

José Pla-Barber

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Department of Management



Summary

José Pla-Barber holds a Ph.D. in Management Studies with European certificate. He is a Professor of International Business at the University of Valencia and associate researcher at the "John Dunning Centre" of the University of Reading (U.K).

Dr. Pla-Barber has supervised 22 doctoral theses, 6 research projects of the National Science and Technology Plan and numerous applied projects financed by the Chamber of Commerce, the Ministry of Industry, the Spanish association of home-textiles or the Valencian Government. His main lines of research are the analysis of the process of internationalization, the management of the multinational company and the study of international competitiveness of the manufacturing industries.

Research line

Internationalisation: Strategic options and human resources

Research Interest

Entry modes and Process of internationalization

Global Value Chain

Management of the Multinational Enterprise

Internationalization of Services Firms

International competitiveness of manufacturing industries

Multinational from/in Latin-America

Selected Publications

- Pla-Barber, J., Villar, C., & Narula, R. (2021). Governance of global value chains after the Covid-19 pandemic: A new wave of regionalization?. *Business Research Quarterly*, vol 24 (3): 204-213.
- Pla-Barber, J., Botella-Andreu, A., & Villar, C. (2021). Intermediate units in multinational corporations: A resource dependency view on coordinative versus entrepreneurial roles, *International Business Review*, 30, 101773.
- Pla-Barber, J., Botella-Andreu, A., & Villar, C. (2021) Intermediate Units in Multinational Corporations: Advancing Theory on their Co-parenting Role, Dynamics and Outcomes. *International Journal of Management Reviews*, 23 (1): 116-147.
- Villar, C., Pla-Barber, J. & Ghauri, P. (2020). Learning from foreign operation modes: the virtuous path for innovation. *Business Research Quarterly*, 23(2), 159-171.
- Pla-Barber, J., Linares, E., & Ghauri, P. N. (2019). The choice of offshoring operation mode: A behavioral perspective. *Journal of Business Research*, 103, 570-580.
- Pla-Barber, J., Villar, C., & Madhok, A. (2018). Co-parenting through subsidiaries: a model of value creation in the multinational firm. *Global Strategy Journal* 8 (4): 536-562

External Links

[Google Scholar Profile](#)

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