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Horario tutorías	Consultar web del departamento	
Asignatura/s que imparte en el Máster	-Puesta en Práctica de la Estrategia -Implementing Value Innovation Strategies	
BREVE CV (Max. 150 palabras)		
<p>He is Senior Lecturer in Business Administration at the University of Valencia, Spain. He has got a Doctorate in Business Administration at Valencia University.</p> <ul style="list-style-type: none"> • 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 ‘<i>Master Oficial de Estrategia</i>’ 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		
<p>1. Family Business & FB-SME: Analyzing FB issues with regard its marketing and managerial capabilities of FB-SME.</p> <ul style="list-style-type: none"> • 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. 		
<p>2. Total Quality Management: The organizational and human resource management dimension of TQM; and TQM as developer of Strategic Capabilities.</p> <ul style="list-style-type: none"> • 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. 		
<p>3. Organizational Design & Talent Management: Competitive Strategy – OD relationships taking the Competence-Based View as conceptual framework.</p> <ul style="list-style-type: none"> • 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. 		
<p>4. OB & Business Ethics: The ethical dimension of organizational behaviour.</p> <ul style="list-style-type: none"> • 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. 		
<p>Otros (libre): Currently my research activity is integrated in Prof. Camion’s research group focused on the relationship between competitiveness and organizational issues.</p>		