**Esther Roca**

Curriculum Vitae

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| Lecturer Department of Management & Technology Università Luigi BocconiVia Roentgen 1Milano, Italy |   |
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**Professional Experience**

2017Officially Accredited as Associate Professor in Catalonia. AQU. (Profesor Titular).

2015 Officially Accredited as Associate Professor in Spain. ANECA (Profesor Titular).

2013 – Lecturer, Department of Management, Università Bocconi (Milano-Italy).

2004 – 2013 Assistant Professor, Department of Management, Universidad Carlos III de Madrid (Madrid-Spain). Tenured in 2012.

1998 – 2004 Assistant Professor, Department of Management, ICADE-Universidad Pontificia Comillas (Madrid-Spain).

1995 – 1998 Professor, Escuela Comercio Internacional, Universitat Pompeu Fabra (Barcelona-Spain).

1993 – 1995 Teaching Assistant, [Business Department](http://www.uc3m.es/uc3m/dpto/EMP/), Universitat Pompeu Fabra (Barcelona-Spain).

**Visiting Professor Periods**

- January 2013-September 2013. Università Bocconi, Milano, Italia.

- September 2007-July 2008. Boston University, Boston, USA.

- September 2002-February 2003. Carnegie Mellon University, Pittsburgh, USA.

**Education**

1997 PhD in Philosophy and Organizations, Universidad de Navarra-IESE, Pamplona, Spain.

1992 Master in Theory of Management, Universidad de Navarra-IESE, Pamplona, Spain.

1991 BA in Philosophy, Universidad de Navarra, Pamplona, Spain.

**Fields of interest**

Business Ethics, Social Issues in Management, Critical Studies in Organizations, Value-based Strategies, Social Business Hybrids, Stigma and Identity.

**Publications**

***In refereed journals***

1. Fosfuri A., Giarratana MS., Roca E. 2016. Social Business Hybrids: Demand Externalities, Competitive Advantage and Growth through Diversification. *Organization Science*. 27(5), 1275-1289.
2. Fosfuri A., Giarratana MS., Roca E. 2015. Walking a Slippery Line: Investments in Social Values and Product Longevity, *Strategic Management Journal*, 36 (11) 1750-60.
3. Fosfuri A., Giarratana MS., Roca E. 2013. Building and Sustaining a Product Differentiation Advantage through a Community-focused Strategy, *Industry and Innovation*, 20(2) 114–132.
4. Fosfuri A., Giarratana MS., Roca E. 2011. Community-focused Strategies, *Strategic Organization*, 9(3) 222–239.
5. Roca, E. 2010. The Exercise of Moral Imagination in Stigmatized Workgroups. *Journal of Business Ethics*, 96: 135-146.
6. Roca, E. 2008. Introducing Practical Wisdom in Business Schools. *Journal of Business Ethics*, 82: 607-620.
7. Roca, E. 2007. Intuitive Practical Wisdom in Organizational Life. *Social Epistemology,* 21: 195-207.
8. Roca, E. 2007. Rethinking Aristotelian Communities as Contemporary Organizations. *Philosophy of Management Journal,* 6: 77-86.
9. Fosfuri, A., Roca, E. 2004. Optimal Licensing Strategy: Royalty or Fixed Fee?, *International Journal of Business and Economics*, 3 (1): 13-19.

***Other Publications***

1. Fosfuri A., Giarratana MS., Roca E. 2018. IE Insights Sense & Sensitivity of Social Business Hybrids.
2. Roca, E.  2017. Aristotelian Friendship on Supply Chain Management. In *Handbook on Virtue Ethics*. Ed. Springer. ISBN 978-94-007-6729.
3. Soldevila P., Roca E*.* 2004*.* La Contabilidad de Gestión en las Organizaciones sin Ánimo de Lucro, *Colección Economía y Empresa*, nº7. Universidad Pontificia Comillas, Madrid. ISBN: 84-8468-121-1.
4. Soldevila P., Roca E. 2002.Co-evolución de los Sistemas de Control y la Dirección de Empresas, *Revista ICADE*, nº57, septiembre-diciembre.
5. Fosfuri A., Martínez E., Roca E. 2002. *MBA Digital Santillana. Módulo de Dirección General*, Editorial Santillana.
6. Fosfuri A., Roca E. 2002. Naturaleza y Características del Conocimiento Tecnológico y Limitaciones a la Transferencia de Tecnología", *Revista Europea de Dirección y Economía de la Empresa,* vol.11-nº3.

**Teaching**

*Graduate*

- “Economia Aziendale”, Master in Organizzazione e Personale, Università Bocconi, Milano, Italy (2018).

- “Strategic Management”, Master in Management, Universidad Carlos III, Madrid, Spain (2011).

- “Strategic Management”, MBA, Universidad Carlos III, Madrid, Spain (2003-2007).

- “Organizational Structure”, MBA, Universidad Carlos III, Madrid, Spain (2001).

*Undergraduate*

- “Introduction to Business and Administration” (Economia Aziendale e Gestione delle Imprese), Faculty of Department of Management, Università Bocconi, Italy (2013- ).

- “Competitive Strategy”, (Strategie Competitive), Faculty of Department of Management, Università Bocconi, Italy (2013- ).

- “Business Ethics” Faculty of Department of Management, Università Bocconi, Italy (2013-.

- CSR & Ethics in Business, Faculty of Department of Management, Università Bocconi, Italy (2020- ).

- Organization and Management”, Faculty of Business Administration, Universidad Carlos III de Madrid, Spain (2009-2012).

- “Organizational Design”, Faculty of Business Administration, Universidad Carlos III, Madrid, Spain (2004-2008).

- “Principles of Organization”, Faculty of Business Administration, Universidad Carlos III, Madrid, Spain (2004, 2006, 2007, 2008).

- “Strategic Management”, Faculty of Business Administration, ICADE. Universidad Pontificia Comillas, Madrid, Spain (2003-2004).

- “Administration II”, Faculty of Business Administration, ICADE, Universidad Pontificia Comillas, Madrid, Spain (2000-2003).

- “Administration I”, Faculty of Business Administration, ICADE, Universidad Pontificia Comillas, Madrid, Spain (1998-2002).

- “Management”, Special Program with University of Pennsylvania and Faculty of Business Administration, ICADE, Universidad Pontificia Comillas, Madrid, Spain (1999-2004).

- “Organization and Management, I”, Escuela de Comercio Internacional, Universidad Pompeu Fabra, Barcelona, Spain (1995-1998).

- “Organization and Management III”, Escuela de Comercio Internacional, Universidad Pompeu Fabra, Barcelona, Spain (1996-1998).

- “Control Systems and Accounting”, Escuela de Comercio Internacional, Faculty of Business Administration, Universidad Pompeu Fabra, Barcelona, Spain (1997-1998).

- “Control Systems and Accounting”, Faculty of Business Administration, Universidad Pompeu Fabra, Barcelona, Spain (1993-1995).

- “Introduction to Business”, Faculty of Business Administration, Universidad Pompeu Fabra, Barcelona, Spain (1993-1995).

**Funded Research Project**

***Member***

* Ventaja Competitiva, Ventaja y Desarrollo, Spanish Ministry of Science and Education, 2010-2011.
* Communities, Innovation and Society, Spanish Ministry of Science and Education, 2010-2011.
* La Gestión de la Innovación, Spanish Ministry of Science and Education, 2010-2012
* Orientación Emprendedora. Innovación y resultados. Spanish Ministry of Science and Education, 2006-2010.
* INNOGROUP-CM. Comunidad de Madrid.2008-2011.
* Orientación Emprendedora, Innovación y Resultados. Spanish Ministry of Science and Education, 2006-2010.
* Innovación y Actividad Emprendedora. Spanish Ministry of Science and Education, 2008-2009.
* Actitud Emprendedora, Innovación y Orientación al Mercado. Comunidad de Madrid. 2007.
* Innovación Empresarial, Proliferación de Productos y Desarrollo de Nuevos Mercados (UC3M-ECO-05-042), Comunidad Autónoma de Madrid – UC3M, 2006.
* Innovación en las Pequeñas y Medianas Empresas Europeas (HI2005-0380), Spanish Ministry of Science and Education, 2006-2007.
* Ramon Areces Economic Research Grant 2005 and 2008.

**University Service**

* Responsible of conversions Business Strategy with Exchange Programs. Università Bocconi
* Member Committee for BIEM. Università Bocconi
* Coordinator of CSR & Business Ethics. Università Bocconi
* Coordinator of different subjects: “Organization and Management”, “Administration I”, “Administration II”, “Organizational Design”, “Principles of Organization”, “Organization and Management III”, “Organization and Management I” in Carlos III University
* Coordinator Erasmus Program (Carlos III University).