364-375.
- Cassiman, B., Golovko, E. and Martínez-Ros, E. 2010. Innovation, exports and productivity. **International Journal of Industrial Organization**, 28: 372-376.
- Labeaga, J. M. and Martínez-Ros, E. 2009. Product and Process Innovations: Persistence and Complementarities. **European Management Review**, vol.6: 64-75.

## TEACHING EXPERIENCE

### UNDERGRADUATE LEVEL

- Industrial Economics, Introduction to Business at Universidad Autónoma de Barcelona, 1995-1998.
- Introduction to Economics at Spanish Open University, 1992-93.
- Introduction to Business, Organizational Behaviour, Economics of Innovation at the Universidad Carlos III de Madrid, 1998-till now

### GRADUATE LEVEL

- Industrial Organization, PhD Program at Universitat Autònoma de Barcelona 1995-2002.
- Organization Design, PhD. Program at Universidad Pablo de Olavide, 2003-2004.
- Research Methods, PhD Program at Universidad Carlos III de Madrid, 2008-2011.
- Management Skills, Master Program in Consultancy, Universidad Carlos III de Madrid, 2013-till now
- Management Skills, MBA online, UC3M, 2010-till now.
- Management People, Master online MBA, Universidad Carlos III de Madrid, 2013-till now.
- Sustainable Innovation, Master in Business Administration in the Fashion and Beauty Industry and Diploma of Sustainability in the Fashion Industry, 2021-now.

## RESEARCH PROJECTS AND GRANTS

### SPANISH

#### PUBLICS:

- Innovación para una empresa sostenible y Digital. Spanish Ministry of Science and Innovation. 2022-2025.
- Estrategias de innovación y buen gobierno para una economía sostenible. Spanish Ministry of Science and Innovation. 2019-2021
- Innovación en la Economía del Conocimiento: estrategia y organización. Spanish Ministry of Economy. 2013-2015.
- La Gestión de la Innovación, generación, protección y explotación. Spanish Ministry of Economy. 2016-2018.
- Orientación Emprendedora. Innovación y resultados. Spanish Ministry of Economy. 2006-2009.

#### PRIVATES:

- Instituto de Estudios Fiscales. 2016-2017.
- Instituto de Estudios Fiscales. 2011- 2012.
- Instituto de Estudios Fiscales. 2007- 2008
- Fundación BBVA 02213. 2003-2005.
- Càtedra Innovation Management. AIRBUS 2020-2022.

### EUROPEAN

- Intellectual Property and Technological Policy in an Information Economy. European Science Foundation. 2006-2009.
- CIFRA Challenging the ICT Patent Framework for Responsible Innovation. European Commission. 2016-2017.
- UNITE4H: Unite for Horizon Europe. Foundation for the Management of European Lifelong Learning Programmes. Erasmus + (2014-2020).

## ADMINISTRATIVE AND MANAGEMENT RESPONSIBILITIES

- Director of the **Master On-line MBA**. July 2014-till now.
- President of the Assessment Committee in Economics in Evaluación de Títulos de la Agencia de Calidad Universitaria de Castilla y León. Diciembre 2014-2017.
- Deputy Chair of **Instituto de Desarrollo Empresarial**. UC3M. April 2011-May 2015.
- Director in the Executive Program **Programa Progressa** Directores de Oficina CAIXABANK. 2014-2015.
- Director in the Executive Program **Organizaciones Sanitarias** 2002-2011. Universidad Carlos III de Madrid.
- Deputy Chair in the Business Department. Universidad Carlos III de Madrid. 2006-2009.
- Vice-Dean of the Degree in Business Administration. Universidad Carlos III de Madrid. 2004-2005.
- Vice-Dean in Promotion and Quality. De la Universidad Carlos III de Madrid. 2003-2004.
- Member for the Assessment Committee in the Agencia de Qualitat Universitària de Catalunya. Lector y Colaborador. 2006-2010. 2012-2013.

## OTHER MERITS

- Supervisor of 4 PhD Dissertations; Supervisor of 1 PhD Thesis in process.
- Supervisor of more than 36 Degree and Master Final Projects.
- 2010 Award from Chair in Innovation-ACCENTURE for the article "Are fiscal incentives for R&D effective? An empirical analysis for Spain"
- 2017 Award to the Best Paper in the INFER Conference for the paper "Pricing the quality of an innovative idea".