

Francisco Puig

*Universitat of València
Department of Management*



Summary

Francisco Puig is Professor of Business Strategy at the University of Valencia (Spain). He completed his PhD in Economics and Business (with honors).

He has been an international visiting lecturer at the HEC-Montreal (Canada), the Manchester Business School and King's College London (UK). He teaches International Business and Strategic Management at undergraduate, postgraduate and executive education levels. He specializes in International Strategy, Industrial Clusters and Business Turnaround, and has published articles in leading journals as well as co-authored books and chapters in collective volumes. Professor Puig has supervised 9 doctoral theses (4 with international mention) and coordinates the GESTOR research group (<https://www.uv.es/geostrategia>).

Research line

Entrepreneurship, Innovation and Clustering.

Research Interest

Clustering, location and international strategy.

Business survival and crisis.

Textile and traditional manufacturing industries.

Sports economics and sports corporations.

Recent Publications

- Puig, F.; Cantarero, S.; Verdone, F. (2022). Coronavirus versus the textile industry: Cluster lessons for future challenges. Fashion and Textiles.
- Rico, M; Puig, F. (2021). Successful turnarounds in bankrupt firms? Assessing retrenchment in the most severe form of crisis. BRQ-Business Research Quarterly 24 (2), 114-128
- Royo-Vela, M.; Amézquita, J. C.; Puig, F. (2021). Market orientation in service clusters and its effect on the marketing performance of SMEs. European Journal of Management and Business Economics, DOI 10.1108/EJMBE-12-2019-021
- Rico, M; Cantarero, C.; Puig, F. (2021). Regional disparities and spatial dependence of bankruptcy in Spain. Mathematics, 9 (9), 960-981.
- Rico, M.; Pandit, N.; Puig, F. (2021). SME Insolvency, Bankruptcy and Survival: An Examination of Retrenchment Strategies. Small Business Economics 57 (1), 111–126
- Puig, F.; Madhok, A.; Shen, Z. (2020). Investigating firm heterogeneity in country-of-origin cluster location decision-making. Multinational Business Review 28 (2), 221-244

Personal website

<https://www.uv.es/puig/>

Contact details

francisco.puig@uv.es