



III Extraordinary BBS Seminars 2023

May 17th, 23rd and 24th

PROGRAMME



Financiado por el proyecto 27388 y PID2019-106822RB-I00: Modelos multisectoriales y multirregionales, innovación y dinámica, para la sostenibilidad económica, social y ambiental.

Wednesday 17. 11am-12m

Leticia Santos



María Leticia Santos-Vijande is Professor of Marketing at the CUNEF University (Madrid). Her research work focuses on product and service innovation, firm's strategic orientation, relationship marketing, quality management, organizational learning and marketing strategy. She has published several books on these topics and more than one hundred papers in referenced journals such as Journal of the Academy of Marketing Science, Journal of Business Research, Journal of Retailing and Consumer Services or Journal of Innovation & Knowledge, among other journals. He has won several national and international awards for his research. She also works as a consultant with both private and public sector organisations and has participated in several R&D projects funded by the Spanish Ministry of Science and Innovation.

Title

Exploring the Impact of Flow Experience on Mhealth Apps Loyalty: An Analysis of Users' Cognitive, Emotional, and Conative Response

Abstract

Mobile health apps (MHAs) are increasingly being recognized as effective tools for improving the efficiency and sustainability of healthcare systems. However, a major challenge faced by the industry is achieving long-term adoption of MHAs. In this paper, we examine this issue by integrating the Customer Value Theory and the PAT (person-artifact-technology) model to study how the functional experience of MHAs users, derived from technology features such as perceived ease of use, personalization, and usefulness, enables a state of flow through the users' hedonic and social experiences of recognition and attractiveness. We comprehensively measure the impact of the psychological state of flow in terms of users' cognitive, emotional, and conative responses. Our results indicate that the functional experience of MHAs users is central to achieving flow through hedonic and social experiences, while other antecedents of flow, such as health severity and health empowerment, have a lower impact on MHAs use. Developing a positive psychological response towards MHAs is also essential to improve users' perception of health improvement, satisfaction, and loyalty.

Wednesday 17. 12.15pm-1.15pm

Luis Ayala



Licenciado y doctor en Ciencias Económicas y Empresariales por la Universidad Complutense de Madrid. Es Catedrático de Economía en la UNED. Ha sido Subdirector General del Instituto de Estudios Fiscales. Es miembro fundador del grupo EQUALITAS (Economics of Inequality and Poverty Analysis), del Comité técnico de la Fundación FOESSA y Comisario del programa de estudios de desigualdad del Observatorio Social de la Fundación “la Caixa”. Su labor investigadora se ha centrado en el estudio de la distribución de la renta, la política social y el mercado de trabajo.

Title

El Ingreso Mínimo Vital: líneas de investigación

Abstract

El Ingreso Mínimo Vital (IMV) responde a una prolongada insuficiencia del Estado de Bienestar en España en el ámbito de la garantía de ingresos, cubierto hasta su implantación por una amplia gama de rentas mínimas desarrolladas por las administraciones autonómicas. Estas prestaciones se caracterizan por una gran heterogeneidad, tanto en la población sin recursos cubierta como en el nivel económico de protección, con problemas de articulación entre prestaciones y administraciones y una acusada falta de coordinación, que ha supuesto niveles altos de inequidad interterritorial. La creación de esta nueva prestación abre numerosos interrogantes, que requieren el desarrollo de nuevas líneas de investigación. Las que se revisarán en esta presentación son, fundamentalmente, cuatro: i) ¿Cómo analizar el problema del non take-up o falta de acceso a la prestación (análisis micro)?; ii) ¿Qué factores pueden determinar la demanda de la prestación en el largo plazo (análisis macro); iii) ¿Existe riesgo de cronicidad en el programa?; iv) ¿Cuáles pueden ser las respuestas de los gobiernos territoriales en marcos tanto de completa descentralización como de centralización de estos programas?"

Tuesday 23. 12m-1pm

Beatriz García Osma



Beatriz García Osma is Full Professor of Financial Economics and Accounting at Universidad Carlos III of Madrid, ECGI Research Member and visiting professor at the Stockholm School of Economics. Previously, she was a professor at the Universidad Autónoma of Madrid and a Marie Curie pre- and post-doctoral fellow at Lancaster University. His research and teaching focus on the study of the quality of financial information, corporate governance and effects on capital markets. Beatriz has published in prestigious journals, and has participated in and directed research projects. She was the representative of Spain on the Board of the European Accounting Association (EAA), between 2014 and 2020 and a member of its Management Committee between 2014 and 2017. She is editor of the European Accounting Review (2020-2023).

Title

Strategic Compliance with Corporate Governance Regulation and Accounting Quality

Abstract

Recent research in accounting considers shifts in regulation as exogenous, to infer causality. However, regulatory treatments are rarely as if randomly assigned. Consequently, we argue that the effects of regulation depend on endogenous pre-compliance status and managerial compliance strategies. To test this prediction, we examine firms' strategic choices in complying with board independence regulation that led treated firms to increase their percentage of independent directors over a short time window. Consistent with strategic compliance, we document heterogeneity in (i) the types of directors that are fired and appointed (composition); and (ii) when (timing). Combining composition and timing strategies, we find that only early compliers that fire independent directors reap the benefits of enhanced monitoring, as measured through financial reporting quality and audit effort. We also document that independent directors hired during the compliance window tend to lose directorships in the post-compliance period and have shorter tenures than comparable independent directors.

Wednesday 24. 11am-12m

Satoshi Inomata



Dr. Inomata is a researcher of the Institute of Developing Economies, JETRO, Japan, and currently a visiting researcher at the Organisation for Economic Co-operation and Development (OECD), Paris, France. He is the previous President of the International Input-Output Association (IIOA). Dr. Inomata received his BA in Politics and Economics from the University of London, MSc in Development Economics from the University of Oxford, and PhD (Economics) from the Hitotsubashi University, Japan. He directed various projects of constructing international input-output tables. His recent research includes in-depth studies of global value chains using input-output techniques. Recently, he has been double-awarded two most prestigious academic prizes in Japan for his book *Global Value Chains* (2019, Nihonkeizai-shimbun publishing).

Title

Geo-economics of Global value chains

Abstract

Topic 1: The impact of globalization on job opportunities

Today, offshoring happens not only at the product level but also at the task level, such as product design, R&D, assembly or marketing. The rise of global value chains has given an enormous opportunity for developing countries to generate aggregate value added and employment opportunities. But at the same time, in advanced economies, it may have brought industrial hollowing-out, and possibly caused an increase in domestic income disparity.

Topic 2: A Risk Analysis on Network Concentration of Global Supply Chains

Production networks continued to expand to cover every corner of the globe; however, at the same time, the pursuit of optimal allocation of resources resulted in concentration of key production capacities in a certain region of a certain country. Such production hubs can easily turn into “choke points” of the entire economic system. Against this backdrop, we present new referential statistics for supply chain exposure to country risks in international production networks. The study’s net contribution rests on the development of a metric that indicates exposure risk in terms of the frequency of supply chain engagement with the regions of analytical concern, alongside the traditional approach based on volume measures of value-added concentration.

Wednesday 24. 12.15pm-1.15pm

Gloria Parra-Requena



Gloria Parra-Requena (Gloria.Parra@uclm.es) is Full Professor of Management and Strategy at the University of Castilla-La Mancha (Spain). She earned degrees at University of Castilla-La Mancha (Ph.D). Her research interests include social capital, industrial districts, entrepreneurial orientation, pioneer orientation and sustainability. She was a Visiting Professor at National University San Agustín of Arequipa (Perú), in 2019; University of Glasgow (Scotland), in 2010, in Polytechnic University of Valencia (Spain) in 2009 and in University Jaume I of Castellón (Spain) in 2005 and 2021. She has been supervisor of several doctorate theses and has published articles in Journal of World Business, Journal of Business Research, European Management Journal, Technological Forecasting and Social Change, Journal of Business and Industrial Marketing, Journal of Knowledge Management, Journal of Travel Research, Tourism Management, Entrepreneurship and Regional Development, among others.

Title

Entrar primero para ser sostenible: resiliencia y adversidad

Abstract

Este trabajo responde a la demanda de la literatura para explicar cómo se relacionan las orientaciones estratégicas de la empresa en un contexto de eventos disruptivos del entorno. Desde un enfoque estratégico, se aborda el gap de la literatura sobre cómo la orientación pionera (OP), desde la perspectiva del entry timing, conduce a la orientación a la sostenibilidad (OS), desde la perspectiva de la sostenibilidad empresarial. Específicamente, se profundiza en el papel de la resiliencia organizativa y la intensidad de la adversidad para conectar la OP y la OS. El estudio empírico se ha realizado sobre una muestra de 223 empresas de la industria de turismo cultural en España. Los resultados muestran un efecto mediador total de la resiliencia organizativa en la relación entre la OP y la OS en sus dimensiones económica, medioambiental y social, y parcial en el caso de la dimensión cultural. Por tanto, solo cuando las empresas que tienen propensión a introducir anticipadamente nuevos productos y servicios en los mercados se orientan a desarrollar más resiliencia organizativa, se comprometen estratégicamente en mayor medida con la sostenibilidad. Destaca la relación curvilínea en forma de U invertida entre la OP y la resiliencia organizativa, que refleja un freno al crecimiento de la resiliencia cuando las empresas incrementan en exceso la tendencia a entrar primeras al mercado.