

Part A. PERSONAL INFORMATION

Part A. PERSONAL INFORMATION			CV date		11 September 2019
First and Family name	ESTER MARTINEZ-ROS				
Social Security, Passport, ID number	46224500C			Age	55
Researcher numbers	Researcher ID		Q-5525-2018		
	Orcid code		0000-0003-0088-4611		

A.1. Current position

Name of University/Institution	UNIVERSIDAD CARLOS III DE MADRID			
Department	ECONOMÍA DE LA EMPRESA			
Address and Country	C/. MADRID, 126-128			
Phone number	916249350	correo electrónico	emros@emp.uc3m.es	
Current position	PROFESORA TITULAR		Fecha inicio	14/05/2002
Espec. cód. UNESCO	531104			
Palabras clave				

A.2. Education

PhD	University	Year
Licenciada en CC.EE. y Empresariales	UNIVERSITAT AUTÒNOMA DE BARCELONA	22/06/1987
Master Sc. in Economics	UNIVERSITY COLLEGE LONDON	30/09/1994
Doctora en Economía y Admón de Empresas	UNIVERSITAT AUTÒNOMA DE BARCELONA	15/07/1998

A.3. JCR articles, h Index, thesis supervised...

Tramos de Investigación: Concedidos 4: 1994-2000; 2001-2006, 2007-2012 y 2013-2018.

Thesis: 4 supervised; 3 in process.

Citas Totales: 1651

Promedio Citas/Año en los últimos 5 años: 330,2 (2014: 29; 2015: 139; 2016: 329; 2017: 573; 2018: 581).

Total Publications in Q1: 15

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Part B. CV SUMMARY (max. 3500 characters, including spaces)

I am the current Director of the Continuing Education at UC3M and Associate Professor of Management at the Universidad Carlos III de Madrid. From September 2017, I have participated as an expert for the European Commission to advice in Innovation Policy Funds, ESIR group has advised to DG Innovation Policy for the next H2030 project funds.

I teach Organizational Behaviour, Management and Introduction to Business at the degree level. I also collaborate in many PhD. Programs at Universidad Carlos III, Universidad Pablo Olavide, Universitat Autònoma de Barcelona. I also participate in several Executive programs as Gestión de Organizaciones Sanitarias or Master de Consultoría de Empresas. I have 5 quinquenios and I am involved in the use of new teaching methodology "Flipped classroom" applied to the graduate and bachelor levels.

The main research interest relies on the analysis of innovation decisions, innovation types and their effects on firm performance. I have also focused on the problems of inference in the innovation determinants due to the existence of heterogeneous unobserved effects. I have 4 sexenios and the last is alive and active. My research experience is also granted with more than 50 contributions, with 15 in Q1, several participations in collective contributions and in

the presentation of my research in prestigious and recognized international and national conferences.

I credit as manager in several positions: I have been Director of Graduate Business School, Vice-Dean of the Business Administration degree at Universidad Carlos III and co-Director of an executive program in Medical Organizations Management. Previously, she has also been Vice-Dean of Promotion and Quality at the same University. Now is Director of Master on line in “Gestión y Dirección de Empresas” at UC3M. She is also president of the Assessment Committee of Degrees of the Castilla and León Agency (ACSUCYL).

Part C. RELEVANT MERITS

C.1. Publications (including books)

Last Five Years

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> IF: 6,38. ISI JCR 10/147 (Business). 14/217 (Management).

Martínez-Ros, E. 2019. ‘Revisiting product and process innovations’, *Int. J. Business Environment*, Vol. 10, No. 3, pp.270–280.

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> IF: 4,12.

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. 10.1016/j.enpol.2017.01.024. (3/3). IF: 4,88.

Kunapatarawong, R. and Martínez-Ros, E. 2016. Towards green growth: How does green innovation affect employment? *Research Policy*, 45(6): 1218-1232. (2/2). IF: 5,4

Busom, I. Corchuelo, B. and Martínez-Ros, E. 2016, Participation Inertia in R&D Tax Incentive and Subsidy Programs, *Small Business Economics*, DOI 10.1007/s11187-016-9770-5. (3/3). IF: 3,55

Most Cited

Martínez-Ros, E. “Explaining the decisions to carry out product and process innovations: The Spanish case”. 2000 *Journal of High Technology Management Research* 10(2). pp. 223-242. (1/1).

Crespí, R., Martínez-Ros, E. and Orfila-Sintes, F. “Technological Innovation Management in the Hotel Activity” 2005, *Tourism Management*, 26(6) pp.851-865. (3/2). IF: 6,02

Labeaga, J. M. and Martínez-Ros, E. 2009. Product and Process Innovations: Persistence and Complementarities. *European Management Review* vol.6: 64-75. (2/2). IF: 1,6.

Martínez-Ros, E. and Orfila-Sintés, F. 2009. Innovation Activity in the Hotel Industry. Technovation: The International Journal of Technological Innovation, Entrepreneurship and Technology Management, vol 29(8): 632-641.

Cassiman, B., Golovko, E. and Martínez-Ros, E. 2010. Innovation, Exports and Productivity. *International Journal of Industrial Organization*, Vol(28): 372-378. (3/3). IF:0,96.

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. DOI: 10.1007/s11187-014-9569-1. (3/3). IF: 3,55

C.2. Research projects and grants (last 5 years)

Titulo del proyecto: ESTRATEGIAS DE INNOVACION Y BUEN GOBIERNO PARA UNA ECONOMIA SOSTENIBLE
Entidad financiadora: PLAN NACIONAL I+D 2018
REFERENCIA: PGC2018-096316-B-I00
Duración: desde 1/1/19 hasta: 31/12/21
INVESTIGADORA RESPONSABLE: ESTER MARTÍNEZ-ROS
Número de Investigadores: 8
IMPORTE TOTAL DEL PROYECTO: 30.000 euros

Titulo del proyecto: Estrategias y nuevas investigaciones de los activos intangibles
Entidad financiadora: PLAN NACIONAL I+D 2015
REFERENCIA: ECO2015-65599-P
Duración: desde 1/1/16 hasta: 31/12/18
INVESTIGADORA RESPONSABLE: ESTER MARTÍNEZ-ROS
Número de Investigadores: 8
IMPORTE TOTAL DEL PROYECTO: 20.900 euros

Titulo del proyecto: Innovación en la Economía del Conocimiento: estrategia y organización
Entidad financiadora: PLAN NACIONAL I+D 2012
REFERENCIA: ECO2012-33427
Duración: desde 1/1/13 hasta: 31/12/15
INVESTIGADORA RESPONSABLE: ANDREA FOSFURI y ESTER MARTÍNEZ-ROS
Número de Investigadores: 10
IMPORTE TOTAL DEL PROYECTO: 60.000 euros

Titulo del proyecto: CIFRA Challenging the ICT Patent Framework for Responsible Innovation
Entidad financiadora: European Commission
REFERENCIA: UE-H2020-LI-ICT-RTD
Duración: desde 1/11/16 hasta: 31/10/17
INVESTIGADORA RESPONSABLE: ESTER MARTÍNEZ-ROS
Número de Investigadores: 3
IMPORTE TOTAL DEL PROYECTO: 48,265 euros

Título: SMEBOOK: Plataforma de generación de nuevas cadenas de valor para PYMEs tecnológicas
Fecha Inicio: 19/06/2017 Fecha Fin: 31/03/2018
Tipo: Proyecto Cooperativo
Subtipo: Agrupaciones Empresariales Innovadoras
Entidad Financiadora: MINISTERIO DE ECONOMIA, INDUSTRIA Y COMPETITIVIDAD
INVESTIGADORA RESPONSABLE: ESTER MARTÍNEZ-ROS
Investigadores: 4
IMPORTE TOTAL DEL PROYECTO: 35.284 euros

C.3. Contracts

Título del proyecto: "Efecto de los incentivos medioambientales en el empleo".
Entidad financiadora: INSTITUTO DE ESTUDIOS FISCALES
Tipo de contrato: Proyecto de investigación competitivo a nivel Nacional
Entidades participantes: Universidad Carlos III, UNU
Duración, 1 año desde: 15 marzo 2015 hasta: 15 marzo 2016
Investigador responsable: Ester Martínez-Ros
Número de investigadores participantes: 2
IMPORTE TOTAL DEL PROYECTO: 11.132 euros

C.5. Memberships of scientific societies

Título del Comité: The *Management Review Journal*

Iberoamerican Academy of Management

Tema: comité científico. 2009-till now

Título del Comité: ESIR Expert Group

European Commission

Tema: The economic and societal impact of Research and Innovation

October 2017-october 2019

Título del Comité: Miembro del Editorial Board de la revista *Sustainability*

Swiss publisher MDPI

Tema: Associate Editor. July 2017-till now

C.6. Administrative And Institutional Responsibilities

- Director of the School of Continuing Education. UC3M, January-till now.
- Director of the Graduate Business School. UC3M. April 2014-December 2017.
- 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 Agència de Qualitat Universitaria de Catalunya. Lector y Colaborador. 2006-2010. 2012-2013.

C. 7. Other Merits

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".

Current Papers:

In Revision

- What determines the diffusion of organizational eco-innovations across sectors? A panel data study. Kesidou, E: García-Quevedo, J. and Martínez-Ros, E. Revise and Resubmit *Business Strategy and the Environment*.
- Energy efficient and pollution abating technologies. Do policy instruments and organizational capabilities matter?. With García-Quevedo, J. and Tchorzewska, K Submitted to *Research Policy*
- Barriers to Circular Economy in European SMEs. García-Quevedo, J., Jové, E. and Martínez-Ros, E. Submitted to *Business Strategy and The Environment*

In Progress

- Gaining Internationalization through green innovation strategies. With Giarratana, M. and Merino, F.

CURRICULUM VITAE (maximum 4 pages)

- Effectiveness of the persistence in using R&D tax credits on the achievement of product innovations. Labeaga, J.M. Martínez-Ros, E. Sanchís, A. Sanchís, J.
- Tax incentives and firm size: effects on private R&D investment in Spain. With Labeaga, J.M. and Monhen, P.