

Dr. Jose Pla-Barber

Professor of International Management and Strategy

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Area of Specialization

International Business, Strategic Management, Innovation

Research Interest

Multinational firm behaviour; foreign entry mode; offshoring; global strategic management, multinational companies, internationalization of services, innovation in small companies

Education

- Degree in Business Administration. University of Valencia. 1992.
- Master in Marketing. University of Valencia. 1993.
- PhD in Business Administration, awarded at the Department of Business Studies, University of Valencia, 1998.
 - European PhD certificate (external committee: Dr. Keith Brouthers and Dr. Pierre Dussage; external advisory: Professor Mark C. Casson)

Teaching experience

Undergraduate, graduate and doctoral courses in Business Strategy, International Business and Global Strategic Management.

[Have taught courses in Europe and Latin America]

Awards

- Finalist of the *Academy of International Business Haynes Prize* for the best paper. AIB Vancouver, 2016.
- **Award to the best Paper presented at the annual conference of Academy of International Business- AIB Latin Chapter.** Medellin 2014.
- **Award to the best Paper presented at the 18th annual conference of the Spanish Academy of Management.** Barcelona. 2011. (2000 euros prize)
- Award "Centro de Estudios Financieros". Best Research in Business Administration. *"The Offshoring Strategy in the European Manufacturing Industry"*. Edition 2008. (9000 euros prize)
- **Copenhagen Prize, 2007;** for the best written paper by a young scholar in IB (under the age of 40). European International Business Academy (EIBA). Catania. 2007 (4000 euros prize)

- **Award to the best paper in a Marketing Theme sponsored by International Marketing Review.** European International Business Academy (EIBA). Oslo. 2005. (3000 euros prize)+
- **Award to the Best Thesis in Economics and Business.** University of Valencia. Edition 2000.
- Award “Juan José Renau Piqueras” to the best Research Project. *“The internationalization of the Spanish Companies”*. Edition 1998. (6000 euros prize)
- Award “Centro de Estudios Financieros”. Best Research in Business Administration. *“The internationalization of Spanish firms. An Empirical Evidence”*. Edition 1998. (6000 euros prize)
- *Award to the best Paper presented at the 5th annual conference* of the Spanish Academy of Business Administration. Las Palmas de Gran Canaria. 1998. (3000 euros prize)

Academic Positions

- Professor of International Business (since 2009). University of Valencia.
- Associate Professor of International Business (with tenure) (1998- 2009). University of Valencia.
- Assistant Professor of International Business (1993-1998). University of Valencia.

Invited visiting scholar positions:

- King’s College London. UK (March- August 2014)
- Norwegian School of Management. Norway (May-June 2007).
- University of Reading, U.K. (August-1995-March 1996; August-December 1997).

Academic Positions (Leadership)

- Academy of International Business Western Europe Chapter Chair (Since 2010)
- Vice-chair of the European International Business Academy (since December 2012)
- Past president of the European International Business Academy (2009)
- Member of the Board of the European International Business Academy (2006-2018).
- Member of the board of the Spanish Association of Management (2012-2016)
- Chair of the IB section of the Spanish Association of Management (2013-2015)

Department/ Faculty

- Director of the master programme in Business Strategy. University of Valencia.(2014-2018)
- Chair of the Department of Management (2004-2008).
- Chair of the PhD program in Management: Strategy and Organization (2005-2014).
 - I have also developed and launched our PhD program in Latin America: Costa Rica (since 2005), Colombia (since 2009).
- Head of the Group “International Management”. Our team is one of the leading teams in Spain in the field of IB.
- Academic coordinator of the MBA-Ford Motor company (1999-2006)
- Master in International Business Committee (2005-)
- Master in Economics and International Trade Committee (2005-)
- Master in Strategy Committee (2008-)
- Department Recruiting Committee (2006-2008)
- Faculty Committee Member (2003-2008)
- Member of the Committee of Oliver Williamson’s “Honoris Causa” award. University of Valencia. 2004.

Member of Evaluation Agencies

- Ministry of Education. **Member of the Committee in charge of the evaluation of the National Research Projects** in the area of Business and Economics. Editions 2009., 2010, 2015, 2016
- National Agency for the Evaluation of quality (ANECA). Member of the Committee in Charge of the evaluation of the PhD programs-certification of quality. Edition 2006.
- Galician Agency for the Evaluation of quality. Member of the Committee in Charge of the evaluation of the Research Projects. 2006.
- Galician Agency for the Evaluation of tenure track for Associate Professors. Editions 2017, 2018

Organisation of workshops and conferences:

- European International Business Academy (2009). Local chair for the 35th Annual conference held in Valencia, Dec, 2009.
- MNE from Developing countries. Valencia Summer School. 2-8 Jul. 2011. Key speaker: Alvaro Cuervo-Cazurra. University of South Carolina. 2011.
- International Marketing Strategies. Valencia Summer School. 2-8 Jul. 2009. Key speaker: Pervez Ghauri. Manchester Business School.
- Modes of Entry and Process of Internationalization. Valencia Summer School. 2-8 Jul. 2008. Key speaker: Gabriel R. G. Benito. Norwegian School of Management.
- Resources and Capabilities Theory and their influence in Management. Key speaker: Anoop Madhok. 14 April 2007.
- Human Resource Management in an International Context. Valencia Summer School. 1-7 Jul. 2006. Key speakers: Luis Gómez-Mejía and Jaime Bonache.
- **Transaction Cost Economics and their influence in Management.** Key speaker: Oliver E. Williamson. 21 Oct. 2004. Valencia.
- JIBS paper development workshop at the EIBA conferences (2010-2018)

PhD supervisor and related activities

1. *PhD supervisor. Intermediate units and competence creation in the multinational firm: a network approach (Defended 2019)*
2. *The internationalization of large Colombian companies: a qualitative analysis (Defended 2018)*
3. *PhD supervisor. The internationalization of large Colombian companies: a qualitative analysis (Defended 2018)*
4. *PhD supervisor. Spillovers of Foreign Direct Investment and its effects on Colombian companies. (Defended 2018)*
5. *PhD supervisor. Organizational specificities of international NGOs and knowledge transfer. An analysis of the practices of Human Resources management (Defended 2018)*
6. *Phd supervisor. Resources and ambidexterity in the manufacturing SME: an analysis of their performance in local competitive environments. (Defended in 2015)*
7. *PhD supervisor. Entry modes and innovation in traditional manufacturing sectors. An analysis from organizational learning (Defended in 2015)*
8. *PhD supervisor. The Balanced Scorecard and the reversal of business performance crises: an empirical application in the electricity distribution companies of the Dominican Republic (Defended in 2015)*
9. *PhD supervisor. The springboarding approach: a new alternative in the process of internationalization. (Defended in 2014)*
10. *PhD supervisor. The springboard network: MNE in Latin-America.(Defended in 2014)*

11. PhD supervisor. *Subsidiaries Initiatives and corporate resistance: an empirical analysis in Costa Rica*. (Defended in 2014)
 12. PhD supervisor. *FDI externalities over the entrepreneurial activity: an institutional approach in Latin-America*. (Defended in 2013)
 13. PhD Supervisor. *The effect of the country culture in the process of international Negotiations: an empirical application in Central America*. (Defended in 2012).
 14. PhD Supervisor. *A model of Exporting from developing countries. The Costa Rica case*. (Defended in 2011).
 15. PhD Supervisor. *Export Strategy and Firm Innovation: A Knowledge-Based view* (Defended in 2011). Award to the best thesis in Economics. University of Valencia 2011
 16. PhD Supervisor. *The Strategy of turnaround in traditional Manufacturing Sectors* (Defended in 2010).
 17. PhD Supervisor. *Offshoring in the European manufacturing industry*. (Defended in 2009)) Award to the best thesis in Economics. University of Valencia 2009
 18. PhD Supervisor. *Acceleration of the internationalization process in SMEs* (Defended in 2007). University Miguel Hernández.
 19. PhD Supervisor. *Internationalization and competitiveness of the Textile Industry*. (defended in 2007) Award to the best thesis in Economics. University of Valencia. 2006.
 20. PhD Supervisor. *Training and expatriation: an application to Venezuelan Managers*. (Defended in 2006.)
 21. PhD Supervisor. *Subsidiaries roles in adverse environments*. (Defended in 2006)
 22. PhD Supervisor. *Modes of entry in the Internationalisation of Spanish Services*. (Defended in 2003). Award to the best thesis in Economics. University of Valencia. 2004.
- I have been member of more than 50 thesis-Committee in different Spanish Universities (University of Barcelona, University of Seville, University of Zaragoza, University of Vigo, University of Valencia, etc.)

1. RESEARCH ACTIVITIES

Research Projects and Grants

Public Founding

1. PI of the research **project “Interregional internationalization: springboard subsidiaries and micro-multinationals”** a three year research project (2018-2020) funded by the Spanish Ministry of Science and Education (National competition) (30.000 euros)
2. PI of the research project **“The Globalization of the European Firms in Latin-America: springboard subsidiaries, innovation and local spillovers”** a three year research project (2014-2016) funded by the Spanish Ministry of Science and Education (National competition) (54.000 euros)
3. PI of the research project **“Springboarding: a new perspective in the internationalization of the Spanish companies in Latin-America”**, a three year research project (2010-2013) funded by the Spanish Ministry of Science and Education (National competition) (65.000 euros)

4. PI of the research project ***"New Challenges in the international competitiveness of the traditional manufacturing sectors"***, a one year research project (2009) funded by the Valencian Government (5.000 euros).
5. PI of the research project ***"Model of fit strategy-structure-performance. Looking at the International Competitiveness of the Manufacturing Traditional Sectors"***, a three year research project (2006-2009) funded by the Spanish Ministry of Science and Education and EU funds. (National Competition). (35.000 euros)
6. PI of the research project ***"New Challenges in the international competitiveness of the traditional manufacturing sectors"***, a one year research project (2007) funded by the Valencian Government (3.000 euros)
7. PI of the research project ***"Model of fit strategy-structure-performance. Looking at the International Competitiveness of the Spanish MNC"***, a three year research project (2003-2006) funded by the Spanish Ministry of Science and Education and EU funds. (National competition) (15.000 euros)
8. PI of the research project ***"Internationalization of the firm: a model of strategic change"***, a one year research project (2001-2002) funded by the University of Valencia. (10.000 euros)

Private Funding

1. PI of the research project ***"The Globalization of the European Firms in Latin-America: springboard subsidiaries, innovation and local spillovers"*** a two year research project (2015-2016) funded by the BBVA Bank Foundation (National competition) (80.000 euros)
2. PI of the research project ***"Strategic Plan for the internationalization of the Small companies in the Valencian Community-2017"*** funded by the Valencian Institute of Business Competitiveness- Agency of the Valencian Government (20.000 euros)
3. PI of the research project ***"Study of International Benchmarking in the textile-home sector: a comparative analysis Spain-Italy"*** (2011) funded by the Spanish Textile Association (35.000 euros)
4. PI of the Research Project ***"Globalization and its impact on the international competitiveness of the manufacturing sectors"***.(2009) funded by the Valencian Chamber of Commerce (6.000 euros)
5. PI of the Research Project ***"Individualized strategic plans for SMEs in the textile industry"***.(2008) funded by the Institute of Small and Medium Industry of the Valencian Government-Agency of the Valencian Government (19.000 euros)
6. PI of the Research Project ***"Innovation systems in technical textiles"*** (2008) funded by the Institute of Small and Medium Industry of the Valencian Government-Agency of the Valencian Government. (9.000 euros)

7. PI of the Research Project ***“Entrepreneurship-Lanzapymes”*** (2008), funded by the Valencian Business Association (9.000 euros)
8. PI of the Research Project ***“Innovation in management processes in the textile industry”***.(2007) funded by the Institute of Small and Medium Industry of the Valencian Government-Agency of the Valencian Government (15.000 euros)
9. PI of the Research Project ***“Analysis of new distribution channels of technical textiles”***.(2007) funded by the Institute of Small and Medium Industry of the Valencian Government-Agency of the Valencian Government (15.000 euros)
10. PI of the Research Project ***“The strategic change in the textile SMEs”***.(2007) funded by the Institute of Small and Medium Industry of the Valencian Government-Agency of the Valencian Government (25.000 euros)
11. PI of the Research Project ***“Strategic plan for the textile sector of the Valencian Community”*** (2005) funded by the Spanish Intertextile Council. (30.000 euros)
12. PI of the Research Project ***“The strategic change in the textile SME”*** funded by the Valencian Association of textile companies (2006) funded by the Spanish Intertextile Council. (6.000 euros)

Grants

- Research Grant by Valencian Government: foreign research visit (Norwegian School of Management. 2007).
- Research Grant by University of Valencia: foreign research visit (Norwegian School of Management. 2007).
- Research Grant by University of Valencia: foreign research visit (University of Reading. 1997).
- Research Grant by University of Valencia: foreign research visit (University of Reading. 1995).

Publications

Articles in International Journals

1. 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.(JCR Q2)
2. Pla-Barber, J., Linares, E. & Ghauri, P. (2018): The Choice of Offshoring Operation Mode: A behavioural perspective. *Journal of Business Research* (forthcoming) (JCR Q1)
3. Obadia, C. Vida, I. and Pla-Barber, J.(2017) Differential Effects of Bilateral Norms on SMEs Export Relationships: A Dynamic Perspective. *Journal of International Marketing* 25 (3):21-41. (JCR Q1)
4. Villar, Pla-Barber, José; Domingo, Luis Silva; Madhok, A. (2017) How can multinationals improve inter-regional expansion? The case of springboard subsidiaries for Latin America *Universia Business Review*; 53 (First Quarter 2017): 188-225. (SCOPUS Q3)

5. Pla Barber, Villar, C. & Botella, A.: Why has Caixa Ontinyent survived? An analysis of its business model and strategy. *Universia Business Review*, 54 (SCOPUS Q3)
6. Marulanda, C. C., Pla-Barber, J., Darder, F. L., & Rodríguez, J. J. M. (2015). A microeconomic analysis of the springboard subsidiary: The case of Spanish firms. *Economics*, 9(23), 1.(JCR Q4)
7. Pla-Barber, J., Villar, C and León, F. (2014): "Augmenting versus exploiting entry modes in the soft services: reconsidering the role of experiential knowledge". *International Marketing Review* (Impact factor: 1.845)
8. Linares, E., Petersen, T. and Pla-Barber, J. (2014): "Fine slicing of the value chain and offshoring essential activities: empirical evidence from European Multinationals". *Journal of Business Economics and Management*, 15 (1): 111-134.(Impact Factor: 2.388 22/113 Business JCR, 26/321 Economics JCR. First quartile)
9. Pla-Barber, J., Villar, C. and Alegre, J. (2014): "Exploring the role of knowledge management practices on exports: A dynamic capabilities view". *International Business Review*, 23: 38-44 (Impact Factor: 1.489)
10. Villar, C., Pla-Barber, J. and León, J. (2012): "Services Characteristics as moderators on the Entry Mode Choice. An empirical Analysis in the Hotel industry". *Services Industries Journal*, vol 32 (7): 1137-1148 (Impact Factor: 2.507. 26/166 Management JCR. First quartile)
11. Villar, C., Pla-Barber, J. and Alegre, J. (2012): "Unravelling the moderating effects of size and experience on product innovations: A longitudinal study in a medium knowledge-intensive industry" *Technology Analysis and Strategic Management*, vol 24 (2): 219-238 (Impact Factor: 1.040)
12. Pla-Barber, J. and Ghauri, P. (2012): Internationalization of Service Industry Firms: understanding distinctive Characteristics". *Services Industries Journal*, vol 32 (7): 1137-1148 (Impact Factor: 2.507. 26/166 Management JCR. First quartile)
13. Pla-Barber, J and Camps, J. (2012): "Springboarding: a New Geographical Landscape in the European Foreign Investment in Latin-American". *Journal of Economic Geography*, 12 (2) 519-538 (Impact Factor: 3.667. 5/20 Geography JCR; 11/321 Economics JCR. First quartile)
14. Alegre, J, Pla-Barber, J. Chiva, R and Villar, C. (2012): "Organizational learning capability, product innovation performance and export intensity". *Technology Analysis and Strategic Management*, vol 24 (5): 511-526 (Impact Factor: 1.040)
15. Pla-Barber, J., Villar, C. and León, F. (2011):" The internationalization of soft services: entry modes and main determinants in the Spanish Hotel Industry". *Services Business*, 5: 139-154. (Impact Factor: 1.00)
16. León, F, Villar, C. and Pla-Barber, J. (2011): "Entry Mode Choice in the Internationalization of the Hotel Industry: a Holistic Approach". *Services Industries*

- Journal*, vol 31, 1-2: 107-122. (Impact Factor: 2.50. 26/166 Management JCR. First quartile)
17. Pla-Barber, J. Sánchez, E. and Madhock, A. (2010): Investment and control decisions in foreign markets: evidence from services industries. *British Journal of Management*, 21: 736-753 (Impact Factor: 1.385)
 18. Pla-Barber, J. and Blanco, F. (2009): "Is the influence of the industrial district on international activities being eroded by globalization? Evidence from a traditional manufacturing industry. *International Business Review*, 18, 5: 435-445. (Impact Factor: 1.489)
 19. Reynaud, E.; Egri, C.; Ralstom, D.; Starkus, A.; Dabic, M; Wangenheim, F.; Dalgic, T.; Castro, F.; Potocan, V. Kavoossi, M; Molteni, M; Girson, I.; Elenkov, D.; Pla-Barber, J. Maignan, I. Weber, M. and Wallace, A. (2007): "The differences in values between managers in the European Union founding countries and managers in the new member countries: social orientation or market orientation". *European Management Journal*, 25, 2: 132-145.
 20. Pla-Barber, J. and Alegre, J. (2007): "Analysing the link between export, innovation and size in a Science based industry". *International Business Review*, 16 (3): 275-293. (Impact Factor: 1.489).(Most cited article in 5 years)
 21. Sánchez, E., Pla-Barber, J. and Hébert, L. (2007): "Strategic Variables influencing the Entry Mode Choice". *Journal of International Marketing*, 15,1: 67-91. (Impact Factor: 2.975 14/113 Business JCR. First quartile)
 22. Sánchez, E. and Pla-Barber, J. (2006): "Mode of entry in Service firms: strategic variables and characteristics of services influencing the internationalization process". *Advances in International Marketing*, 17:159-192.
 23. Sánchez, E. and Pla-Barber, J. (2006): "A multidimensional concept of uncertainty and its influence on the entry mode choice: an empirical analysis in the service sector". *International Business Review*, 15, 3: 215-232. (Impact Factor: 1.489)
 24. Pla-Barber, and. Escribá, A. (2006): "Accelerated Internationalisation. New evidence from a late investor country". *International Marketing Review*. 23, 3: 255-278. (Impact Factor: 1.438)
 25. Sanchez, E. and Pla-Barber, J. (2005): "An integrated approach in the mode of entry choice: empirical evidence in Services Sectors" *International Management*, 10, 43-65.
 26. Benito, G., Tomassen, S., Bonache, J. and Pla-Barber, J. (2005): "A transaction Cost Analysis of Staffing Decisions in International Operations". *Scandinavian Journal of Management*, 21,1,101-126. (Impact Factor: 1.108)
 27. Bonache, J. and Pla-Barber, J. (2005): "When are International Managers a Cost Effective Solution? The Rationale of Transaction Cost Theory Applied to Staffing Decisions in MCS's." *Journal of Business Research*, 58 ,10:1320-1329. (Impact Factor: 1.773 33/113 Business JCR. First quartile)

28. Pla-Barber, J. (2002): "From Stopford and Wells model to Bartlett and Ghoshal typology. New empirical evidence in Spanish companies". *Management International Review*, 42, 441-456. (Impact Factor: 0.883)
29. Pla-Barber, J. (2001): "The internalisation of foreign distribution and production activities: New empirical evidence from Spain." *International Business Review*, 10, 455-474. (Impact Factor: 1.489)

Peer Reviewed articles in Spanish

1. Pla Barber, J., Villar, C. y Escriba, A. (2010): Nuevos modelos de internacionalización en la pyme manufacturera tradicional. (*New models of internationalization in the traditional manufacturing industry*) *Economía Industrial*, vol 375: 101-112.
2. Linares, E. Pla Barber, J. y Puig, F. (2009): La estrategia de outsourcing internacional en España. Una aproximación a los sectores manufactureros tradicionales. (*International outsourcing strategy in Spain. An application to the traditional manufacturing industries*) *Investigaciones Europeas en Dirección y Economía de la Empresa*: vol 15 (3): 59-71
3. Pla Barber, J., Toral, D. y Puig, F. (2009): Estrategias de localización de la empresa y competitividad de destino. (*Business Location strategies and Competitiveness of foreign destinations*) *Economía Industrial*, vol 373: 45-58.
4. Pla Barber, J., Camps, J. y Madhock, A. (2009): "País trampolín" y "filial trampolín": una nueva perspectiva en la internacionalización hacia Latinoamérica. (*Springboardcountry and Springboard subsidiary: a new perspective in the internationalization to Latin America*) *Revista Globalización, Competitividad y Gobernabilidad*, 3: 16-28.
5. Sigala, L., Darder, F. y Pla Barber, J. (2009): Aprender en entornos adversos. La experiencia de filiales extranjeras en Venezuela. (*Learning in adverse environments. The experience of foreign subsidiaries in Venezuela*) *Debates IESA*, XIV, 1: 66-69.
6. Sigala, L., Darder, F. y Pla Barber, J. (2007): Factores determinantes de los roles de filiales de empresas multinacionales: caso Venezuela. (*Determining subsidiary roles: the Venezuelan case*) . *Revista Venezolana de Gerencia*, 12: 113-136.
7. Pla Barber, J.; Puig, F.; Linares, E. (2007): Crisis, actitudes directivas y estrategia en los sectores manufactureros tradicionales. (*Crisis, managerial attitudes and strategy in the manufacturing traditional industries*) *Universia Business Review*, 14: 68-83. (Impact Factor: 0.228 107/113 Business JCR)
8. Sánchez, E. y Pla Barber, J. (2005) : La inseparabilidad y el grado de adaptación como determinantes de la internacionalización de las empresas de servicios. (*Inseparability and degree of adaptation as determinants of the internationalization of services companies*) *Cuadernos de Gestión*, 5: 2-31.
9. Pla Barber, J. y León Darder, F. (2004): La internacionalización de la industria hotelera española. Formas de entrada y factores determinantes. (*The internationalization of the*

Spanish hotel industry: entry modes and determining factors) *Papeles de Economía Española*, 102: 1-24.

10. Pla Barber, J. y León Darder, F. (2004): La dinámica de la competencia internacional hacia la empresa transnacional. (The dynamics of the international competition towards the transnational model) *Universia Business Review*, 3: 84-101. (Impact Factor: 0.228 107/113 Business JCR)
11. Sánchez, E. y Pla Barber, José (2004) : Una concepción multidimensional de la incertidumbre y su influencia en el método de expansión internacional: El rol de la innovación en el sector servicios. (A multidimensional conception of the uncertainty and its influence in the mode of international expansion) *Cuadernos de Economía y Dirección de Empresas (CEDE)*, 20: 131-150. (Impact Factor: 0.268 104/113 Business JCR)
12. Pla Barber, J. y Camps Torres, J. (2003) Ajuste entre la estrategia internacional y los procesos de diferenciación estructural. Un estudio empírico en la empresa multinacional española. (Fit between international strategy and the processes of structural differentiation. An empirical analysis in the Spanish multinational firm) *Revista Europea de Dirección y Economía de la Empresa*, 12: 149-169.
13. Pla Barber, J. y Cobos Caballero, A. (2002): La aceleración del proceso de internacionalización. El caso de las international new ventures españolas. (The acceleration of the internationalization process. The case of the Spanish International New Ventures). *Información Comercial Española. Revista de Economía*. 802: 9-22.
14. Bonache Pérez, J. y Pla Barber, José (2002) : La selección de directivos en las multinacionales: Un análisis desde la lógica de la teoría de la internalización. (The selection of multinational managers: an analysis from the logic of the internalization theory) *Cuadernos de Economía y Dirección de Empresas (CEDE)*: 12: 337-353. (Impact Factor: 0.268 104/113 Business JCR)
15. Pla Barber, J. (2001): La coordinación y el control en las empresas multinacionales españolas. (Coordination and control in the Spanish Multinational Companies) *Cuadernos de Economía y Dirección de Empresas (CEDE)*: 333: 137-159. (Impact Factor: 0.268 104/113 Business JCR)
16. Peris Bonet, F. y Pla Barber, J.(2000): La estructura divisional y su adaptación a la estrategia de crecimiento. Nueva evidencia en la internacionalización de la empresa española. (The M-form and its adaptation to the Growth Strategy. New evidence in the internationalization of the Spanish companies) *Economía Industrial*, 333: 75-86.
17. Pla Barber, J. (1999): Filiales y entrada en los mercados internacionales. (Subsidiaries and international entry market) *Revista. Revista de Economía Aplicada*, 20: 29-55.
18. Pla Barber, J. (1997): La expansión internacional de las empresas de distribución europeas. (The international expansion of the European Retailing Companies) *Información Comercial Española. Revista de Economía*. 761: 67-80.

Other articles

1. Puig, J.; Pla Barber, J.; Linares, E. (2008): Los distritos industriales como unidad de análisis: una propuesta metodológica para su identificación. (Industrial districts: a methodological approach for its identification) *Icade, Revista de Las Facultades de Derecho y Ciencias Económicas y Empresa*, 73: 321-345.
2. Linares, E. ;Pla Barber, J.; Puig, F. (2006): El control y la confianza: dos rivales en las internacional joint ventures.(Control and Trust: two rivals in International Joint Ventures *Revista TEC Empresarial*, 1: 5-15.
3. Pla Barber, J. y Cobos Caballero, A. (2001) Gestión de la empresa multinacional y el modelo transnacional. (MNE and the transnational model) *Icade, Revista de Las Facultades de Derecho y Ciencias Económicas y Empresa*, 54: 53-75.
4. Pla Barber, J. y Suárez Ortega, S. (2001): ¿Cómo se explica la internacionalización de la empresa?. Una perspectiva teórica integradora.(How can we explain the internationalisation of the firm? A Theoretical approach) *Icade, Revista de Las Facultades de Derecho y Ciencias Económicas y Empresa*, 52: 155-175.
5. Pla Barber, J. (1999): La internacionalización de la empresa española. Nueva evidencia empírica. (The internationalization of the Spanish companies. New Empirical Evidence) *Estudios Financieros*, 197: 93-224.

Guest Editor

Special issues:

- *Business Research Quarterly (2018): Internationalization of SMEs: Building models for long-term development*
- *International Business Review (2013): The Role of Knowledge and Learning in internationalization*
- *Services Industries Journal (2012): The internationalization of Services*

Books and Chapters in books

Edited Books

Pla Barber, J. and Alegre, J. (Eds.) (2010): *Reshaping the boundaries of the firm in an era of global interdependence. Progress in International Business Research (5th Edition)*. Emerald.

Books

1. Pla Barber, J y León, F. (2016): *Dirección de la Empresa Internacional (International Management)*. Ed. McGraw-Hill
2. Pla Barber, J and León Darder, F. (2004): *Dirección de Empresas Internacionales*.(International Management) Ed.: Prentice-Hall (Pearson Educacion): Madrid. ISBN: 84-205-4089-7. (Two editions. More than 8000 books sold in Spain and Latin America)

3. Pla Barber, J. (2000): *La estrategia internacional de la empresa española*. (The international Strategy of the Spanish Companies) (Ed. Fundació Universitària Vall d'Albaida: Valencia. ISBN: 84-89195-13-7.
4. Pla Barber, J.; León Darder, F. y Dasi Coscollar, A (1999): *Dirección de empresas multinacionales: teoría y práctica*. (International Management: Theory and Practice) Promolibro. ISBN: 84-7986-355
5. Peris Bonet, F; Fernández Guerrero, R.; Tarazona Llacer, F.; Pla Barber, J. y Revuelto Taboada, L. (1995): *Curso de Dirección y Organización de Empresas*. (Business Administration II) Ed. Tirant lo Blanch ISBN: 84-8002-277-9
6. Fernández Guerrero, R.; Tarazona Llacer, F.; Pla Barber, J. y Revuelto Taboada, L. (1994): *Curso de Administración de Empresas*. (Business Administration) Ed. Tirant lo Blanch. ISBN: 84-8002-170-5

Chapters in books

1. Villar, C., & Pla-Barber, J. (2018). The High-Performing SMEs in Traditional Manufacturing Sectors: Innovation and Foreign Operation Modes. In Key Success Factors of SME Internationalisation: A Cross-Country Perspective (pp. 81-96). Emerald Publishing Limited.
2. Pla Barber, J.; Linares, Esmeralda (2009): El offshoring en la industria manufacturera europea (*The offshoring in the European manufacturing Industry*). Claves de la Economía Mundial. Instituto Español de Comercio Exterior, ed. asociado Dra. Zulima Fernández
3. Pla Barber, J (2009): Estrategia y competitividad internacional en los sectores manufactureros tradicionales, (*Strategy and international competitiveness in the traditional Manufacturing industries*) in La Dirección de Empresas ante los retos del siglo XXI (Homenaje al doctor Juan Renau Piqueras), Universitat de València, ed. asociado Dra. Martina Menguzzato
4. Pla Barber, J.; Sánchez Esther (2007) : Características del sector servicios e implicaciones en la estrategia internacional. (*Characteristics of Services and its implications in the International Strategy*) Claves de la Economía Mundial. Instituto Español de Comercio Exterior, ed. asociado Dr. José Molero Zayas
5. Pla Barber, J. (2005): Estructura y estrategia en la empresa multinacional española. ¿Qué sabemos?, (*Structure and Strategy in the Spanish Multinational Companies. What do we know?*) en La empresa multinacional española. Estrategias y ventajas competitivas. Juan José Durán Ed. Minerva Ediciones
6. Pla Barber, J.; Cobos Caballero, A (2002): "La empresa multinacional y el modelo transnacional" (*EMN and the Transnational Model*) (reimpreso del artículo original ICADE, 54, 2001). En Estrategia y política de la empresa. Santiago Garrido Buj y José Manuel Rodríguez Carrasco Eds. Editorial: Pirámide

7. Pla Barber, J. y León, F. (2002): “Estrategias de internacionalización en el sector hotelero español”, (*Internationalization Strategies of the Spanish Hotel Industry*) en La actividad turística española en 2001. Editorial: Asociación española de expertos científicos en turismo (AECIT)

Conferences

More than 150 papers presented at International Conferences such as European International Business Academy, Academy of International Business, EURAM, Strategic Management Society, EIASM

Editorial and reviewing activities

Member of the Editorial Board

- Business Research Quarterly (Journal of the Spanish Academy of Management; associate editor 2018-)
- European Journal of International Management (associate editor 2017-)
- M@n@gement. (Journal of the French Business Association)(2009-2015) Associate Editor
- Brazilian Administration Review (Journal of the Brazilian Business Association) (2012-)
- International Business Review (Journal of the European International Business Academy) (2008-)
- International Journal of Emerging Markets (2008-)
- Revista de Estudios Gerenciales. Colombia (2006-)
- TEC Empresarial. Costa Rica (2006-)
- Competitiveness Review (2014-)

Ad-hoc reviewer:

Journal of International Business Studies, Management Research, Thunderbird International Business Review, Cuadernos de Economía y Dirección de la Empresa, Revista de Economía Aplicada, Revista Europea de Economía y Dirección de la Empresa ,Revista de Economía y Empresa, Universia Business Review, International Business Review, Journal of World Business,International Journal of Manpower,European Planning Studies, Revista Innovar, Multinational Business Review, Global Strategy Journal

2. TEACHING AND RELATED ACTIVITIES

University of Valencia

- Strategic Management (1998-2005) (undergrad.)
- International Management (1998-2007) (undergrad.) (**since 2005 in English**)
- International Business (2000-2018) (master.) (**since 2006 in English**)
- Global Strategic Planning (2000-2018) (master) (**since 2004 in English**)
- Strategic Options (1998-2000) (PhD level)
- International Strategy (2009-2018) (PhD level) (**in English**)

Universities in Spain

- University of Oviedo. 2011. International Strategy (PhD level)
- University of La Rioja. 2009. International Management (master)
- University Jaime I of Castellón. 2005-2006. International Management (master)
- University Antonio de Nebrija of Madrid. 2004. International Strategy (PhD level)

- University of Las Palmas de Gran Canaria. 2000. International Management (master)
- University of Murcia (2011-) International Management (master)
- University Carlos III (2012-) International Management (master)
- University of Castilla la Mancha (2014-) International Management (master)

Foreign Universities

- Autonomous University of Mexico. 2004. International Management (master)
- EAFIT. Medellín. Colombia. (2006-2008) International Management (master)
- ICESI. Cali. Colombia. (Since 2006- . International Management (master)
- INCOLDA. Bogotá. Colombia. 2006-2008. International Management (master)
- TEC of Costa Rica. San José. Costa Rica. 2006-2009. International Strategy (PhD level.)
- Universidad Nacional de Costa Rica. Alajuela. Costa Rica. 2008-2009 International Strategy (PhD level)
- UNED de Costa Rica. San José. Costa Rica. 2008-2009 International Strategy (PhD level)
- Universidad de Costa Rica. San José. Costa Rica. 2008-2009 International Strategy (PhD level)
- Universidad APEC. Santo Domingo. República Dominicana. (since 2007-) International Strategy (master)
- Universidad ICESI. Cali, Colombia. Since 2008- International Strategy (PhD level)
- Universidad de Antioquia, Medellín, Colombia. Since 2016- International Strategy (master)

Other activities

I have also been involved in several Executive Education Programs in the areas of International Management and Strategy.

Held lectures and seminars on topics such as International Market Entry, expatriation, mechanisms of Coordination and Control, Internationalisation of Services, Competitiveness of the Manufacturing Traditional Sectors, Multi-localisation and Outsourcing; at various levels (including PhD level) at:

Autonomous University of Barcelona.

Autonomous University of Madrid.

Complutense University of Madrid.

University Carlos III of Madrid.

International University Menendez Pelayo.

University of Granada.

University of Málaga.

University of Vigo.

University Pablo Olavide of Seville.

University of Burgos.

University of La Laguna (Tenerife)

Norwegian School of Management, Norway

University APEC of Dominican Republic.

Universidad del Norte. Barranquilla, Colombia.

Universidad Interamericana. Heredia, Costa Rica.

Novancia. Paris Business School

Utrecht University, Netherland

Uppsala University, Sweden

Teaching Projects

- PI of the project “ PhD Program in Management: Strategy and Organization”, a one year research project (2008-2009) funded by the **Spanish Agency of International Cooperation (AECI)- Latin-American Programs (National competition)**. This PhD program has been developed in Costa Rica. TEC Costa Rica. (25.000 euros)
- PI of the project “ PhD Program in Management: Strategy and Organization”, a one year research project (2009-2010) funded by the **Spanish Agency of International Cooperation (AECI) (National competition)**. This PhD Program has been developed in Costa Rica. TEC Costa Rica, UNA Costa Rica, UNED Costa Rica and University of Costa Rica. (25.000 euros)

3. Miscellaneous

- Member of Associations:
 - Academy of international Business
 - European Academy of International Business
 - ACEDE (Spanish Association of Management)
 - Strategic Management Society
- Business Experience:
 1. **Member of the Board of Caixa Ontinyent** (Saving Bank) (Since 2000-); Vice-president of Caixa Ontinyent (2017-). **We have 52 offices and 987 million euros of assets.**
 - a. Member of the board of Caixa Ontinyent Preferents (Since 2005-) (Subsidiary to invest in the secondary financial market)
 - b. Member of the Board of Iniciatives I Inversions Empresariales (2005-) (Subsidiary to invest in the Construction Industry)
 2. **Member of the board of Jaslen Group** (external) (2006-2008) (Small MNE in the luggage industry with two joint.-ventures in China and one sales subsidiary in Hong-Kong)
 3. Member of the Internationalization Committee of the Valencia Chamber of Commerce.
- Personal interests: Extracurricular interests include reading, traveling, diving and jogging. Finisher in Amsterdam Marathon 2007; Berlin Marathon 2008; Paris Marathon, 2010. Vienna Marathon 2015.