

Cristina Villar

Associate professor of International Business
Universitat de València
Department of Business Management
cristina.villar@uv.es



Summary

Cristina Villar holds a PhD in Management (2011, with extraordinary doctorate award in Economics). She is Associate professor of International Business at the University of Valencia. She is currently Senior Editor for the *European Journal of International Management* and member of the board at the *European International Business Academy* (EIBA). Her research interests are at the intersection of international Business, innovation and organizational learning, focusing on the management of the international company (global strategy and inter-regional expansion, HQ-subsidiary relationships, global value chains) both in MNEs and SMEs. She regularly instructs these topics at undergraduate, master and doctorate level, as well as courses on research methodology.

Professor Villar has been visiting scholar at prestigious centers in IB research (among others, University of Reading, UK or Uppsala University, Sweden) and her research has been published in top ranked journals such as *International Journal of Management Review*, *Global Strategy Journal*, *International Business Review*, *Business Research Quarterly* or *International Marketing Review*. She has also led and collaborated in several national research projects from the Spanish Ministry of Science, as well as many industry-applied projects aiming to promote firms' international competitiveness with relevant public institutions (IVACE, Dirección General de Industria-GVA, Fundación BBVA, Cámara de Comercio...). She has supervised 10 doctoral dissertations.

Research line

Internationalization: Strategic options and human resource management

Research Interest

Organization of the Multinational Enterprise

Global Value Chains

Innovation and organizational learning

Entry modes and internationalization process

International competitiveness of manufacturing industries

Selected Publications

- 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.
- Pla-Barber, J., Villar, C., & Narula, R. (2021). Governance of global value chains after the Covid-19 pandemic: A new wave of regionalization?. *BRQ Business Research Quarterly*, 24 (3) 204-2013.
- 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.

- 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.
- Villar, C., Dasí, À., & Botella-Andreu, A. (2018). Subsidiary-specific advantages for inter-regional expansion: The role of intermediate units. *International Business Review*, 27(2), 328-338.
- 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
- Pla-Barber, J., Villar, C., & León-Darder, F. (2014). Augmenting versus exploiting entry modes in soft services: Reconsidering the role of experiential knowledge. *International Marketing Review*, 31(6), 621-636.
- Villar, C., Alegre, J., & Pla-Barber, J. (2014). Exploring the role of knowledge management practices on exports: A dynamic capabilities view. *International Business Review*, 23(1), 38-44.

External Links

[Google Scholar Profile](#)

[ORCID](#)

[Scopus](#)

Contact details

Facultat d'Economia
Universitat de València
Av. dels Tarongers, S/N.
46022 València (Spain)
Office 1-C11
Phone: 963 828750