research©

n. 33

Boletín de Investigación
Research Newsletter

Agosto 2025 - Julio 2026
August 2025 - July 2026



eada© business school barcelona

Where business people grow

Índice / Content

PRODUCCIÓN ACADÉMICA · ACADEMIC PRODUCTION

Revistas · Journals 3-12

Conferencias y seminarios · Conferences and Seminars 13-15

Libros y capítulos de libros · Books and Book Chapters 16-18

PRODUCCIÓN ORIENTADA A LA PRÁCTICA · PRACTICE-ORIENTED PRODUCTION

Artículos y revistas · Reviews and Magazines 19-21

Estudios e informes · Studies and Reports 22

DESARROLLO PEDAGÓGICO · PEDAGOGICAL DEVELOPMENT

Casos · Cases 23-24

Notas técnicas · Technical Notes 25

Noticias Institucionales · Institutional news 26

Revistas · Journals

Abdi, Y., Mohammadi, M., & FARZAD, P. R. (2025)

BLOCKCHAIN FOR WATER MANAGEMENT. IN T. A. NGUYEN (ED.), DIGITAL TWIN AND BLOCKCHAIN FOR SENSOR NETWORKS IN SMART CITIES. Elsevier. https://doi.org/10.1016/B978-0-443-30076-9.00011-X

Increasing global concerns about water availability, management, and control have made it necessary to use advanced technologies to improve the performance of water systems. Blockchain is an emerging technology with substantial capabilities in data management and security and has shown great potential to contribute to water engineering projects. In this chapter, the applicability of this technology in different water systems has been discussed, and successful examples of adopting this technology into real-world applications are mentioned. The overview presented in this chapter will provide insight into the topic and will enable increasing water system performance worldwide.

Bai, Y. (2025)

MORAL JUDGMENT IN THE AGE OF ARTIFICIAL INTELLIGENCE: HOW HUMANS PERCEIVE ETHICAL DECISIONS MADE BY MACHINES. Humanistic Management Journal, 10, 361–385. https://doi.org/10.1007/s41463-025-00215-0

Artificial intelligence (AI) poses new challenges to human rationality and moral judgment in a volatile, uncertain, complex, and ambiguous (VUCA) world. This paper integrates key insights from moral philosophy, normative and applied ethics, and management studies and proposes a behavioral perspective on the ethics of AI. Prior research has indicated that people have biased perceptions towards AI's decision outcomes; however, less attention has been paid to understanding human rationality and moral judgment under the complexity and ambiguity of the AI age. This paper focuses on people's perception of the ethicality of decisions made by human versus AI systems. Specifically, it examines the perception of identical (un)ethical decisions made by human versus AI systems and decisions applying different moral principles (Utilitarian vs. Kantian) in a moral dilemma. I argue that humans are perceived as more unethical than AI when both make the same unethical decision, yet paradoxically, human decisions are perceived as more ethical than identical ones made by AI. Moreover, when moral dilemmas involve different ethical principles, utilitarian decisions made by humans are judged as less ethical than those made by AI. Conversely, non-utilitarian indecision lacking clear reasoning is perceived as less ethical for AI than for humans, although this difference disappears when the non-utilitarian decision is grounded in Kantian reasoning. By proposing a behavioral perspective on the ethics of AI, this paper contributes to a more comprehensive understanding of bounded human rationality and moral perception in the age of artificial intelligence.

Demartini, M. (2026)

BUILDING ADVANCED LOGISTICS 4.0: A MATURITY MODEL INTEGRATING SUSTAINABILITY, CIRCULAR ECONOMY, AND INDUSTRY 4.0. Transportation Research Part E: Logistics and Transportation Review, 211. https://doi.org/10.1016/j.tre.2026.104829.

Today, increasing pressures from the climate crisis and more stringent regulations are forcing companies to rethink their logistics activities in line with the UN Sustainable Development Goals (SDG) agenda. Therefore, this literature review's purpose is to identify relevant concepts related to the intersection of logistics, sustainability, circular economy, and Industry 4.0. This article renames this combination as "Advanced logistics 4.0" to support companies to face their current challenges. The literature review identifies 179 articles and through content analysis and focus groups, a maturity model for Advanced logistics 4.0 is developed. The maturity model, based on a set of practices and Industry 4.0 technologies, is designed to support and guide companies in the implementation of Advanced logistics 4.0 and to help them achieve specific SDG targets. Finally, a research agenda and practical implications are presented to guide scholars and practitioners to further extend the research on Advanced logistics 4.0.

DEMARTINI, M, KANNAN, D. (2026)

CONCEPTUALIZING SUSTAINABLE LEADERSHIP FOR THE FUTURE OF SUPPLY CHAINS. Cleaner Logistics and Supply Chain, 18, 100301.https://doi.org/10.1016/j.clscn.2026.100301.

Sustainable leadership is a management approach that embraces environmental, social and financial aspects into decision making and focuses on long term perspective. This study explores sustainable leadership within the context of sustainable supply chains, which is a novel and infant field of research. Sustainable supply chains aim at minimizing environmental and social impacts while maintaining economic viability across all tiers of the network. Therefore, to improve the understanding of this field, a framework based on eight core elements is conceptualized to support scholars approaching and studying this topic. A qualitative literature review is performed to analyze the current state of research and develop the framework. The study also provides insight and key elements to shape sustainable leadership for supply chains by analyzing managerial levers and contextual factors. Finally, future research directions are presented, these include theoretical and methodological opportunities as well as emerging thematic area to guide scholars approaching this field.

DEMARTINI, M., KANNAN, D., GOVINDAN, K (2026)

THE INTERLINK BETWEEN SUSTAINABLE ENTREPRENEURSHIP AND ETHICS: A SYSTEMATIC REVIEW AND CRITICAL REFLECTION OF THE LITERATURE. To appear in Business Strategy and the Environment. https://doi.org/10.1002/bse.71114

This article explores the link between sustainable entrepreneurship and ethics. Based on a systematic literature review, the article analyzes 153 articles by adopting a content analysis approach. The article explores dominant theories, themes and key stakeholders impacted by sustainable entrepreneurship and ethics and focuses on novel entrepreneurship paradigms, which include social, environmental, institutional and circular ones. Through its systematic approach, the article advances the research on ethics and sustainable entrepreneurship by developing a framework that interlinks ethics vulnerabilities, stakeholders and theories with different levels of analysis (individual, organisational and interorganisational levels). Finally, a research agenda is developed to advance new research streams through the field of sustainable entrepreneurship and ethics.

DEVENIN VERA, V., HAHN, T., DE MARCHI, V., TAMPE, M. (2026)

STRATEGIES FOR LEGITIMIZING REGENERATION IN SUPPLY CHAIN FIELDS. Journal of Supply Chain Management, 1-20. https://doi.org/10.1111/jscm.70019

In view of escalating environmental degradation, regenerative business has been proposed to restore social–ecological systems. However, as regeneration fundamentally departs from mainstream approaches and lacks commonly accepted standards, it suffers from a liability of newness that hampers its broader legitimation and adoption. While prior research has studied legitimation strategies for individual organizations, less is known about how legitimacy is built in supply chains—a necessary condition given the systemic aspiration of regeneration. This paper explores the legitimation strategies used by pioneering regenerative producers to legitimize regeneration in supply chain fields. Drawing upon case studies of regenerative farmers in Spain, this study identifies six legitimation strategies, aiming at (i) consolidating the regenerative agrifood supply chain field or (ii) connecting it to wider agrifood supply chain fields. Contributing to the emergent literature on regenerative supply chains, the study explains how producers seek to legitimize regeneration in nested supply chain fields by unpacking their adaptive and systemic approaches targeted at different actors in the narrow regenerative agrifood supply chain field and the wider agrifood supply chain field.

SORTHEIX, F. M., MASUDA, A. D., KNOPPEN, D. E. F. (2025)

THE MODERATING ROLE OF CONSUMER INCOME AND NATIONAL WEALTH ON THE LINK BETWEEN VALUES AND PRO-ENVIRONMENTAL BEHAVIOR ACROSS COUNTRIES. Current Research in Ecological and Social Psychology, 9. https://doi.org/10.1016/j.cresp.2025.100255

This study examines the associations between the ten human values from Schwartz's theory of basic values and intentions to invest in energy-efficient appliances (efficiency intentions) and energy use reduction (curtailment behaviors). Using multi-level models with data from 34,442 respondents across 23 countries, we found that universalism, benevolence, and self-direction values were positively associated with efficiency intentions and curtailment behaviors, while power, achievement, and hedonism values were negatively associated with these outcomes. Security was positive and stimulation was negatively related to efficiency intentions, while tradition was positively related to curtailment. A high income strengthened the association between six values and efficiency intentions. Self-direction values were more strongly (positive) related to efficiency intentions when income was low. Contrary to expectations, income did not weaken the negative associations between power and achievement values and efficiency intentions. Countries' GDP per capita moderated the relationships between some human values and efficiency intentions. Our results highlight the importance of considering the broader economic context when examining predictors of sustainable consumption, particularly in relation to energy efficiency.

LOPES, N., RODRÍGUEZ-CARREÑO, I., ETAYO, C., REUTSKAJA, E. (2026)

Variety-Seeking in Joint Decisions: The Role of Reciprocity. Scientific Reports 16, 26371. https://doi.org/10.1038/s41598-026-55593-8

Consumers typically switch between different alternatives when choosing multiple times from the same product category. Although this phenomenon of variety-seeking has received considerable attention, literature has primarily focused on decisions made by only one person. However, consumers frequently choose jointly with their peers. This situation often implies different decision processes and outcomes compared with individual choices. We address this gap in two studies. The participants chose either in groups of two people (i.e., dyads) or alone. We found that dyads exhibited a higher level of variety-seeking than individuals, with reciprocity working as a key driver of dyadic variety-seeking. Furthermore, the variety behavior of a dyad decreased when the favorite alternatives of both dyad members were the same, positioning preference alignment as a moderator. Finally, the analysis of impression management concerns showed that it was the difference in scores between dyad members, rather than their individual levels, that significantly affected dyadic variety-seeking.

GALLI, G., SIRAGUSA, C., LUZZINI, D., TUMINO, A. (2025)

ENHANCING ECONOMIC AND ENVIRONMENTAL SUSTAINABILITY IN FRUIT AND VEGETABLE DISTRIBUTION THROUGH COLLABORATIVE DIGITAL PLATFORMS. Sustainable Futures, 10, 101486. https://doi.org/10.1016/j.sftr.2025.101486

Addressing environmental challenges has become increasingly urgent due to the significant impact of carbon emissions on our lives. Among the major contributors to these emissions is the food sector, where logistics plays a pivotal role and represents a key area for intervention. In response, recent literature has begun to explore digital and collaborative logistics solutions as promising alternatives to traditional models. Collaborative digital platforms are analysed but the debate is still in its early stages. This paper aims to contribute to this emerging discussion by first identifying the opportunities and barriers associated with this solution and then assessing its performance impacts. Through a combination of literature review, grey literature analysis, and expert interviews, the study investigates the practical implementation of these innovative solutions. An integrated economic and environmental assessment is then conducted to quantify their associated costs and emissions, providing insights to support informed decision-making. The findings reveal that, while the adoption of collaborative digital platforms remains limited, they have significant potential to deliver win–win outcomes from both economic and environmental standpoints. Indeed, they offer potential to reduce emissions produced and costs, despite the needed initial investments. The paper offers a twofold contribution: academically, by advancing the debate with concrete

evidence and proposed pathways; and practically, by encouraging managers to rethink logistics strategies in support of decarbonization. Future research could refine the proposed model or explore its applicability to other sectors.

Rodriguez, J. A., Amaya-Rivas, A., Samaniego, A., Luzzini, D., Merino-Gaibor, E. (2026)

FROM AGROECOLOGY TO REGENERATIVE SUPPLY CHAIN DESIGN: A SYSTEMATIC LITERATURE REVIEW. Journal of Purchasing and Supply Management, 2026, 101171. https://doi.org/10.1016/j.pursup.2026.101171.

This study bridges agroecology and regenerative supply chain management by translating agroecology's practice-based evidence into supply chain design terms for agri-food systems. Drawing on an abductive systematic literature review of 72 peer-reviewed articles, we synthesize four agroecology-informed supply chain practice sets: agroecological production, knowledge transfer and co-creation, embedded and solidarity-based market relationships, and organizing forms for value chain coordination. These practices were conceptualized into four agroecological supply chain configurations—bridged, scaffolded, civic, and territorial—that differ in who coordinates exchange, how demand is structured, and where capabilities and governance reside. We further map the four practice sets to core regenerative supply chain management principles and highlight distributive justice as a cross-cutting condition for durable regenerative outcomes. The study elaborates a developmental logic, which indicates that producer-led, territorially embedded chains supported by local innovation networks and deep producer-consumer integration are positively associated with systemic regeneration.

López, A.L, Manganelli, A. G., Martín-Rodríguez, M. (2026)

SHOULD COMPETITION AUTHORITIES TOLERATE CRISIS CARTELS? Concurrences N° 6-2026, Art. N° 134970

https://www.concurrences.com/en/review/issues/no-6-2026/droit-et-economie/should-competition-authorities-tolerate-crisis-cartels

This article examines whether competition authorities should temporarily tolerate coordination among competitors during severe macroeconomic shocks. Using consumer surplus as the benchmark, we analyze the trade-off between a tough stance, which prohibits any collusion, forces competitive exit, and preserves market space for post-crisis entry, and a soft stance, which tolerates limited coordination under a zero-profit constraint to keep incumbents active. The analysis shows that such tolerance can benefit consumers in the short run only under narrow conditions and mild shocks. As shocks become more severe, the case for strict enforcement strengthens. By contrast, the effect of longer expected crisis duration depends on industry cost structure. The article situates these findings within legal debate on crisis coordination.

Manganelli, G. (2026)

ENTRY-DETERRENT FREEMIUM. Economics Letters, Volume 264. https://doi.org/10.1016/j.econlet.2026.112961

Digital platforms frequently combine paid and free tiers. We show this can be an entry-deterrence tool: by improving the free tier, an incumbent compresses the paid demand available to a potential entrant. Higher falizes paid demand and (ii) lowers the paid price, reducing the incumbent’s profits and the profitability of entry. We characterize the regions of deterrence, accommodation, and automatic non-entry. Deterrence ncreases consumer surplus for intermediate entry cost and incumbent’s marginal cost, as higher free quality benefits (i) users of the free tier and (ii) users of the paid tier through a lower price.

Testa, F., Mecca D., Corsini F., Gusmerotti N.M., And Iraldo. F (2026)

BOOSTING THE CIRCULAR TRANSITION IN MANUFACTURING FIRMS: THE INTERPLAY BETWEEN ABSORPTIVE CAPACITY AND DYNAMIC CAPABILITIES. Creativity and Innovation Management 35: 374–394. https://doi.org/10.1111/caim.70035

A systemic transition toward a circular economy in manufacturing companies demands significant organizational and managerial changes. It requires companies to develop new knowledge and to adapt the organizational structure to seize circular innovation opportunities. While numerous studies have explored the roles of knowledge management and a firm's capacity to reconfigure resources in addressing circularity challenges, the integration of these aspects remains underexplored. This study employs a questionnaire-based survey conducted on 1551 manufacturing firms to investigate the interplay between absorptive capacity and dynamic capabilities in facilitating the company's circular transition. Using covariance based structural equation modeling, we explore the interaction between potential and realized absorptive capacity, environmental insight capability and resource building and reconfiguration in supporting the circular transition of manufacturing firms. Our results highlight that knowledge acquisition and assimilation, coupled with environmental insight sensitivity, positively influence the firm's ability to transform and exploit circular-based knowledge, fostering progress toward circular transition. Furthermore, the capacity to reconfigure resources acts as a mediator in the relationship between realized absorptive capacity and circularity transition. This study contributes to the academic debate on organizational management dynamics by establishing a link between the companies' learning mechanisms and their capacity to reconfigure organizational structure to implement the circular economy strategies. The findings offer insights for scholars, managers and policymakers involved in advancing the circular economy transition.

Miotto, G., Blanco-González, A., Torres, J. (2026)

SUSTAINABILITY, RANKINGS AND LEGITIMACY: TOOLS OF COMPETITIVE ADVANTAGE FOR ACADEMIC AND SOCIAL EFFICIENCY IN HIGHER EDUCATION INSTITUTIONS. Journal of Marketing for Higher Education, 1–26. https://doi.org/10.1080/08841241.2026.2613789

Legitimacy, understood as the social acceptance of organizational actions, has become a key source of competitive advantage for universities, particularly as sustainability and social impact gain prominence in global rankings. This study examines whether top-ranked universities, when sustainability-related criteria are considered, are also the most academically and socially efcient, and whether perceived legitimacy is associated with such efciency in an increasingly competitive higher education environment. Academic and social efciency are assessed using Data Envelopment Analysis (DEA), while legitimacy is measured through sentiment analysis of news articles retrieved from the Lexis Nexis database using an artificial intelligence–based tool.

The empirical analysis focuses on public Spanish universities. Results reveal a positive relationship between ranking position, perceived legitimacy, and academic and social efciency. Academic reputation, research outputs, and graduate employability emerge as the most consistent drivers of both ranking performance and

efciency. However, the association with social efciency is weaker, rekecting inconsistencies in sustainability-related key performance indicators and challenges in measuring and communicating universities' third mission, particularly their environmental and social impact. From a managerial perspective, the findings highlight the strategic role of external communication and stakeholder management in enhancing the visibility and perceive

Vila Boix, L., Franco Pérez, M., Miotto, G., Blanco-González, A (2026)

PERCEIVED LEGITIMACY AND POLARIZATION IN POLITICAL COMMUNICATION: EVIDENCE FROM THE 2024 U.S. ELECTION. American Behavioral Scientistst, 0(0). https://doi.org/10.1177/00027642261431492

This study examines the legitimacy of political communication within the United States' two-party system, focusing on voters' perceptions of the two major parties, the Democratic Party and the Republican Party, and their respective candidates, Kamala Harris and Donald Trump, in the 2024 election. The analysis is based on a survey conducted in collaboration with the Emerson College Polling Center, comprising a stratified sample of 1,000 respondents, weighted according to the electoral significance of different regions across the country. The article compares voters' perceptions of the legitimacy of political communication styles among supporters of each party and those of the opposing party. The results reveal substantial differences in levels of tolerance and acceptance of political communication across parties and candidates, as well as notable variation in the degree of perceptual polarization between partisans, candidates, and non-partisans. Drawing on legitimacy theory, the study provides a social interpretation of these differences through tests of proportions. The findings underscore the central role of tolerance in sustaining democratic stability and highlight the prevalence of communicative intolerance in contemporary U.S. society. Finally, this research proposes and empirically tests a quantitative tool for monitoring changes in political polarization across electoral cycles.

Blanco-González, A., Cachón-Rodríguez, G., Díez-Martín, F., Miotto, G. (2025)

THE EFFECTS OF CONSUMER PERCEIVED VALUE ON LEGITIMACY AND PURCHASE INTENTION. Academia Revista Latinoamericana de Administración, 38 (4): 648–665. https://doi.org/10.1108/ARLA-02-2025-0029

The functional, emotional and social dimensions of consumer perceived value (CPV) – which results from the consumer's evaluation of perceived quality, price and reputation – are critical assets in today's highly competitive market. Legitimacy, understood as the social perception that an organization's actions are appropriate and acceptable, plays a key role in this context. Analyzing the impact of perceived value on legitimacy can lead to greater consumer purchase intention, thereby generating both economic benefits and improved customer retention for companies. Using data collected through an online survey of Spanish supermarket customers (n = 1,200) and analyzed via partial least squares structural equation modeling (PLS-SEM), this study demonstrates that all three dimensions of perceived value significantly influence both legitimacy and purchase intention. The findings suggest that a consistent and coherent communication strategy emphasizing the functional and social dimensions of CPV enhances perceived legitimacy, which in turn increases purchase intention. The primary contribution and novelty of this research lies in its examination of the relationship between CPV, legitimacy and purchase intention. To date, the literature has not explored how the different dimensions of CPV affect legitimacy. This study reveals that not all dimensions exert the same level of influence, providing valuable insights into which strategies companies should adopt to be perceived as more legitimate and to strengthen consumers' purchase intentions by fostering greater social acceptance.

Fernández-De La Cruz, P., Blanco-González, A., Miotto, G (2026)

CORPORATE CRISIS MANAGEMENT: ANALYSIS OF CONTROVERSIES IN THE TECHNOLOGY INDUSTRY. Journal of Contingencies and Crisis Management, 2026; 34:e70189. https://doi.org/10.1111/1468-5973.70189

Corporate crises represent a threat to firms' legitimacy, stability and stakeholder trust. The main objective of this study is to create a longitudinal descriptive mapping of controversy exposure with implications for crisis-management theory taking into consideration the technology industry, identifying patterns (recurrence, clustering, concentration) that may inform early warning systems and vulnerability assessment. The research examines controversies related to environmental, social and governance (ESG) criteria. It also analyzes crisis management models defining the relationship between complaints, controversies and crises. The sample comprises 71 technology companies and a total of 2474 controversies from the LSEG Workspace database (2018–2024). The results suggest that a preventive approach based on the close analysis of common escalation patterns from

complaints to controversies to crisis may help companies to anticipate and mitigate potential issues. The technology industry is examined due to its relevance in the global economy and its high public exposure to ESG controversies.

MIOTTO, G., BLANCO-GONZÁLEZ, A., & VILA-BOIX, L. (2026)

FABULOUS OUTSIDE, PURE INSIDE: SUSTAINABILITY AND QUALITY AS DRIVERS OF LEGITIMACY IN THE LUXURY BRANDS. Journal of Marketing Communications, 1–29. https://doi.org/10.1080/13527266.2026.2704127

Luxury and sustainability have long been framed as conflicting logics: luxury thrives on exclusivity, scarcity, and indulgence, while sustainability emphasizes restraint, transparency, and responsibility. Reconciling these seemingly opposing values remains a critical challenge for luxury brands, particularly regarding how sustainability signals can be credibly integrated in communication without eroding perceptions of craftsmanship and prestige. Drawing on signaling theory, this study examines how sustainability-related communication functions as a costly, credible signal that shapes perceived quality and, ultimately, brand legitimacy in the luxury sector. Using Rolex, the leading brand in Spain's wholesale watch and jewelry sector, as the empirical context, survey data from 245 current and prospective luxury watch consumers were analyzed via PLS-SEM. Results show that sustainability signals are not read as contradicting luxury's quality standards but, when consistent and credible, are reinterpreted as cues of rigor, durability, and craftsmanship, reinforcing rather than undermining legitimacy. Quality remains the dominant legitimizing mechanism, yet sustainability retains a direct, non-redundant effect that improve consumers' perceptions. Importance-Performance Map Analysis further reveals that environmental signals bolster quality perceptions, while social signals more directly build legitimacy. These findings extend signaling theory to the luxury-sustainability paradox, offering brand managers a dimension-specific framework for communicating sustainability without compromising luxury's symbolic value.

PRZYCHODZEN, W. (2026)

POLITICS AND FINANCIAL DEVELOPMENT: IS POPULIST LEADERSHIP IMPORTANT? Economics & Politics0: e70043. https://doi.org/10.1111/ecpo.70043.

Political factors have an essential role to play in financial development. Populism is one of them that still has not captured sufficient attention in the existing body of literature. This paper aims to address this gap based on empirical data analysis from 59 countries worldwide over the years 1997–2021. Obtained results show that populist political leadership has had beneficial effects on financial institutions development, while being significantly detrimental for financial markets development. Additionally, increased level of development of the banking sector raised the possibility of electoral success of populist political movements, while the opposite was true for stock and debt securities markets. The proportion of female legislators in national parliaments and rule of law acted as stimulators of financial institutions development. The findings also show that central government debt, population and research and development expenditure constituted significant catalysts of financial markets development.

PRZYCHODZEN, W. (2025)

GREENWASHING IN THE CORPORATE SECTOR - DO CEO CHARACTERISTICS MATTER? Strategic Change, 1-16. https://doi.org/10.1002/jsc.70038.

The objective of this paper is to investigate the relationship between different CEO characteristics and the scale of greenwashing activism for a sample of 1476 U.S. firms listed on Standard and Poor's 1500 index over the years 2002–2023. Panel data regression results show that CEO age and tenure have a positive and significant impact on the scale of selective disclosure of environmental information. In contrast, companies run by female CEOs and offering CEO remuneration packages with a higher share of variable parts are characterized by a significantly lower scale of greenwashing activism. The empirical results also indicate that chief executive officer share ownership acts as a significant stimulator of the scale of the above activism among firms operating outside of the financial sector. Taken together, the proportion of the variable part in the overall salary of a CEO was the factor with the strongest negative effect on the scale of greenwashing, whereas CEO tenure had the strongest positive impact accordingly.

The paper also proposes a new index measure of CEO propensity to greenwashing combining multiple CEO-related attributes which can serve as a robust predictor of weaker environmental reporting mechanisms and more manipulative environmental behavior.

Sales Pardo, X., Carenys Fuster, J., Kerth, S. (2025)

SUSTAINABLE CAPITAL INVESTMENT AT PORT DE BARCELONA. Journal of International Business Education, 20, 509-522. https://www.neilsonjournals.com/JIBE/abstractjibe20barnaport.html

Ports worldwide face the dual challenge of investing in infrastructure to meet growing demand while advancing sustainability goals. This teaching case examines the multifaceted challenges the Port of Barcelona confronted when evaluating a 25-year concession proposal for a new cruise terminal. Students assume the role of port executives tasked with determining the concession's annual fee, navigating the balance between financial viability and the port's decarbonization goals. The case offers a rich context for applying capital investment analysis, including Net Present Value (NPV) calculation, relevant cash flow identification, and forecasting under uncertainty, while distinctively tasking students with calculating the required revenue stream to achieve a target NPV of zero. Crucially, the case integrates sustainability by examining the financial implications of carbon emissions and the utilization of voluntary carbon credits. The case is designed to foster critical discussion on aligning business strategy with sustainability. The case is ideal for courses in sustainable finance, responsible management, and environmental economics.

Kerth, S., Boysen, S., Grgurovic, M., Sales Pardo, X. (2025)

FIRST INTERNATIONAL RESEARCH FORUM ON THE USE OF ARTIFICIAL INTELLIGENCE AS A LEARNING TOOL IN HIGHER EDUCATION. ASSESSING AI TOOLS FOR ACADEMIC WORKFLOWS: A STANDARDIZED PROMPT EVALUATION (PP. 75-89). ANDORRA: INSTITUT UNIVERSITARI ALMA MATER. DOI:10.63782/pf24005

The paper presents an ongoing exploratory study for examining the potential integration of artificial intelligence (AI) tools into faculty and instructional designer workflows at higher education institutions. The research project develops a systematic methodology for evaluating different AI platforms across three primary academic workflows: curriculum design and planning, assignment and assessment design, and student engagement and interaction. Using a rubric-based evaluation system with inter-rater reliability measures, it will analyze the comparative effectiveness of six AI tools selected based on market prominence, architectural differences, and licensing models. This research aims to reduce institutional resistance to AI adoption by demonstrating concrete benefits and limitations of these technologies in academic contexts, while simultaneously working toward developing comprehensive university policies for AI integration in both faculty work and student learning. Preliminary findings suggest that while AI tools show promise in supporting various academic tasks, their implementation requires careful consideration of both their strengths and limitations.

Segura Salinas, J., Marvá, M., Franco, D. (2026)

DISPERSAL IN MULTI-PATCH METAPOPULATIONS: THE IMPACT OF PATCH NUMBER AND NETWORK TOPOLOGY. Journal of Theoretical Biology, 619, 112331. https://doi.org/10.1016/j.jtbi.2025.112331

Habitat fragmentation is a leading cause of biodiversity loss, and efforts to enhance connectivity through, for example, biological corridors are a common conservation strategy to mitigate it. However, understanding the effects of dispersal variation on the total biomass of spatially structured populations is still far from being well understood. For the simplest situation, i.e., a population occupying a habitat divided into two patches, recent studies have shown that there are only four possible response scenarios to increased connectivity in discrete- and continuous-time models under Beverton-Holt and logistic local dynamics, respectively. This paper explores whether the number of patches in a metapopulation influences the number of response scenarios to increased dispersal. We will show that for given local dynamics the number of possible response scenarios significantly increases when the number of patches increases from two to three. Moreover, the paper revisits the problem of how network

topology affects total biomass dynamics for low dispersal rates. We will show that the previous claim that bidirectional connectivity always increases biomass at low dispersal rates when connecting sources is false. Indeed, we will prove that transiting from a chain topology to a ring topology can either increase or decrease the total biomass for low dispersal rates if one considers more realistic production functions or if the probability of using a concrete path is not the same in the whole metapopulation.

Franco, D., Prieto-Rumeau, T., Segura Salinas, J. (2025)

FINDING THE OPTIMAL RATE OF DISPERSAL FOR A POPULATION: A MARKOV DECISION PROCESS APPROACH. SIAM Journal on Applied Mathematics, 85(6), 2543-2565. https://doi.org/10.1137/23M1609968

The effect of the variability in dispersal over a fragmented population remains poorly understood and is a primary focus of current ecological research. For deterministic discrete-time models, recent studies have analyzed the dispersal rates for which the maximum asymptotic total population size is attained. These correspond to constant dispersal policies assuming a fixed rate for all time steps. Here, we study a two-patch model described by a controlled stochastic process with the dispersal rate modeled as an action that allows considering a different rate for each generation. We consider a finite horizon and two infinite horizon optimality criteria and a large class of policies allowing the managers' actions to depend on the current state of the population. The optimal dispersal problem is solved in the framework of a Markov decision process, and numerical simulations illustrate that the considered policies overcome any dispersal policy based on constant dispersal rates. Finally, we have considered reward functions including a cost per individual dispersed, which from a management perspective can be assumed as more realistic than just maximizing the total population size.

Tarradellas Espuny, J. R., Sismanidou, A. (2025)

ELECTRIFYING THE SKIES: HOW ELECTRIC AIRCRAFT COULD SLASH CO2 ON SPANISH-EU ROUTES. DYNA, 100 (5), 398-402. https://doi.org/10.52152/D11442

Spain's busiest airports handled thousands of flights in 2023, producing significant carbon emissions. This paper presents a quantitative analysis of CO2 emissions from 686.527 point-to-point flights connecting the top 10 Spanish airports with all the European (E1 sector) destinations and evaluates a strategy to reduce these emissions using 100% electric aircraft with 800 km range on high-emission routes. Detailed OAG 2023 data and European Environment Agency (EEA) methodologies are used to estimate fuel burn and CO2 per flight segment. The results identify "hotspot" routes – notably short regional hops (~200–300 km) and medium-haul flights (~2000–3000 km) – that are disproportionately carbon-intensive. We then model a stopover-based routing solution in which conventional jets on select routes are replaced by electric aircraft with necessary en-route recharging stops. The feasibility of these electric routes is assessed in terms of flight range, battery recharge requirements, travel time, and operating cost. The proposed electric substitutions yield significant CO2 savings essentially eliminating emissions on feasible segments. We discuss the potential national-scale CO2 reduction (percentage of total aviation emissions) and address the technical, operational, and economic challenges (limited range, capacity, infrastructure needs) of scaling electric aviation. This study provides engineering insights into how regional electric aircraft deployment could contribute to Spain's and Europe's aviation decarbonization strategy in the near future.

Velasco, F., Emmerling, R. J., Batista-Foguet, J. M., Canvoy, B., Ellinger, E. W. (2026)

UNDERSTANDING THE ANTECEDENTS OF CONFLICT MANAGEMENT AND TEAMWORK: THE ROLE OF IMPLICIT MOTIVES AND EMOTIONAL INTELLIGENCE COMPETENCIES. European Management Journal, 11. https://doi.org/10.1016/j.emj.2026.04.001

Conflict is inherent in organizations, and thus, managing conflict effectively is critical for individuals and teams to be effective at work. Research has shown the positive effects of emotional intelligence on conflict management and consequently on team performance. The purpose of this study is to better understand how emotional intelligence and implicit motives influence conflict management competency, and how this competency affects teamwork. We use mixed methods, assessing motives qualitatively through thematic analysis of stories that participants wrote based on pictures, and assessing emotional intelligence competencies quantitatively through a 360-feedback questionnaire. Results corroborate that conflict management has two dimensions, surfacing conflict and resolving conflict, each having a direct positive effect on teamwork, with resolving conflict partially mediating the effect of surfacing conflict on teamwork. While surfacing conflict is influenced positively by emotional self-awareness and achievement orientation, resolving conflict is influenced positively by empathy and adaptability. Regarding implicit motives, while need for power has a negative impact on resolving conflict, the interaction between activity inhibition and need for affiliation has a positive impact on both conflict management components. These findings offer a more nuanced understanding of conflict management and thus shed light on what it takes to learn and develop this competency.

Conferencias y seminarios · Conferences and Seminars

Conferencias académicas:

Bai, Yan (2025)
Moral Tension: A Conceptual Framework for Understanding Ethical Decision Making. International Symposium on Ethics, Business and Society, IESE Business School, Barcelona. (October 13).

Flourishing in the Age of AI: Human-AI Interaction and Moral Agency. European Business Ethics Network Research Conference, Spain. (October 9).

Vernis, A., Devenin Vera, V., Casadiego, J. (2026)
Unpacking the mechanisms of regenerative business models: The role of place and co-evolution with social-ecological systems. Group for Research on Organizations and the Natural Environment, GRONEN, Barcelona. (June 8, 2026).

Lopes, N. Rodríguez-Carreño, I., Etayo, C., Reutskaja, E. (2026)
Variety-Seeking in Joint Decisions: The Role of Reciprocity. ISMS Marketing Science Conference, Lisbon. (June).

Lovreta, L., Silaghi, F. (2026)
ESG sentiment variability and the implied cost of equity. 3rd Workshop on Recent Trends and New Developments in Sustainable, Green & International Finance, EDHEC Business School, Nice, France, (June).

ESG sentiment variability and the implied cost of equity. Conference on Sustainable Banking & Finance, Naples. (July).

Luzzini, D. (2026)
Toward Novel Ways of Conducting Qualitative Research: A Developmental Paper Workshop. 86th Annual Meeting of the Academy of Management, Philadelphia, Pennsylvania.

Akin Ates, M., Luzzini, D., Villena, V. (2026)
Transparency Paradoxes and Responses in Fashion Supply Chains: A Supplier Perspective. 86th Annual Meeting of the Academy of Management, Philadelphia, Pennsylvania.

Canal Vieira, L., Longo, M., Longoni, A., Luzzini, D., Mura, M., Vagnini, C. (2026)
A Collaborative Exploration of the Post-Growth Challenge: Linking Theory to Practice. EurOMA 2026 Conference, Vienna, Austria.

Rosca, E., Seepma, A., Stephens, V., Luzzini, D., Wieland, A., Stolze, H. (2026)
Co-Creating Novel Ways of Doing Qualitative Research in SCM. EurOMA 2026 Conference, Vienna, Austria.

LUZZINI, D. (2026)
Journal Publishing Workshop. EurOMA 2026 Conference, Vienna, Austria.

LUZZINI, D., HAHN, T., AGUILERA, R., SHARMA, G. (2026)
GRONEN 2026 PhD Days Doctoral Consortium. Publication Strategies. ESADE Business School, Barcelona, Spain.

MIRZABEIKI, V., SON, B.-G., BANERJEE, A., LUZZINI, D. (2026)
The Dark Side of Supply Chain Digitalization: Opportunism and Exclusion due to Digital Divide. EurOMA 2026 Conference, Vienna, Austria.

AKIN ATEŞ, M., SOLEIMANI ZARRIN, S., LUZZINI, D., VAN DONK, D. P. (2026)
Pathways to Supplier Sustainability Performance: A Configurational Analysis of Complexity and Integration. EurOMA 2026 Conference, Vienna, Austria.

AKIN ATEŞ, M., LUZZINI, D., VILLENA, V. (2026)
Lifting the Veil: Transparency Paradoxes and Responses in Fashion Supply Chains from a Supplier Perspective. EurOMA 2026 Conference, Vienna, Austria.

GUIDA, M., LUZZINI, D. (2026)
AI in Procurement, and the Quiet Return of Human Judgment. Proceedings of the 35th IPSERA Annual Conference., Helsinki-Espoo, Finland.

LUZZINI, D. (2026)
The Right Method for the Right Cause: Empirical Research Strategies in Purchasing and Supply Management. IPSERA 2026 Doctoral Workshop, Helsinki-Espoo, Finland.

CANAL VIEIRA, L., LONGO, M., LONGONI, A., LUZZINI, D., MURA, M., VAGNINI, C. (2026)
A Collaborative Exploration of the Post-Growth Challenge: Linking Theory to Practice. 13th EurOMA Sustainable Operations and Supply Chains Forum, Porto, Portugal.

SHEVCHENKO, A., LUZZINI, D. (2026)
A Footprint Perspective for Sustainable Supply Chain Management Research. 13th EurOMA Sustainable Operations and Supply Chains Forum, Porto, Portugal.

MANGANELLI, A. G., EARIE (2026)
Technological Openness, Variety, and Consumer Participation, (European Association for Research in Industrial Economics) EARIE, Mannheim. (August).

MANGANELLI, A. G., (2026)
Patent Donation and Participation, CRIEI, Dublin. (June).

MANGANELLI, A. G., (2026)

Technological Openness, Variety, and Consumer Participation,IMLE, Paris Nanterre, (June).

MANGANELLI, G., (2025)

Crisis Cartels and Optimal Antitrust Enforcement. Jornadas de Economía Industrial, (September).

MASCENA, ALICE (2026)

PDW Systems Co-theorizing with Societal Actors Outside Academia. GRONEN | Group for Research on Organizations and the Natural Environment, Barcelona, (June 7-10).

To Go To The Future We Must Reflect The Past": Purpose Reformulation Process In Organizations. GRONEN Group for Research on Organizations and the Natural Environment, Barcelona, (June 7-10).

MECCA, DOMENICO (2026)

Supplier Diversity, Equity and Inclusion in Procurement Strategies: A comparative Review of Private and Public Sector Approaches, IPSERA Conference, Helsinki, (April 19-22).

Relational Paths to Circular Procurement: The Role of Trust and Environmental Uncertainty, 86th Annual Meeting of the Academy of Management, Philadelphia, Pennsylvania (July 31 - August 4).

MIOTTO, GIORGIA (2026)

When Legitimacy Is Felt Rather Than Said: Emotions as Proxies for Propriety Beliefs, 4th International Workshop on Organizational Legitimacy, Aix en Provence, (June 8-9).

Generative Ai In Unesco Heritage Destinations: A Multi-Stakeholder Perspective On Authenticity, Service Adoption, And Sustainable Governance, ACIEK UTAMED, Malaga, (June 16).

PDW: Candid discussion on Legitimacy, Academy of Management, Philadelphia, (August 3rd).

SEGURA, JUAN (2026)

Total biomass and dispersal: effects of local dynamics and network topology, 14th European Conference on Mathematical & Theoretical Biology, Graz, (July 13-17).

Libros y capítulos de libros · Books and Book Chapters

Stefanelli, F., Demartini, M., Taticchi, P (2026)

THE FUTURE OF VALUE CHAINS. DAVIDE FALLETTA EDITORE.
ISBN / EAN: 9791282663045



FOR DECADES, GLOBAL VALUE CHAINS WERE BUILT ON A SIMPLE PREMISE: STABILITY COULD BE ASSUMED AND EFFICIENCY COULD BE OPTIMISED. THAT PREMISE NO LONGER HOLDS. THE FUTURE OF VALUE CHAINS EXPLAINS WHAT REPLACES IT. GEOPOLITICAL FRAGMENTATION, TRADE WARS, THE SCRAMBLE FOR CRITICAL MATERIALS, CLIMATE RISK AND THE RAPID RISE OF ARTIFICIAL INTELLIGENCE HAVE TURNED VOLATILITY FROM AN OCCASIONAL SHOCK INTO A PERMANENT OPERATING CONDITION. TARIFF ESCALATIONS RESHUFFLED MORE THAN $400 BILLION OF GLOBAL TRADE FLOWS IN 2025 ALONE, AND SINCE 2020 NEARLY 18,000 NEW DISCRIMINATORY TRADE MEASURES HAVE BEEN INTRODUCED WORLDWIDE. SUPPLY CHAIN ARCHITECTURE HAS MOVED DECISIVELY FROM THE BACK OFFICE TO THE BOARDROOM. DRAWING ON FIFTEEN IN-DEPTH INTERVIEWS WITH SENIOR LEADERS FROM ORGANISATIONS INCLUDING PIRELLI, LEONARDO, BOTTEGA VENETA, J.P. MORGAN, TECHMET AND THE RESHORING INITIATIVE, THE BOOK SHOWS HOW COMPANIES ARE RETHINKING WHERE THEY PRODUCE AND SOURCE, HOW THEY GOVERN INCREASINGLY COMPLEX NETWORKS, AND HOW THEY COMBINE HUMAN JUDGEMENT WITH AI TO DECIDE FASTER UNDER UNCERTAINTY.

THE BOOK ARGUES THAT WE ARE NOT WITNESSING THE END OF GLOBALISATION, BUT THE END OF LINEAR GLOBALISATION - AND THAT COMPETITIVE ADVANTAGE NOW BELONGS TO ORGANISATIONS THAT CAN ADAPT FASTER THAN THEIR ENVIRONMENT CHANGES. IT CLOSES WITH EIGHT PRACTICAL RULES FOR OPERATING IN A WORLD OF PERMANENT VOLATILITY.

Knoppen, D. E. F., Vos, F., Weenk, E., Knight, L. (2025)

SAGE HANDBOOK OF LOGISTICS AND SUPPLY CHAIN MANAGEMENT. PURCHASING AND SUPPLY FOR BUSINESS PURPOSE AND IMPACT (PP. CHAPTER 35). SAGE.

SUSTAINABILITY HAS MADE ITS WAY INTO NATIONAL AND CORPORATE AGENDAS AND BY THE LOOKS OF IT, IT IS HERE TO STAY AND WILL ONLY INCREASE IN IMPORTANCE. THIS CAN ONLY IMPLY THAT PURCHASING AND SUPPLY MANAGEMENT (PSM) PROFESSIONALS WILL ALSO BE REQUIRED TO PLAY THEIR PART IN THE TRANSFORMATION, AND THEY ARE IN AN EXCELLENT POSITION TO DO SO. HENCE, IN THIS CHAPTER WE AIM TO INSPIRE PSM PROFESSIONALS TO TAKE A PROACTIVE ROLE IN SHAPING A SUSTAINABLE SOCIETY THROUGH VALUE CREATION AT THE DIFFERENT RELEVANT LEVELS (OPERATIONAL, STRATEGIC AND SYSTEMIC). WE WILL ADDRESS WHAT THIS MEANS IN PRACTICAL TERMS AND PROVIDE EXAMPLES AS TO WHAT EXACTLY SHOULD BE DONE BY PSM PROFESSIONALS TO HELP THEIR COMPANIES, THEIR SUPPLY CHAINS, AND, ULTIMATELY, SOCIETY, BECOME MORE SUSTAINABLE. WE DO THIS BY BUILDING UPON AN ESTABLISHED MODEL FOR PSM AND EXPANDING IT TO ACKNOWLEDGE ECOLOGICAL CONSTRAINTS AND SOCIAL FOUNDATIONS.

Caniato, F., Luzzini, D., Moretto, A., Patrucco, A., Ronchi, S. (2026)

PROCUREMENT MANAGEMENT: STRATEGY, ORGANIZATION AND TOOLS. MILAN, ITALY: MONDADORI EDUCATION.
ISBN 9791220602396



PROCUREMENT IS A STRATEGIC LEVER FOR VALUE CREATION IN ORGANIZATIONS. THIS BOOK OFFERS A COMPREHENSIVE AND UP-TO-DATE OVERVIEW OF PROCUREMENT MANAGEMENT IN TERMS OF ITS STRATEGIC ROLE IN CREATING BUSINESS VALUE, ORGANIZATION OF PEOPLE AND PROCESSES, AND IMPLEMENTATION PRACTICES AND TOOLS. COVERING TOPICS FROM MAKE-OR-BUY DECISIONS TO MANAGING INTERNATIONAL SUPPLY NETWORKS, FROM SPEND GOVERNANCE TO SUPPLIERS MANAGEMENT, FROM ETHICS AND SUSTAINABILITY TO ADVANCED DIGITAL TECHNOLOGIES, AND FROM SUPPLY CHAIN FINANCE TO PRICES RISK HEDGING, EVERY CHAPTER INCLUDES REAL BUSINESS CASES AND PRACTICAL FRAMEWORKS. IT IS A TEXTBOOK TAILORED FOR BOTH UNIVERSITY STUDENTS AND PROFESSIONALS SEEKING TO UNDERSTAND AND EFFICIENTLY OVERSEE THE PROCUREMENT FUNCTION IN COMPLEX AND GLOBALIZED ENVIRONMENTS.

Ponti, Franc (2025)

HAGASE LA LUZ. 40 IDEAS PARA ENCENDER TU CREATIVIDAD E INNOVACIÓN. BALU EDITORIAL. MENTORES COLECCIÓN



«HÁGASE LA LUZ» ES UN LLAMADO A ENCENDER LA CHISPA DE LA CREATIVIDAD EN CUALQUIER ÁMBITO DE LA VIDA. CON UN LENGUAJE ACCESIBLE, FRANC PONTI PRESENTA TÉCNICAS, REFLEXIONES Y EJEMPLOS REALES QUE AYUDAN A ROMPER BLOQUEOS MENTALES Y PENSAR “FUERA DE LA CAJA”. UNA OBRA ESENCIAL PARA QUIENES DESEAN FOMENTAR LA INNOVACIÓN EN ENTORNOS PERSONALES O PROFESIONALES.

Llop, E., SALES PARDO, X., Miret Mosctel, A., Fantova, F Xavier (2025)

PRIMER FORUM INTERNACIONAL DE RECERDA SOBRE L'US DE LA INTEL.LIGENCIA ARTIFICIAL COM A EINA D'APRENENTATGE A L'EDUCACIÓ SUPERIOR. ANDORRA: INSTITUT UNIVERSITARI ALMA MATER.
ISBN: 9789992034880

DURANT EL FÒRUM, ES VAN ABORDAR MÚLTIPLES QÜESTIONS RELACIONADES AMB LA IMPLEMENTACIÓ DE LA INTEL·LIGÈNCIA ARTIFICIAL EN L’ÀMBIT UNIVERSITARI. ELS PONENTS VAN EXPLORAR ELS AVANTATGES I DESAFIAMENTS QUE COMPORTA AQUESTA TECNOLOGIA, POSANT ÈMFASI EN ASPECTES CLAU COM: L’APRENENTATGE PERSONALITZAT: ES VAN PRESENTAR ESTUDIS QUE DEMOSTRAVEN COM LA IA POT ADAPTAR ELS CONTINGUTS ACADÈMICS A LES NECESSITATS ESPECÍFIQUES DE CADA ESTUDIANT, MILLORANT AIXÍ LA SEVA EXPERIÈNCIA D’APRENENTATGE. EL CANVI EN EL ROL DOCENT: ES VA REFLEXIONAR SOBRE L’IMPACTE DE LA IA EN LA TASCA DEL PROFESSORAT, DESTACANT TANT LES OPORTUNITATS QUE OFEREIX COM ELS REPTES QUE GENERA. L’ÚS DE LA IA PER A LA GESTIÓ ACADÈMICA: ES VAN EXPOSAR CASOS D’ÈXIT ON LES EINES D’INTEL·LIGÈNCIA ARTIFICIAL HAN MILLORAT PROCESSOS ADMINISTRATIUS I HAN FACILITAT LA PRESA DE DECISIONS EN INSTITUCIONS UNIVERSITÀRIES. ELS DILEMES ÈTICS I LA PRIVACITAT: ES VA DEBATRE SOBRE ELS RISCOS ASSOCIATS

AMB LA RECOPILACIÓ I ÚS DE DADES ESTUDIANTILS, AIXÍ COM SOBRE LA NECESSITAT D'ESTABLIR MARCS REGULADORS CLARS. LES PERSPECTIVES DE FUTUR: ES VAN ANALITZAR LES TENDÈNCIES EMERGENTS EN IA APLICADA A L'EDUCACIÓ I EL SEU POSSIBLE IMPACTE EN LA FORMACIÓ DE LES PRÒXIMES GENERACIONS D'ESTUDIANTS I PROFESSIONALS.

SALES PARDO, X. (2025)

FIRST INTERNATIONAL RESEARCH FORUM ON THE USE OF ARTIFICIAL INTELLIGENCE AS A LEARNING TOOL IN HIGHER EDUCATION. THE TEACHING CHALLENGES OF AI IN HIGHER EDUCATION (PP. 55-72). ANDORRA: INSTITUT UNIVERSITARI ALMA MATER. DOI:10.63782/PF24004

THE ARTICLE EXPLORES THE TRANSFORMATIVE IMPACT OF ARTIFICIAL INTELLIGENCE (AI) ON HIGHER EDUCATION, FOCUSING ON ITS APPLICATIONS, CHALLENGES, AND FUTURE DIRECTIONS. AI IS BEING INTEGRATED INTO KEY AREAS SUCH AS ADAPTIVE LEARNING, PERSONALIZED TUTORING, INTELLIGENT ASSESSMENT, AND PREDICTIVE ANALYTICS, ENHANCING TEACHING EFFICIENCY AND PERSONALIZATION. HOWEVER, ITS IMPLEMENTATION POSES MAJOR CHALLENGES, INCLUDING LIMITED FACULTY TRAINING, ETHICAL CONCERNS, ACADEMIC INTEGRITY ISSUES, AND INFRASTRUCTURE BARRIERS. THE ARTICLE PROPOSES TARGETED SOLUTIONS TO ADDRESS THESE ISSUES, SUCH AS FACULTY DEVELOPMENT PROGRAMS, CURRICULUM REFORM, AND BALANCING TECHNOLOGICAL TOOLS WITH HUMAN INTERACTION. IT CONCLUDES THAT THE FUTURE OF HIGHER EDUCATION DEPENDS ON A THOUGHTFUL INTEGRATION OF AI THAT ALIGNS INNOVATION WITH THE CORE VALUES OF PEDAGOGY.

Artículos y revistas · Reviews and Magazines

DÍAZ MARTIN, JORDI

UN 'INSIGHT' DE VERANO
VIA EMPRESA, 16/8/2025

ADELGAZANDO ORGANIZACIONES

VIA EMPRESA, 21/9/2025

VALOR O VOLUMEN: LA ETERNA PREGUNTA ESTRATÉGICA
VIA EMPRESA, 22/10/2025

LA INNOVACIÓN MÁS TRANSFORMADORA SURGE DE PROPUESTAS SENCILLAS
LA VANGUARDIA, 2/11/2025

DEL DESCUBRIMIENTO A LA EJECUCIÓN
VIA EMPRESA, 23/11/2025

LA ÚNICA CERTEZA: LA INCERTIDUMBRE
VIA EMPRESA, 20/12/2025

INNOVAR SIEMPRE ES ELEGIR
VIA EMPRESA, 31/12/2025

DIS-RUP-CIÓN: CUANDO ROMPER NO SIEMPRE ES DESTRUIR
VIA EMPRESA, 1/2/2026

INNOVAR SIN DESTRUIR LO QUE YA FUNCIONA
VIA EMPRESA, 7/3/2026

DE VISIONARIOS A ARQUITECTOS DE INNOVACIÓN
VIA EMPRESA, 21/3/2026

¿ARQUITECTOS O PASAJEROS EN LA ERA DE LA IA?
VIA EMPRESA, 16/5/2026

HOUSTON WE HAVE A PROBLEM AND AN OPPORTUNITY: RE-THINKING ROI IN MANAGEMENT EDUCATION IN THE AGE OF AI
GLOBAL FOCUS, EFMD, 1/7/2026

'BEYOND THE OBVIOUS': EL ARTE DE ELEGIR, RENUNCIAR, DEFINIR EL NORTE Y COMUNICARLO
VIA EMPRESA, 5/7/2026

DÍAZ, J., BEGELLE, M

EL NUEVO PAPEL DE LA PLANTILLA: DE FUERZA LABORAL A FUERZA DE INNOVACIÓN
HARVARD DEUSTO BUSINESS REVIEW, Nº 364, MARZO 2026

DÍAZ, J. HALKIAS, D., HARKIOLAKIS, T.

BUSINESS SCHOOL CASE STUDY: BANKING ON THE UNBANKED
FINANCIAL TIMES, BUSINESS SCHOL CASES, 12/10/2025

MASSA SALUZZO, F.

GOBERNANZA PARA EL CAMBIO SISTÉMICO: UNA MINIGUÍA PARA DESARROLLAR INICIATIVAS DE IMPACTO
HARVARD BUSINESS REVIEW, MANAGEMENT & INNOVATION (NÚM. 83), ESTRATEGIA, MARZO 2026

PEÑA, MARCO

DESPUÉS DE LA CARRERA POR LA INTELIGENCIA ARTIFICIAL LLEGA LA CARRERA POR EL VALOR
LA VOZ DE CÁDIZ, 13/7/2026

PONTI, FRANC

SALARIS, INNOVACIÓ I JOVENT
EL PUNT AVUI, 3/8/2025

TAYLOR "BUSINESS" SWIFT
LA VAGUARDIA, 07/09/2025

SABER ESCOLTAR (TAYLOR SWIFT)
EL PUNT AVUI, 14/9/2025

NO QUIERO SER JEFE
DIARI DE TARRAGONA, 12/10/2025

BIAIX CAP A L'ACCIÓ
EL PUNT AVUI, 26/10/2025

HABLAR BIEN EN PÚBLICO
DIARI DE TARRAGONA, 30/11/2025

INNOVACIÓ GLOBAL
EL PUNT AVUI, 7/12/2025

REFLEXIONS SOBRE FORMACIÓ A L'EMPRESA
EL PUNT AVUI, 18/1/2026

CONTRATAR A TAYLOR SWIFT
DIARI DE TARRAGONA, 15/2/2026

JA VE EL MOBILE!
EL PUNT AVUI, 1/3/2026

CONECTIVIDADES
DIARI DE TARRAGONA, 8/3/2026

LA FEINA D'ENSENYAR
EL PUNT AVUI, 5/4/2026

COMPETIR O COLABORAR
DIARI DE TARRAGONA, 12/4/2026

¡OH EUROPA!
DIARI DE TARRAGONA, 17/5/2026

LA "SHAKIRADA"
EL PUNT AVUI, 24/5/2026

ELS BONS LÍDERS
EL PUNT AVUI, 5/7/2026

EL MITO DE LA GESTIÓN DEL CONOCIMIENTO
DIARI DE TARRAGONA, 19/7/2026

VELASCO, FERRAN

GESTIÓN DE CONFLICTOS: LA ASIGNATURA PENDIENTE EN LAS ORGANIZACIONES
EL NACIONAL.CAT, 27/5/2026

TRABAJOS DE PROFESORES ASOCIADOS:

ARZA, MARC

EL NOSTRE MÓN ÉS EL MÓN
DIARI DE TARRAGONA, 24/8/2025

TRES CONCEPTES METROPOLITANS
DIARI DE TARRAGONA, 7/9/2025

QUÈ PASSA AMB BOULDER?
DIARI DE TARRAGONA, 21/9/2025

UNIVERSITAT, TALENT I FUTUR
DIARI DE TARRAGONA, 05/10/2025

UN GRAN PARC METROPOLITÀ
DIARI DE TARRAGONA, 19/10/2025

CONTRA LA TRANSPARÈNCIA METROPOLITANA
DIARI DE TARRAGONA, 02/11/2025

BARCELONA I EL SISTEMA CATALUNYA
DIARI DE TARRAGONA, 16/11/2025

I ELS NOSTRES "THINK TANKS"?
DIARI DE TARRAGONA, 30/11/2025

ENTRE EL "DESARROLLISMO" I EL PROGRÉS
DIARI DE TARRAGONA, 14/12/2025

OBJECTIU: CAPITAL EUROPEA DE LA INNOVACIÓ 2035
DIARI DE TARRAGONA, 28/12/2025

CATALUNYA I BARCELONA, REEQUILIBRI I COHESIÓ
DIARI DE TARRAGONA, 11/1/2026

RENFE, GELIDA I LA PIRÀMIDE DE BIRD
DIARI DE TARRAGONA, 25/1/2026

DIUMENGE, TURISTES I RESSONÀNCIA
DIARI DE TARRAGONA, 8/2/2026

ENTRE EL PATRIMONI I EL DINAMISME
DIARI DE TARRAGONA, 22/2/2026

ELS ALCALDES I EL SAC DE DORMIR
DIARI DE TARRAGONA, 15/3/2026

VIRTUTS DE L'ARRELAMENT
DIARI DE TARRAGONA, 22 /3/2026

UN G13 PER REEQUILIBRAR EL PAÍS
DIARI DE TARRAGONA, 5/4/2026

SANT JORDI, CINC VEUS QUE ENS EXPLIQUEN
DIARI DE TARRAGONA, 19/4/2026

LES QUATRE VERTEBRACIONS
DIARI DE TARRAGONA, 3/5/2026

PINTXOINFLACIÓ
DIARI DE TARRAGONA, 17/5/2026

GAUDÍ ERA DEL CAMP
DIARI DE TARRAGONA, 31/5/2026

REUS VIU, TRES PROJECTES DE LA SOCIETAT CIVIL
DIARI DE TARRAGONA, 14/6/2026

INSTRUCCIONS PER REDACTAR UN PROGRAMA ELECTORAL
DIARI DE TARRAGONA, 12/7/2026

PER A QUÈ SERVEIX L'ESTIU?
DIARI DE TARRAGONA, 26/7/2026

AVILES, MARINA

GOOGLE MODEL CARDS: TRANSPARENCIA Y CONTROL SOBRE LA IA EN MARKETING
CYBERCLICK, 29/12/2025

5 ERRORES QUE HACES CUANDO USAS LA INTELIGENCIA ARTIFICIAL
CYBERCLICK, 31/12/2025

CÓMO CONFIGURAR LOS GEMS DE GEMINI: GUÍA COMPLETA
CYBERCLICK, 12/1/2026

CHAT GPT AHORA PERMITE CHATS GRUPALESS: COLABORA Y CREA EN EQUIPO
CYBERCLICK, 21/1/2026

¿QUÉ ES RENDAIR AI Y PARA QUÉ SIRVE?
CYBECLICK, 11/2/2026

INTEGRACIÓN DE CLAY Y CHAT GPT: CÓMO AUTOMATIZAR TU GESTIÓN DE DATOS Y VENTAS
CYBERCLICK, 25/2/2026

CÓMO USAR STITICH DE GOOGLE PARA CREAR CAMPAÑAS DE MARKETING QUE CONVIERTEN
CYBERCLICK, 3/3/2026

POR QUÉ CLAUDE COWORK ESTÁ REVOLUCIONANDO LA VISA DE LOS PROFESIONALES
CYBERCLICK, 19/3/2026

10 APRENDIZAJES SOBRE EL USO REAL DE IA EN MARKETING EN ESPAÑA
CYBERCLICK, 20/3/2026

¿QUÉ ES EL CONTEXT ENGINEERING?
CYBERCLICK, 30/3/2026

¿QUÉ ES EL MODEL COUNCIL DE PERPLEXITY Y CÓMO SE USA?
CYBERCLICK, 9/4/2026

IA PARA EQUIPOS DE MARKETING: CÓMO MEJORAR PRODUCTIVIDAD SIN AUMENTAR EQUIPO
CYBERCLICK, 24/4/2026

PERPLEXITY HEALTH VS CHAT GPT HELATH: TODO LO QUE NECESITAS SABER
CYBERCLICK, 29/4/2026

CLAUDE Y SUS EMOCIONES: ¿QUÉ SIENTE REALMENTE ESTA PLATAFORMA DE IA?
CYBERCLICK, 20/5/2026

ESTRATEGIAS DE ENCONTRABILIDAD: GUÍA PARA LIDERAR EN LA ERA DE LA IA
CYBERCLICK, 25/5/2026

CÓMO USAR IA PARA AUTOMATIZAR LEAD NURTURING SIN PERDER PERSONALIZACIÓN
CYBERCLICK, 30/6/2026

SKILLS VS GPTS VS GEMS: ¿CUÁLES SON LAS DIFERENCIAS?
CYBERCLICK, 9/7/2026

CÓMO CONFIGURAR LOS PROJECTS Y SKILLS DE CLAUDE: GUÍA COMPLETA
CYBERCLICK, 22/7/2026

RIBA, XAVIER

¿SUBIRÁN LOS TIPOS DEL BCE Y FRENARÁN EL MERCADO INMOBILIARIO?
EL NACIONAL.CAT, 3/7/2026

ZAPATEL, ALVARO

EL EXPANSIOANIMO DE TRUMP: ¿HOMBRE LOCO O CALCULADOR?
EL NACIONAL.CAT, 7/2/2026

Estudios e informes · Studies and Reports

EADA BUSINESS SCHOOL – BARCELONA+B (2025)

ESTUDIO SOBRE COMPETENCIAS PARA UN FUTURO SOSTENIBLE ENTRE LOS JÓVENES HOY

Es el primer estudio local sobre las competencias en sostenibilidad de jóvenes de 16 a 24 años en Barcelona, liderado por EADA Business School como partner académico y Barcelona+B y sus miembros. Entre 2024 y 2025, se realizó un estudio crucial basado en el marco GreenComp de la Comisión Europea, con la participación de más de 2.000 estudiantes de veinte centros educativos. Los resultados obtenidos ofrecen una información esencial para la educación y la estrategia empresarial actual y futura.

EADA BUSINESS SCHOOL - ICSA (2026)

BRECHA SALARIAL Y PRESENCIA DE LA MUJER EN PUESTOS DIRECTIVOS EN ESPAÑA 2026

La edición de nuestro estudio anual tiene como objetivo analizar la brecha salarial y la cuota de presencia directiva de la mujer. Además de la foto fija a febrero de 2026, se muestra la evolución de los últimos años. Se compara la evolución de la presencia femenina y su correspondiente remuneración en el ámbito directivo.

EADA BUSINESS SCHOOL - ICSA (2026)

EVOLUCIÓN SALARIAL 2007-2025

El presente estudio analiza cómo han evolucionado las retribuciones desde el 2007, el considerado inicio de la crisis. El informe elaborado por ICSA Grupo®, con la colaboración de EADA Business School, contempla el análisis de más de 80.000 datos salariales.

Casos · Cases

Bonet, Jaume

Alpine Precision Instruments (API) : A Manufacturing & Industrial Technology Case
Prairie Harvest Foods

Massa-Saluzzo, Federica; Rondelli, Bernardo; Castañeda-Elena, S.

SIRIS: Alineando la Propiedad con el Propósito

Moliner; Victor

PIGSOFT B

Ramizo, Godo

Smart Staffing at a Healthcare Company
AI for Sustainable Logistics

Otros casos de profesores asociados:

Badia, Belen

Grupo Uriach: Gobernar el cambio en una empresa familiar de más de 185 años

Bustinduy, Iñaki

Patagonia: una empresa para salvar el planeta
La Fageda: el valor de un sueño social

Masip; Ricard

Industrias Monteluz
Nova Retail Group, la elección del mejor candidato

Morales, Luisa

LYKA: Growing Without Betraying Its Purpose

Platas, Veronica

Lunes por la mañana en Talleres San Miguel

RODRIGUEZ, JORDI

Liderar la transformación desde contextos distintos: Caixa Penedès y Naturgy

SALSE, NURIA

Managing Humanitarian Emergencies: case study

Notas técnicas · Technical Notes

MASCENA, ALICE

¿Qué es el pensamiento sistémico? (Y por qué los líderes empresariales lo necesitan hoy)

BRUGAROLAS, CARLES; VAN ZOGGEL, JEROEN

Proyecto Aristóteles: Efectividad de equipos

VELASCO, FERRAN

Conflict management: the missing skill in organizations: one-pager

Noticias Institucionales · Institutional news

El Departament d'Empresa i Treball de la Generalitat ha concedit un ajut del **programa Primer a eHealthinking**, una iniciativa de preacceleració d'emprenedoria i innovació en salut holística i salutogènica impulsada per una aliança formada la Fundació Consorci Sanitari de Terrassa - Joan Costa Roma, la Fundació Althaia, la Fundació Hospital de la Santa Creu i Sant Pau i EADA Business School. La iniciativa té com a objectiu impulsar projectes innovadors que donin resposta a reptes com la longevitat, la cronicitat, la dependència, la salut mental o els determinants socials, comunitaris i ambientals de la salut. El programa aposta per una visió integral de la salut, alineada amb els principis del model One Health, que relaciona el benestar de les persones amb els entorns on viuen i es desenvolupen.

El evento CSO Day reúne a los responsables de sostenibilidad que están impulsando la transformación empresarial y figuras clave del liderazgo en sostenibilidad, entre ellas representantes de sectores tan diversos como la cultura, la industria, la energía, el turismo y la alimentación Tras el éxito de la primera edición en 2025, que reunió a más de 100 Chief Sustainability Officers (CSO) y a destacados profesionales vinculados a la sostenibilidad, EADA Business School celebró el 11 de marzo de 2026 la **segunda edición del CSO Day**, el encuentro anual de referencia para los líderes de sostenibilidad en España. La jornada tuvo lugar en el Student Hub de EADA (Campus 2 – c/ Provença, 216, Barcelona). Bajo el lema ' Resiliencia al límite: Sostener el propósito en un mundo en crisis', el evento puso el foco en la resiliencia de los CSO ante entornos cada vez más complejos e inciertos. El objetivo es ofrecer un espacio de reflexión e intercambio de experiencias que permita fortalecer alianzas y consolidar el papel estratégico de la sostenibilidad en la empresa del futuro. "El CSO Day es un espacio único para reunir a quienes están demostrando que el liderazgo sostenible es, ante todo, humano: con visión sistémica, empatía, propósito y capacidad de inspirar incluso en contextos adversos", afirma Ainhoa Grandes, Chair del CSO Day. "En EADA creemos que la sostenibilidad sólo xavanza cuando quienes la lideran cuentan con el apoyo, las herramientas y la visión necesarias". El evento culminó con la entrega del CSO Award 2026, un reconocimiento dirigido a profesionales que ejercen como CSO en medianas y grandes empresas con sede central en España (más de 250 empleados), según estándares internacionales. El galardón ha sido otorgado a Choni Fernández, COO & CSO de PortAventura World, por su liderazgo en la integración de la sostenibilidad en la estrategia y el negocio de la compañía. En la primera edición, el galardón recayó en Silvia Agulló, directora de Sostenibilidad del Grupo DKV Seguros.

Por sexto año consecutivo, EADA Business School ha sido reconocida por sus logros en sostenibilidad e impacto social en el **Positive Impact Rating (PIR)**, alcanzando una vez más el Nivel 4 (sobre 5) – Escuelas Transformadoras.

EADA Business School ha renovado la **acreditación internacional EQUIS** (EFMD Quality Improvement System) por un período de cinco años, la máxima duración concedida por EFMD Global. Esta renovación sitúa nuevamente a EADA entre las escuelas de negocios más prestigiosas del mundo y refuerza su reconocimiento internacional como institución de referencia en formación directiva y educación ejecutiva. La acreditación EQUIS está considerada uno de los sistemas de evaluación de calidad más exigentes y completos del ámbito de la educación empresarial. Actualmente, solo algo más de 200 escuelas de negocios en todo el mundo cuentan con este sello, lo que representa una minoría selecta dentro de las miles de instituciones dedicadas a la formación en management y dirección de empresas. La renovación por cinco años supone el máximo nivel de reconocimiento otorgado por EFMD Global y confirma la solidez del proyecto académico e institucional de EADA.



eada® business school barcelona

Aragó, 204 | 08011 Barcelona
T. +34 934 520 844 | F. +34 933 237 317
info@eada.edu | www.eada.edu

EADABS @EADABusiness EADABusinessSchool linkedIn.com/company/eada +eada blogs.eada.edu