

Curriculum Vitae

MARÍA FERNÁNDEZ-MOYA

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Research interests: Business History, Publishing Industry, Internationalization of Spanish Firms, Family Business.

María Fernández Moya holds a PhD in Economic History from the Complutense University of Madrid (2015). She joined CUNEF faculty in 2011. Previously, she had developed her academic career at IESE Business School (research) and University of Barcelona (teaching & research). Her research focuses on the internationalization of Spanish companies in the long term. Her previous works have been published in journals such as the *Journal of International Business Studies*, *Business History*, *Business History Review*, *Enterprise & Society* or the *Revista de Historia Industrial*, as well as in prestigious publishers, like Routledge, Marcial Pons, Colección Historia del CSIC or Peter Lang. She has participated in seven national competitive research projects and one European project. Maria has been a member of the editorial committee of the journal *Investigaciones en Historia Económica* (2015-2019), and served as vice secretary of the Asociación Española de Historia Económica (2019-2021). Currently, she serves as associate editor of the *Journal of Evolutionary Studies in Business* (Open Access, Scopus). She holds a *sexenio* (official six year period of research) from the Spanish institution Agencia Nacional de Evaluación de la Calidad y Acreditación (ANECA). Her doctoral dissertation won the Premio Extraordinario de Doctorado (Extraordinary Doctorate Award) of Universidad Complutense de Madrid (Economy).

EMPLOYMENT

CUNEF

2022	Associate Professor
2012- 2021	Assistant Professor
2011-2012	Visiting professor of Economic History

IESE BUSINESS SCHOOL

2007- 2012	Research Assistant, Family Business Chair
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UNIVERSITAT DE BARCELONA

2010	Visiting Professor of Economic History (<i>Profesor asociado</i>)
2009	Researcher, Economic History Department

UNIVERSIDAD COMPLUTENSE DE MADRID

2006-2007	Researcher, Applied Economics Department
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EDUCATION

UNIVERSIDAD COMPLUTENSE DE MADRID

- 2015 PhD in Economic History
Doctoral dissertation entitled: *Internationalization of Spanish publishing industry*. Thesis Advisor: Nuria Puig.
- 2006 MA.in Economic History

UNIVERSIDAD AUTÓNOMA DE MADRID

Master in Nonprofit Management

UNIVERSIDAD PONTIFICIA DE COMILLAS (ICADE)

BA in Business

VISITING POSITION

- August 2008 Universidad de San Andrés, Buenos Aires (Argentina). Visiting Researcher
- January-March 2016 IESE Business School, Madrid. Postdoctoral researcher.

FELLOWSHIPS AND GRANTS

2015 Alfred Chandler Travel Grant awarded by Harvard Business School (Business History Department), to the research project "Big Business sells culture. The transformation of the American book publishing sector." Primary research conducted in HBS during April-June 2015.

2007-2009. PhD research grant by IESE Business School to develop the project Family Business Longevity (Longevidad de la empresa familiar). Sponsored by Fundación Jesús Serra.

PUBLICATIONS

a) *Journal of Citations Report* (JCR)

Moschieri, Caterina & Fernández Moya, María. "A Dynamic Long-Term Approach to Internationalization: Spanish Publishing Firms' Expansion and Emigrants in Mexico (1939-1977)", *Journal of International Business Studies*, in press. DOI: 10.1057/s41267-021-00489-0

Puig, Nuria & Fernández Moya, María (2021). "Are business schools useful for family businesses? IESE's influence on three significant Spanish firms", *Revista de Historia Industrial*, 30 (81), 117-150. DOI: <https://doi.org/10.1344/rhi.v30i81.31568>

Fernández Moya, María & Puig, Nuria (2021). "Shaping the rules of the game: Spanish capitalism and the publishing industry under dictatorship (1939–1975)", *Business History*, 63 (8), 1273-1292. <https://doi.org/10.1080/00076791.2020.1757072>.

Fernández Moya, María (2019). "Battling Giants. Spanish Publishing multinationals in the First Global Economy", *Enterprise & Society*, 20 (4), 1007-1043. DOI: <https://doi.org/10.1017/eso.2019.24>

Fernández Moya, María (2012). "The Strength of Knowledge: Spanish Publishers in Mexico (from the early 20th century to the present)", *Business History Review* 86 (1), 69-98.

Tàpies, Josep and Fernández Moya, María (2012). "Values and longevity in family business: Evidence from a cross-cultural analysis," *Journal of Family Business Management* 2 (2), 130-147. DOI: <https://doi.org/10.1108/20436231211261871>

Fernández Moya, María and Castro Balaguer, Rafael (2011). "Looking for the perfect structure: The evolution of family office from a long-term perspective," *Universia Business Review* 32, 82-93.

Fernández Moya, María (2010). "A family-owned publishing multinational: the Salvat company (1869-1988)," *Business History* 52 (3), 453 - 470. DOI: <https://doi.org/10.1080/00076791003721969>

Fernández Moya, María (2009). "Multinacionales del castellano. La internacionalización del sector editorial español," *Revista de Historia Industrial* 40, pp. 23-50.

Fernández Moya, María (2008). "Editores españoles a ambos lados del Atlántico," *Historia del Presente* 12, 97-110.

b) *Books:*

Fernández Moya, María (2020). "Multinacionales del castellano. La internacionalización del sector editorial español (1900-2018)", Colección Historia, Editorial CSIC, 2020.

c) *Book chapters:*

Fernández Moya, María (2021). "Entre cultura y negocio La internacionalización de las editoriales", in Iolanda Galanes Santos, Ana Luna Alonso y Carmen Villarino Pardo (eds.), *Ferias internacionales del libro e invitados de honor*, Peter Lang.

Puig, Nuria y Fernández Moya, María (2017). "Going global in fragmented markets: The European publishing industry since the second postwar period", in B. Bowens, P.Y. Donzé y T. Kurosawa (eds.), *Industries and Global Competition: A History of Business Beyond Borders*, Routledge, 131-152.

Fernández Moya, María (2015). "La internacionalización de los editores. Los mercados exteriores" in Jesús Martínez (ed.), *Historia de la Edición en España (1939-1975)*, Marcial Pons, 575-595.

Fernández Moya, María (2013). "Books and Family Matters: A Long-Term Analysis of Intergenerational Transmission Practices in Spanish Family Publishing Firms, 1900-2008", en Hartmut Berghoff, Bernd Weisbrod, Uffa Jensen, y Christina Lubinski (eds.), *History by Generations: Generational Dynamics in Modern History*, Wallstein, 149-170.

Tàpies, Josep and Fernández Moya, María (2011). "Lecciones de longevidad de las empresas familiares españolas" in *La empresa familiar y su relevo generacional*, Marcial Pons, 19-54.

d) *Peer Review Journals, Open Access:*

Fernandez Moya, Maria; Fernández, Paloma; Lubinski, Christina (2020). "Standing the test of time: External factors influencing family firm longevity in Germany and Spain during the

twentieth century”, *Journal of evolutionary studies in business*, 5 (1), 221-264 DOI: <https://doi.org/10.1344/jesb2020.1.j073>

Fernandez Moya, Maria; Fernández, Paloma (2019). “The creation and transfer of entrepreneurship in emerging economies of the world. An approach through large family-owned corporations of China, Mexico and Brazil”, *Journal of evolutionary studies in business* 4 (2), 132-174.

Fernández Moya, María (2016). “Instituciones y estrategias empresariales. El sector editorial en castellano en la Edad Dorada (1950-1973)”, *Anuario del Centro de Estudios Económicos de la Empresa y el Desarrollo* (CEEED), VIII 8, 121-156.

Fernández Moya, María and Fernández, Paloma (2011). “Making room for emerging economies. A comparative approach of the largest family businesses in China, Mexico and Brazil,” *GCG Georgetown University- Universia* 5 (1), 76-93.

Fernández Moya, María (2010). “La promesa del gran mercado del libro. Un siglo de editoriales españolas en Argentina (1908-2008),” *Revista de la Historia de la Economía y de la Empresa V*, 205-238.

Fernández Moya, María (2009). “La lengua y la cultura como barreras de entrada: la inversión exterior en el sector editorial en castellano (1898-2008),” *Anuario del Centro de Estudios Económicos de la Empresa y el Desarrollo*, Universidad de Buenos Aires 2, 41-96.

Fernández Moya, María (2009). “Editoriales españolas en América Latina. Un proceso de internacionalización secular,” *Información Comercial Española* (ICE) 849, 65-78.

RESEARCH PROJECTS

Project Entrepreneurial Management for Fostering Innovation and Talents, EM4FIT. <https://em4fit.sdu.dk/>

2019-2021: Exploring the Agents of the Spanish Innovation System: Learning and Knowledge Dissemination Strategies during the Economic Transition, 1959-1986 (EXTASIS). Ministerio de Ciencia, Innovación y Universidades.

2016-2018. Digitalización y servicios financieros: efectos en el sector bancario, medios de pago e inclusión financiera. Ministerio de Economía y Competitividad, proyectos I+D.

2015 Alfred Chandler Travel Grant, Harvard Business School (Business History Unit), for the individual project “Big Business sells culture. The transformation of the American book publishing sector.”

2012-2015. Foreign Investment and Local Talent: A dynamic analysis of the effects of FDI on the enablement of entrepreneurial and managerial capabilities in late developing economies. Ministerio de Economía y Competitividad (ECO2012-35266). Universidades: UCM, Universidad Autónoma de Madrid, University of Reading, y CUNEF.

2009-2011. Business organization in late development economies: a dynamic and comparative analysis of the Urquijo Group. Ministerio de Educación (ECO2009-10977ECON). Universidades: UCM, Universitat de Barcelona, Universidad de San Andrés (Argentina), Universidad de Monterrey (México).

2007-2009. The Keys to Internalization of the Spanish Enterprise: A Dynamic and Conceptual Analysis. Ministerio de Educación, Plan Nacional de I+D+I (2004-2007) (SEJ2006-15151). Universities: UCM, Universitat de Barcelona, y York University.

2007-2009. Pre-Doctoral Grant, IESE Business School.

2004-2006. Firms and their contribution to the economic and social modernization of Spain: The role of national and international networks in 20th century. Ministerio de Educación, Plan Nacional de I+D+I (BEC 2003-08455). Universidades: UCM, and Universidad Pompeu Fabra.

PUBLISHED TEACHING CASES

Álvaro-Moya, A. y Fernández Moya, María (2014): "¿Estamos reviviendo la crisis de 1929? / Coming back to 1929?", Practicum de la Asociación Española de Historia Económica, 20, June- December 2014, ISSN: 2255-5005 (http://www.aehe.net/docencia-seccion/practicum/2014/20_reviviendo_crisis.pdf).

Fernández, María; Tàpies Lloret, Josep; Llopis Casellas, Jaume, "Babé y Cía (A): adaptación al entorno de una empresa centenaria", Case study IESE Business School, SM-1570, 11/2011 <http://www.ieseinsight.com/fichaMaterial.aspx?pk=85321&idi=1&origen=3&idioma=1&ga=1.103436997.475726626.1413913113>

Fernández, María; Tàpies Lloret, Josep; Llopis Casellas, Jaume, "Babé y Cía (B): continuidad y cambio en una empresa centenaria", Case Study IESE Business School, SM-1576, 11/2011 <http://www.ieseinsight.com/fichaMaterial.aspx?pk=86182&idi=1&origen=3&idioma=1&ga=1.61970921.475726626.1413913113>