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Horario tutorías	Consultar web del departamento	
Asignatura/s que imparte en el Doctorado	-Puesta en Práctica de la Estrategia -Implementing Value Innovation Strategies	

BREVE CV (Max. 150 palabras)

He is Senior Lecturer in Business Administration at the University of Valencia, Spain. He has got a Doctorate in Business Administration at Valencia University.

- From 1992 – 1996: marketing research manager in Carrefour S.A. and Mercadona S.A.
- 1995 to date: lecturer at the Business Administration Department, UV.
- 1995 – 2004: managing different consulting and in-company training projects for: Marks & Spencer; Ford Motor Co.; Blauverd S.A.
- 2006 – 2010: holds the UV’s Family Owned Business Chair.
- 2011 to date: Chancellor’s Advisor for the 2012-2015 UV Strategy.
- 2012 to date: member of ‘*Master Oficial de Estrategia*’ Academic Board (CCA).
- 2013 to date: Developing in-company training projects about Business Innovation in Ecole Hôtelière Lausanne and VW Navarra.

Líneas de investigación o campos de especialización

1. Family Business & FB-SME: Analyzing FB issues with regard its marketing and managerial capabilities of FB-SME.

- Pérez-Cabañero C.; **González-Cruz, T.F.**; Cruz-Ros, S. (2012) “Do Family-SME Managers’ Value Marketing Capabilities’ Contribution to Firm Performance?” **Marketing Intelligence & Planning**, V.30, Iss. 2, Pp. 116-142.

2. Total Quality Management: The organizational and human resource management dimension of TQM; and TQM as developer of Strategic Capabilities.

- Cruz, S.; **González, T.F.** (2009): “Relación entre las Competencias Distintivas y los resultados empresariales considerando el Enfoque de Gestión de la Calidad en empresas de servicios”. **Revista Europea de Dirección y Economía de la Empresa**. Iss. 18, pp. 39-61.

3. Organizational Design & Talent Management: Competitive Strategy – OD relationships taking the Competence-Based View as conceptual framework.

- **González-Cruz, T.**; Huguet-Roig, A.; Cruz-Ros, S. (2012):” Organizational technology as a mediating variable in centralization-formalization fit”. **Management Decision**, Vol. 50, Iss. 9, pp. 1527-1548.
- **González-Cruz, T.**; Martínez, C.; Pardo M. (2009): “La gestión del talento en la empresa industrial española”. **Economía Industrial**, pp. 21 - 35.

4. OB & Business Ethics: The ethical dimension of organizational behaviour.

- **González, T.**; Guillén, M. (2008): “Organizational Commitment: A Proposal for a Wider Ethical Conceptualization of ‘Normative Commitment’”. **Journal of Business Ethics**. Iss. 78, pp. 401-414.
- Guillén, M.; **González, T.** (2001): "The Ethical Dimension of Managerial Leadership. Two Illustrative Case Studies in TQM". **Journal of Business Ethics**. Vol. 34, nº. 3-4. Pp. 175-189.

Otros (libre): Currently my research activity is integrated in Prof. Camion’s research group focused on the relationship between competitiveness and organizational issues.