

Lola Garzón

Universitat de València

Business Management Department



Summary

Lola Garzón holds a Ph.D. in Business Organization. Her thesis entitled “Entrepreneurship and the role of entrepreneurs in society: the case of IDEAS Institute as a university pioneer received the “EstudiaVLC” prize awarded by Valencia City Council for its impact on the city and, additionally, the Social Council of the Polytechnic University of Valencia distinguished her as the best doctoral student in Social Sciences. Lola is a full professor at the Faculty of Economics at the Universitat de València, guest lecturer at other universities and teaches in English and Spanish.

Among her research lines, she is particularly interested in entrepreneurship and sustainability, following the Majid&Koe (2012) sustainable entrepreneurship revised model which focuses on environmental, social, cultural and economic sustainability. She has published several books, book chapters, and papers in prestigious journals and also addresses these topics through European and regional project.

Throughout her professional life, Lola has worked on entrepreneurship from the professional point of view. Nowadays she’s Vice-Dean of Entrepreneurship and Business Relations at the Faculty of Economics and the academic head of UVemprén, the entrepreneurship support area at the Universitat de València.

Research line

Sustainable entrepreneurship from four different perspectives: environmental, social, cultural and economic sustainability.

Research Interest

- Social entrepreneurship.
- Gender perspective in entrepreneurship.
- New ways of entrepreneurship and financing.
- Value creation and co-creation.

Selected Publications

- Orero-Blat, M., Palacios-Marqués, D., & Garzón, D. (2020). Knowledge assets for internationalization strategy proposal. *Journal of Innovation & Knowledge*.
- Cossío-Silva, F. J., Revilla-Camacho, M. Á., Palacios-Florencio, B., & Benítez, D. G. (2019). How to face a political boycott: the relevance of entrepreneurs’ awareness. *International Entrepreneurship and Management Journal*, 15(2), 321-339.
- Cruz-Ros, S., Garzon, D., & Mas-Tur, A. (2017). Entrepreneurial competencies and motivations to enhance marketing innovation in Europe. *Psychology & Marketing*, 34(11), 1031-1038.
- Mohedano-Suanes A., Benítez-Garzón, D. (2017): “Intrapreneurs: Characteristics and Behavior. In: Tur-Porcar A., Ribeiro Soriano D. (Eds), Inside the Mind of the Entrepreneur. Contributions to *Management Science*. Springer.

- Millán, C. L., Garzon, D., & Navarro, S. (2016). C2C interactions creating value in the Route of Santiago. *Journal of Business Research*, 69(11), 5448-5455.

External Links

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