

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

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

### **Actividades de investigación**

#### **Tesis Doctorales**

- Corporate governance and organizational networks  
*Autores:* TANG, Z.  
*Director/Codirectores:* SURROCA, J. ; TRIBO, J.A.  
*Universidad:* UNIVERSIDAD CARLOS III DE MADRID  
*Año:* 2016
- Essays in program evaluation and investment  
*Autores:* BERMEJO, V.J.  
*Director/Codirectores:* GUTIERREZ, M.  
*Universidad:* UNIVERSIDAD CARLOS III DE MADRID  
*Centro donde se presentó:* CAMPUS DE GETAFE  
*Año:* 2016
- Essays on market discipline, banking and regulation  
*Autores:* CABRERA, M.D.  
*Director/Codirectores:* SAMARTIN, M. ; DWYER JR., G.P.  
*Universidad:* UNIVERSIDAD CARLOS III DE MADRID  
*Año:* 2016
- La pérdida de valor en los activos estratégicos: el caso de la dilución de marcas  
*Autores:* MACIAS, W.A.  
*Director/Codirectores:* CERVIÑO, J.  
*Universidad:* UNIVERSIDAD CARLOS III DE MADRID  
*Centro donde se presentó:* CAMPUS DE GETAFE  
*Año:* 2016
- Maxentropic and quantitative methods in operational risk modeling  
*Autores:* GOMES, E.P.  
*Director/Codirectores:* MAYORAL, S.  
*Año:* 2016
- Moderncolonial forms in accounting and accountancy  
*Autores:* ABU ROUS, D.  
*Director/Codirectores:* GARCIA, B.  
*Universidad:* UNIVERSITAT RAMON LLULL  
*Centro donde se presentó:* ESADE  
*Año:* 2016

- **New Insights in Portfolio Selection Modeling**  
*Autores:* ZAREEI, A.  
*Director/Codirectores:* MORENO, J. D. ; MAYORAL , S.  
*Universidad:* UNIVERSIDAD CARLOS III DE MADRID  
*Centro donde se presentó:* CAMPUS DE GETAFE  
*Año:* 2016
  
- **The interrelation between accounting information, corporate governance and insider trading**  
*Autores:* SCARLAT, A.E.  
*Director/Codirectores:* MARIN, J.M.  
*Universidad:* UNIVERSIDAD CARLOS III DE MADRID  
*Año:* 2016
  
- **The relationship between csr and financial performance: The role of social media.**  
*Autores:* GÓMEZ, P.  
*Director/Codirectores:* GUILLAMON, E.; GARCIA, B.  
*Universidad:* Universidad Autonoma de Madrid  
*Centro donde se presentó:* Universidad Autónoma de Madrid  
*Año:* 2016
  
- **Three essays on financial markets**  
*Autores:* BLANCO, I.  
*Director/Codirectores:* BALBAS DE LA, A.  
*Universidad:* UNIVERSIDAD CARLOS III DE MADRID  
*Año:* 2016
  
- **Three Essays on Hospitality Management in Emerging Markets.**  
*Autores:* YAN, W.  
*Director/Codirectores:* ALVAREZ, M. J.  
*Universidad:* UNIVERSIDAD CARLOS III DE MADRID  
*Centro donde se presentó:* CAMPUS DE GETAFE  
*Año:* 2016
  
- **Three Essays on Network Theory Applied to Capital Markets**  
*Autores:* PERALTA, G.A.  
*Director/Codirectores:* MARIN, J.M.; BROWNLEES, C.  
*Universidad:* UNIVERSIDAD CARLOS III DE MADRID  
*Centro donde se presentó:* CAMPUS DE GETAFE  
*Año:* 2016
  
- **Three essays on the effect of expropriation risk on private investment**  
*Autores:* RESTREPO, D.C.  
*Director/Codirectores:* PEÑA, J. I.  
*Universidad:* UNIVERSIDAD CARLOS III DE MADRID  
*Centro donde se presentó:* CAMPUS DE GETAFE  
*Año:* 2016

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

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

- GARCIA, B.; GILL DE ALBORNOZ, B.; DE LAS HERAS, E.  
Cambio de auditor y compra de opinión: efectos del cambio de firma y del cambio de socio, *Boletín de la CNMV*, Vol. Marzo, 2016, pp. 75-87, ESPAÑA.

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

- ALI, A.; GITTELMAN, M.  
Research paradigms and useful inventions in medicine: Patents and licensing by teams of clinical and basic scientists in Academic Medical Centers, *Research policy*, Vol. 45, Núm. 8, 2016, pp. 11-23, HOLANDA - PAISES BAJOS.
- ALLEN, J.; DAMAR, H.E.; MARTINEZ, D.  
Consumer Bankruptcy, Bank Mergers, and Information, *Review of finance*, Vol. 20, Núm. 4, 2016, pp. 1289-1320, HOLANDA - PAISES BAJOS.
- AVAGYAN, V.; ESTEBAN, M.; VIDAL-SANZ, JOSE M.  
Riding successive product diffusion waves. Building a tsunami via upgrade-rebate programs, *International journal of research in marketing*, Vol. 33, Núm. 4, 2016, pp. 780-796, HOLANDA - PAISES BAJOS.
- BALBAS DE LA, A.; BALBAS, B.; BALBAS, R.  
Outperforming benchmarks with their derivatives: theory and empirical evidence, *Journal of risk*, Vol. 18, Núm. 4, 2016.
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Good deals and benchmarks in robust portfolio selection, *European journal of operational research*, Vol. 250, Núm. 2, 2016, pp. 666-678, HOLANDA - PAISES BAJOS.
- BARROSO, A.; GIARRATANA, M.; DIAS, S.; SORENSON, O.  
Crowding, satiation, and saturation: The days of television series' lives, *Strategic management journal*, Vol. 37, Núm. 3, 2016, pp. 565-585, ESTADOS UNIDOS DE AMERICA.
- BOGNANNO, M.; MELERO, E.  
Promotion signals, experience, and education, *Journal of economics and management strategy*, Vol. 25, Núm. 1, 2016, pp. 111-132, ESTADOS UNIDOS DE AMERICA.
- CABRERA, M.D.; DWYER JR., G.P.; SAMARTIN, M.  
Government finances and bank bailouts: Evidence from European stock markets, *Journal of Empirical Finance*, Vol. 39, 2016, pp. 169-179, HOLANDA - PAISES BAJOS.
- CASTELLO, M.I.; ETTER, M.; NIELSEN, F.A.  
Strategies of Legitimacy through Social Media: The Networked Strategy, *Journal of Management Studies*, Vol. 53, Núm. 3, 2016, pp. 402-432, REINO UNIDO.

- EKINCI, E.  
Employee referrals as a screening device, *The Rand journal of economics*, Vol. 47, Núm. 3, 2016, pp. 688-708, ESTADOS UNIDOS DE AMERICA.
  
- ESTEBAN, M.; LESZKIEWICZ, A.; VIDAL-SANZ, JOSE M.  
Exact optimal experimental designs with constraints, *Statistics and Computing*, Vol. 27, Núm. 3, 2016, pp. 845-863, REINO UNIDO.
  
- GAGO, S. ; NARANJO, D.  
Effects of trust and distrust on effort and budgetary slack: an experiment, *Management decision*, Vol. 54, Núm. 8, 2016, pp. 1908-1928, REINO UNIDO.
  
- GARCIA, J.M.; GARCIA, B.; PENALVA, F.  
Accounting conservatism and firm investment efficiency, *Journal of accounting & economics*, Vol. 61, Núm. 1, 2016, pp. 221-238, HOLANDA - PAISES BAJOS.
  
- GOMES-GONÇALVES, E.; GZYL BUCHHOLZ, H.; MAYORAL, S.  
A maximum entropy approach to the loss data aggregation problem, *The Journal of Operational Risk*, Vol. 11, Núm. 1, 2016, pp. 49-70, REINO UNIDO.
  
- GOMES-GONÇALVES, E.; GZYL, H.; MAYORAL, S.  
Loss data analysis: Analysis of the sample dependence in density reconstruction by maxentropic methods, *Insurance. Mathematics and economics*, Vol. 71, 2016, pp. 145-153, HOLANDA - PAISES BAJOS.
  
- GÓMEZ, P.; GUILLAMON, E.; GARCIA, B.  
The illusion of CSR: drawing the line between core and supplementary CSR, *Sustainability Accounting, Management and Policy Journal*, Vol. 7, Núm. 1, 2016, pp. 125-151.
  
- GUO, B.  
Manager Replacement, Employee Protest, and Corporate Control, *Economics of Governance*, Vol. 17, Núm. 3, 2016, pp. 265-294, ALEMANIA.
  
- GZYL BUCHHOLZ, H.; MAYORAL, S.  
Determination of zero-coupon and spot rates from treasury data by maximum entropy methods, *Physica, A*, Vol. 456, 2016, pp. 38-50, HOLANDA - PAISES BAJOS.
  
- ISAKSSON, O.H.D.; SIMETH, M.; SEIFERT, R.W.  
Knowledge spillovers in the supply chain: Evidence from the high-tech sectors, *Research policy*, Vol. 45, Núm. 3, 2016, pp. 699-706, HOLANDA - PAISES BAJOS.
  
- KHESSINA, O.M.; DIAS, S.  
The Limits of Reflected Glory: The Beneficial and Harmful Effects of Product Name Similarity in the US Network TV Program Industry, 1944-2003, *Organization science*, Vol. 27, Núm. 2, 2016, pp. 411-427, ESTADOS UNIDOS DE AMERICA.

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Teaching quality and academic research, *International Review of Economics Education*, Vol. 23, 2016, pp. 10-27.
  
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The Effectiveness of Regulation Fair Disclosure: Evidence from an Emerging Market, *Emerging markets finance and trade*, Vol. 52, Núm. 6, 2016, pp. 1496-1511, ESTADOS UNIDOS DE AMERICA.
  
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- SURROCA, J. ; PRIOR, D.; TRIBO, J.A.  
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## Monografías Científicas

- CASCINO, S.; CLATWORTHY, M.; GARCIA, B.; GASSEN, J.; IMAM, S.; JEANJEAN, T.  
Professional investors and the decision usefulness of financial reporting: Report prepared for ICAS (The Institute of Chartered Accountants of Scotland) and EFRAG (European Financial Reporting Advisory Group), *ICAS/EFRAG*, REINO UNIDO, 2016.

## Colaboraciones en obras colectivas

- GARCIA, A.; CEBALLOS, M.; GONZALEZ, I. ; LADO, N.R.; LOPEZ, J. L.  
*Innovation in the Spanish twittersphere: an ontology and stakeholder's salience analysis*, en: Revolution of innovation management. Volume 1, The digital breakthrough, Palgrave MacMillan, pp. 97-128, 2016.

## Documentos de trabajo

- ALVAREZ, M. J.  
La utilidad de los cuadros de mando integrados para la obtención de una 'smart health', *Smart Health 6* smart cities business institute, 2016.
- BALBAS DE LA, A.; BALBAS, B.; BALBAS, R.  
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- BALBAS DE LA, A.; BALBAS, B.; BALBAS, R.  
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- CHARRON, J.P.; BALBAS DE LA, A.  
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- FERNÁNDEZ, I.; MARTINEZ, E.  
Dificultades en la aplicación de las deducciones fiscales por actividades de I+D+i, *Working paper. Business economic series 16-03* UNIVERSIDAD CARLOS III DE MADRID, 2016.

- GARCIA, B.; GILL-DE-ALBORNOZ, B.; DE LAS HERAS, E.  
Opinion shopping: Partner versus firm-level evidence, *IVIE Working Papers serie EC WP-EC 2016*, 2016.
- PALOMERAS, N.; WEHRHEIM, D.A.  
The strategic allocation of inventors to R&D collaborations, *UC3M Working Papers Business 16-01* UNIVERSIDAD CARLOS III DE MADRID, 2016.
- RODRIGUEZ, R. ; RUBIO, G.  
Teaching quality and academic research, *UC3M Working Papers Business 16-02* UNIVERSIDAD CARLOS III DE MADRID, 2016.

## **Ponencias y Comunicaciones a congresos**

- AGUILERA, R.; DESENDER, K.A.; LOPEZ-PUERTAS, M.; LEE, J.  
*The Governance Impact of a Changing Investor Landscape: Foreign Investors and Managerial Earnings Forecasts*, 2016 JIBS paper development workshop at Cass Business School, London, *London*, REINO UNIDO, 2016.
- ALVAREZ, M. J.  
*Disruptive innovation and new business models*, Forum Villa d'Este 2016: Intelligence on the World, Europe and Italy (42nd ed.) / European House Ambrosetti, *Villa d'Este, Roma*, ITALIA, 2016.
- ALVAREZ, M. J.  
*Digital disruption in capital markets*, Salzburg Global Seminar. Session 563: Financing the global economy: how can traditional and non-traditional sources be integrated?, ESPAÑA, 2016.
- ALVAREZ, M. J.  
*Agenda digital iberoamericana*, III Encuentro Las empresas multilatinas y su papel en el desarrollo de los países de la Comunidad Iberoamericana, *SANTANDER*, ESPAÑA, 2016.
- ALVAREZ, M. J. ; BELLON, C.; CASTELLO, M.I.; ALONSO, M.; ILLIA, L.; ZIETSMA, C.  
*Digital transformation and social change: corporate challenges and future agenda: [Round table]*, Workshop on Digital Transformation and Social Change: Corporate challenges and future agenda, *MADRID*, ESPAÑA, 2016.
- ALVAREZ, M. J. ; MONTES-SANCHO, MJ  
*Aplicación de la tecnología emergente de realidad aumentada: Experiencias pilotos en el ámbito de la educación universitaria*, VII Workshop in Operations Management and Technology (ACEDEDOT OMTech 2016), *LEON*, ESPAÑA, 2016.
- BAENA, V.; CERVIÑO, J.  
*La importancia del marketing móvil y el marketing digital como generadores del 'Amor de marca' en el sector deportivo. Una aplicación empírica al Real Madrid, F.C.*; en: XXVIII Congreso de Marketing AEMARK 2016, León, del 7 al 9 de septiembre, ESIC, , 2016.
- BELLON, C.  
*How local is a local banking market? Bank competition, borrower competition and interest rates*, I Madrid Barcelona Workshop on Banking and Corporate Finance (Mad Bar) / organizers, UC3M, CEMFI, IESE and Barcelona GSE, *MADRID*, ESPAÑA, 2016.



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*Impact of Firm Created Content on User Generated Content: Using Twittiment as a Social Media Monitoring Tool to Explore Twitter*; en: Rediscovering the Essentiality of Marketing Proceedings of the 2015 Academy of Marketing Science (AMS) World Marketing Congress, SPRINGER , 2016.
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*Impact of Firm Created Content on Brand Engagement in the Spanish twittersphere*, Marketing dynamics and communication, GETAFE, ESPAÑA, 2016.
- CHO, H.; CHOI, S.; LEE, W.J.; YANG, S.  
*Regional crime rates and reporting quality: evidence from private firms in London*, 39th European Accounting Association Annual Congress 2016 (EAA 2016), Maastricht, HOLANDA - PAISES BAJOS, 2016.
- CHO, H.; HWANG, L.S.  
*Industry concentration and investment funding: The importance of understanding the market structure*, 4th Paris Financial Management Conference (PFMC 2016), Paris, FRANCIA, 2016.
- DE VRIES, E.  
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*Local vs. Global Brands: Local Brands Reduce Consumer Self-Control by Lowering Construal Level*, Shanghai, CHINA, 2016.
- DE VRIES, E.  
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- DE VRIES, E.; DUQUE, L.C.; RODRIGUEZ-SOLIS, L.  
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- DI MEO, F.; GARCIA, J.M.; SURROCA, J.  
*Effects of CEOs' and CFOs' compensation mechanisms on real activities and accounting manipulation*, 39th European Accounting Association Annual Congress (EAA 2016), Maastricht, HOLANDA - PAISES BAJOS, 2016.

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*Co-Legitimation of Producers and Customers in a Socially Stigmatized Online Product Community*, Catania, ITALIA, 2016.
  
- DIAS, S.; KHESSINA, O.; PROENÇA, A.  
*Engagement and Mutual Influence of Multiple Audiences and the Performance of Boundary Spanners*; en: Academy of Management Proceedings, ACADEMY OF MANAGEMENT, 2016.
  
- DUQUE, L.C.; PUJOL-JOVER, M.; RIERA-PRUNERA, C.  
*Learning skills: how far away are businessmen and graduates?*, 1st HEIRRI Conference: Teaching responsible research and innovation at university / Higher Education Institutions & Responsible Research and Innovation, BARCELONA, ESPAÑA, 2016.
  
- DUQUE, L.C.; RODRIGUEZ-SOLI, L.  
*Is it good for small firms to engage in Cause-Related Marketing campaigns?*, 45th European Marketing Annual Conference (EMAC 2016): Marketing in the age of data / European Marketing Academy, Oslo, NORUEGA, 2016.
  
- EKINCI, E.  
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*[Participación en Mesa Redonda]*, Workshop on "Business Analytics between Baruch BS and UC3M", MADRID, ESPAÑA, 2016.
  
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*All that glitters is not gold: competition as a reason for voluntary disclosure of bribery*, 21th Annual Ethics Research Symposium / American Accounting Association, New York, ESTADOS UNIDOS DE AMERICA, 2016.
  
- GARCIA, B.  
*Professional investors and the decision usefulness of financial reporting*, International Forum of Accounting Standard Setters (IFASS), TORONTO, CANADA, 2016.
  
- GARCIA, B.  
*Stakeholder (Dis)Engagement in Social Media: The Case of Twitter and the Banking Industry*, South-Western Accounting and Finance Group (SWAG) Annual Meeting, BRISTOL, REINO UNIDO, 2016.
  
- GARCIA, B.  
*Earnings Quality*, South-Western Accounting and Finance Group (SWAG) Doctoral Colloquium , BRISTOL, REINO UNIDO, 2016.

- GARCIA, B.  
*Discussant de "Effects of the adoption of IFRS on the credit market: Evidence from Brazil"*, The International Journal of Accounting Symposium, ROMA, ITALIA, 2016.
  
- GARCIA, B.; DE LAS HERAS, E.; GOMEZ, J.  
*Debt pressure and the choice of interactive control systems: Effects on cost of debt*, III Research Forum: Challenges in Management Accounting and Control, SEVILLA, ESPAÑA, 2016.
  
- GARCIA, B.; GARCIA, J.M.; PENALVA, F.  
*Earnings Management and Conditional Conservatism*, American Accounting Association Annual Meeting, Nueva York, ESTADOS UNIDOS DE AMERICA, 2016.
  
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- GARCIA, J.M.; GARCIA, B.; PEÑALVA, F.  
*Earnings management and conditional conservatism*, 39th European Accounting Association Annual Congress (EAA 016), Maastricht, HOLANDA - PAISES BAJOS, 2016.
  
- GARCIA, J.M.; POPE, P.; DEFOND, M.; O'BRIEN, P.; ROBSON, K.; STOLOWY, H.  
*Editor's Panel: Research Integrity and Research Ethics*, 39th European Accounting Association Annual Congress 2016 (EAA 2016). Parallel sessions, Research fora, Symposium 11, Maastricht, HOLANDA - PAISES BAJOS, 2016.
  
- GONZÁLEZ, M.T.; ALEDO, J.; GARCIA, J.M.  
*The effects of information differences among investors on the role of earnings quality in facilitating corporate investment*, XXIV Finance Forum, MADRID, ESPAÑA, 2016.
  
- GUILLAMON, E.  
*Earnings management and impression management*, Queensland University Technology, AUSTRALIA, 2016.
  
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- GUILLAMON, E.; GARCIA, B.; AERTS, W.  
*Earnings management and impression management*, European Accounting Association, Maastricht, HOLANDA - PAISES BAJOS, 2016.

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- GUTIERREZ, M. ; SÁEZ, M.I.  
*Say-on-Payout*, 33rd Annual Conference of the European Association of Law and Economics (EALE 2016), *Bolonia*, ITALIA, 2016.
  
- HEYDEN, M.; KAVADIS, N.; OEHMICHEN, J.  
*Alleviating Boardroom Gender Inequality in Emerging Markets: Can Foreign Institutional Investors Counteract Local Institutional Forces?*, 42nd Annual European International Business Academy Conference , *Viena*, AUSTRIA, 2016.
  
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*Ownership Effects on Board Composition: The Case of Inside Versus Outside Board Director Representation*, European Academy of Management 2016, *Paris*, FRANCIA, 2016.
  
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*An Examination of Ownership Effects on Board Governance and Incentives*, International Corporate Governance Society Annual Conference, *Boston*, ESTADOS UNIDOS DE AMERICA, 2016.
  
- KAVADIS, N.; ZAJAC, E.  
*Effects of Ideas Dissemination Across Countries: The Case of Board Monitoring Effectiveness*, 7th Workshop on TMTs and Business Strategy, *Groningen*, HOLANDA - PAISES BAJOS, 2016.
  
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*The role of experience in influencing support among CEOs*, 7th Workshop on top management teams and business strategy research, *Groningen*, HOLANDA - PAISES BAJOS, 2016.
  
- LADO, N.R.; CEBALLOS, M.; GARCIA, A.  
*Topic analysis of Twitter content from Ibero-America: application to car brands*, EMCB 2016 Annual Conference Creating Innovations for the Emerging Markets: Toward the New Frontier of Marketing, *Bangkok*, TAILANDIA, 2016.
  
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*Bank Capital Regulation with Unregulated Competitors*, European Summer Symposium in Financial Markets , *Gerzensee*, SUIZA, 2016.
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## **Actividades de formación y movilidad de personal investigador**

### **Estancias en otros centros**

- DAVID MARTINEZ MIERA  
*Título: Estancia en CEMFI*  
*Centro Externo: CEMFI*  
*País: ESPAÑA*  
*Duración: 01/09/2016 a 31/12/2016.*
  
- EMRE EKINCI  
*Título: Visiting Scholar at Cornell University (USA)*  
*Centro Externo: Cornell University*  
*País: ESTADOS UNIDOS DE AMERICA*  
*Duración: 09/04/2016 a 15/07/2016.*
  
- JORGE SURROCA AGUILAR  
*Título: Licencia de estudios para período superior a un año*  
*Centro Externo: UNIVERSITY OF GRONINGEN*  
*País: HOLANDA - PAISES BAJOS*  
*Duración: 01/08/2015 a 31/07/2017.*
  
- JUANA ALEDO MARTINEZ  
*Título: Visiting Scholar, University of Portland, Oregon, August 2016.*  
*Centro Externo: University of Portland*  
*País: ESTADOS UNIDOS DE AMERICA*  
*Duración: 29/07/2016 a 31/08/2016.*
  
- MARGARITA SAMARTIN SAENZ  
*Título: Estancia de Investigación*  
*Centro Externo: CORE*  
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*Duración: 13/07/2016 a 13/08/2016.*



- **MARIA ITZIAR CASTELLO MOLINA**  
*Título:* Visiting Scholar  
*Centro Externo:* Cass Business School, City University  
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*Duración:* 01/05/2016 a 30/07/2016.
  
- **MIRIAM SANCHEZ MANZANARES**  
*Título:* Visita de Investigación (invitación como profesora/investigadora y colaboradora en el Proyecto) Facultad de Contaduría y Administración, Universidad Autónoma de San Luis Potosí (México)  
Colaboración con Prof. dra. Aida Ortega Proyecto: Impact of patient safety culture on healthcare service quality  
*Investigador Externo:* ORTEGA, A.  
*Centro Externo:* Universidad Autónoma de San Luis Potosí  
*País:* MEXICO  
*Duración:* 15/10/2016 a 15/11/2016.
  
- **YANLEI ZHANG**  
*Título:* ESSEC Business School Research Stay  
*Centro Externo:* ESSEC Business School  
*País:* FRANCIA  
*Duración:* 18/09/2016 a 25/12/2016.