

# ADORACIÓN ÁLVARO-MOYA

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## Curriculum Vitae

April 2025

### EDUCATION:

B.A. Economics. Universidad Complutense de Madrid (Spain), 1999.

M.A. Economic History. Universidad Complutense de Madrid (Spain), 2001.

Ph.D. Economics. Universidad Complutense de Madrid (Spain), 2010.

M.A. Introduction to University Teaching, Universitat de Barcelona (Spain), 2005.

M.A. Advanced Studies in University Teaching, Universitat de Barcelona (Spain), 2006.

### EMPLOYMENT:

September 2021 – present. Dean. School of Business, Economics and Law. CUNEF Universidad.

October 2011 – present. Associate Professor. CUNEF Universidad.

October 2009 – October 2011. Assistant Professor. CUNEF.

September 2004 – September 2009. Assistant Professor. Universitat de Barcelona.

November 1999 – September 2004. Predoctoral Fellow. Universidad Complutense de Madrid.

Academic years 2019/2020 – 2022/2023, Expert for the evaluation of research projects and postdoctoral grants, Spanish State Agency for Research.

### EDITORIAL ROLES:

*Business History*, peer-reviewed indexed journal (Q1, JCR History of Social Sciences), coeditor (2021-present).

*Revista de Historia Industrial. Economía y Empresa*, peer-review indexed journal specialized in business and industrial history in Spain and Latin America, <http://revistes.ub.edu/index.php/HistoriaIndustrial/index> (2008-2017 as Reviews Editor; 2015-2021 as associate editor).

*Journal of Evolutionary Studies in Business*, peer-review interdisciplinary journal specialized in original reviews and debates about business, <http://revistes.ub.edu/index.php/JESB> (2015-2021).

*Investigaciones de Historia Económica – Economic History Research*, journal of the Spanish Association of Economic History (2003-2008, assistant secretary).

*Business History* (January 2020), as member of the Editorial Board.

### RECENT PUBLICATIONS:

#### Books:

Álvaro-Moya, A. (2012): *La inversión directa estadounidense en España. Un estudio desde la perspectiva empresarial (c. 1900-1975)* [The American Investment in Spain: A business perspective (c. 1900-1975)], Madrid, Bank of Spain.

Álvaro-Moya, A. (2016): *Pablo Bueno Sainz y la historia de TYPESA*, Madrid, Grupo TYPESA [Pablo Bueno Sainz and the History of TYPESA; Commissioned history].

### SSCI-JCR Journal Articles:

Fernández-Moya, M., Álvaro-Moya, A., & Puig, N. (2025): "Supply-driven academic innovation. Establishing entrepreneurship education as a discipline in Spain (1974–2000s)", *Management & Organizational History*, 1–29 [JCR Q1], <https://doi.org/10.1080/17449359.2025.2454622>

Álvaro-Moya, A., Gil, A. and San Román, E. (2021): "Contextualizing Corporate Entrepreneurship Theory: the historical case of the Spanish engineering consulting firm TYPSA (1966-2000)", *Management and Organizational History* [JCR Q1], <https://doi.org/10.1080/17449359.2022.2033441>

Álvaro-Moya, A., Fellman, S., & Puig, N. (2020): "Introduction", Special Issue on "Foreign Investment and Development of Managerial and Entrepreneurial Capabilities in Host Economies", *Business History*, 62, 7. [JCR Q1].

Álvaro-Moya, A., Puig, N. & Torres, E. (2020): "Managing Foreign Knowhow and Local Human Capital: Urquijo Group and the Rise of Spanish Engineering Firms", *Business History*, 62, 7, pp. 1231-1253. Doi: 10.1080/00076791.2017.1413093. [JCR Q1].

Puig, N. and Álvaro-Moya, A. (2018): "The Long-Term Effects of Foreign Investment on Local Human Capital: Four American Companies in Spain, 1920s–1970s", *Business History Review* 92, pp. 425-452. [JCR Q2].

Álvaro-Moya, A. (2015): "Networking Capability Building in the Multinational Enterprise: ITT and the Spanish adventure (1924-1945)", *Business History*, 57, 7, pp. 1082-1111. [JCR Q1].

Puig, Núria, and Álvaro-Moya, A. (2015): "La huella del capital extranjero en España: un análisis comparado", *Revista de Historia Industrial*, 58, pp. 249-285. [JCR Q4, SJR Q2].

Álvaro-Moya, A. (2014): "The Globalization of Knowledge-Based Services: Engineering Consulting in Spain (1953-1975)", *Business History Review*, 88, 4, pp. 681-707. [JCR Q2, SJR Q1].

Álvaro, A. (2011): "Hízose el milagro. La inversión directa estadounidense y la empresa española (c. 1900-1975)", *Investigaciones de Historia Económica*, 7 (3), pp. 358-368. [SJR Q1].

Álvaro, A. (2010): "Internationalisation and Political Bargaining under Oligopoly: International Harvester in Spain (c. 1900-1980)", *Business History*, 52, 3, pp. 371-389. [JCR Q2, SJR Q1].

Álvaro, A. (2007): "Redes empresariales, inversión directa extranjera y monopolio: el caso de Telefónica, 1924 – 1965", *Revista de Historia Industrial*, 34, pp. 65-96. [JCR Q4].

Puig N. y Álvaro, A. (2007): "¿Misión imposible? La expropiación de las empresas alemanas en España, 1945-1975", *Investigaciones de Historia Económica*, 7, pp. 101-132. [SJR Q1].

Puig, N. y Álvaro-Moya, A. (2004): "La Guerra Fría y los empresarios españoles: la articulación de los intereses económicos de Estados Unidos en España, 1950-1975", *Revista de Historia Económica*, XXII, pp. 385-424. [SJR Q1].

Llopis, E.; Jerez, M; Álvaro-Moya, A. y Fernández, E. (2000): "Índices de precios para la zona noroccidental de Castilla-León, 1518-1650", *Revista de Historia Económica*, 3, pp. 665-684.

### Other Journal Articles:

Puig, Núria, and Álvaro-Moya, A. (2016): "The Long-term Impact of Foreign MNEs in Spain: New Insights into an Old Topic", *Journal of Evolutionary Studies in Business*, 2, pp. 14-39.

Álvaro-Moya, A. and Donzè, Pierre-Yves (2016): "Business History and Management Studies", *Journal of Evolutionary Studies in Business*, 1, pp. 122-151.

Álvaro-Moya, A. (2011): "Guerra Fría y formación de capital humano durante el franquismo. Un balance sobre el programa estadounidense de ayuda técnica (1953-1963)", *Historia del Presente*, 17, pp. 13-25.

Álvaro, A. (2009): "Los inicios de la internacionalización de la ingeniería española", *Información Comercial Española*, 849, pp. 97-112.

Álvaro, A. (2008): "Inversión directa extranjera y regulación estatal en el sector de maquinaria agrícola: International Harvester y John Deere en España (1940-1980)", *Revista de Historia de la Economía y de la Empresa*, 2, pp. 67-90.

Puig, N. y Álvaro-Moya, A. (2002): "Estados Unidos y la modernización de los empresarios españoles, 1950-1975: un análisis preliminar", *Historia del Presente*, 1, pp. 8-29.

#### Book Chapters:

Castro Balaguer, R. y Álvaro-Moya, A. (2024): "Engineering Services: A Hidden Industry with a Geopolitical Dimension", en M. Kipping, T. Kurosawa and E. Westney (eds.), *Oxford Handbook of Industry Dynamics*, Oxford University Press, <https://doi.org/10.1093/oxfordhb/9780190933463.013.51>

Álvaro-Moya, A. (2023): "El interés del mercado español para las empresas estadounidenses (c. 1920-1975)". In L. Delgado (ed.), 'Somehow different'. España vista desde Estados Unidos, Madrid, Catarata, pp. 131-159.

Álvaro-Moya, A. (2022): "Los ingenieros y el desarrollo de la consultoría de ingeniería en España. Pablo Bueno Sáinz y TYPSA (1966-2000)". In M. Paradas (ed.), *Los ingenieros en la Europa del Sur (siglos XVIII-XX)*, Barcelona, Tirant lo Blanch, pp. 357-376.

Álvaro-Moya, A.; Gallardo-Gallardo, E.; and Paniagua, J. (2018): "Macro Talent Management in Spain: Is the Sun rising again?". In Vlad Vaiman, Paul Sparrow, Randall S Schuler and David G. Collings, editors, *Macro Talent Management: A Global Perspective on Managing Talent in Developed Markets*. Routledge, London.

Álvaro, A. (2009): "Foreign Direct Investment, Economic Aid and Modernization: US Firms in Spain (1920-1975)", en Bonin, H. y De Goey, F. (eds.), *American Firms in Europe, 1880-1980. Strategy, Identity, Perception and Performance*, Geneva, Droz, pp. 209-228.

Puig, N.; Álvaro, A. and Castro, R. (2008): "European Challenges and Opportunities: The Role of Europe in the Internationalisation of Spanish Firms", en H. Schröter (ed.), *The European Enterprise. Historical Investigation into Future Species*, Springer, pp. 269-281.

Álvaro, A. (2008): "Changing Patterns of Ownership and Labour Management under Changing Institutional Regimes: The Case of Telefónica in Spain, 1924-1970", en Fellman, S.; Kuusterä, A.; Vaara, Eero (eds.), *Historical Perspectives on Corporate Governance: Reflections on Ownership, Participation and Different Modes of Organising*, Helsinki, The Finnish Society of Science and Letters, pp. 243-259.

Puig, N.; Álvaro, A.; y Castro, R. (2008): "Introducción histórica. Las empresas multinacionales en España", en Ribera, F. (ed.), *Los números uno en España*, Barcelona, Dobleerre, pp. 19-45.

Álvaro, A. (2008): "Grupo BP", en Ribera, F. (ed.), *Los números uno en España*, Barcelona, Dobleerre, pp. 75-87.

Álvaro, A. (2008): "John Deere Ibérica", en Ribera, F. (ed.), *Los números uno en España*, Barcelona, Dobleerre, pp. 215-227.

#### Case studies and teaching material:

Yingying Zhang and Alvaro-Moya, A. (2017): *Huayi Compressor Barcelona: Post-Acquisition Challenges*, Ivey Publishing (<https://www.iveycases.com/ProductView.aspx?id=84972>).

Álvaro-Moya, A. and Rohlfer, S. (2014): *MAPFRE: From multinational to global in times of crisis*, The Case Centre (<http://www.thecasecentre.org/educators/products/view?id=121252>).

Rohlfer, S. and Álvaro-Moya, A. (2014): *MAPFRE: Upholding its Spanish market leadership in times of crisis*, The Case Centre (<http://www.thecasecentre.org/educators/products/view?id=121222>). Caso entre los finalistas de la competición 2014 AESE Case Writing Competition.

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, ISSN: 2255-5005 ([http://www.aehe.net/docenciaseccion/practicum/2014/20\\_reviviendo\\_crisis.pdf](http://www.aehe.net/docenciaseccion/practicum/2014/20_reviviendo_crisis.pdf)).

#### PARTICIPATION IN SPAIN'S PUBLICLY FUNDED GRANTS:

Lead researcher of "Conditioning Factors for Technological Change in Spain, 1950-2020: Training and Research" (ForInvEs50-20), 2023-2025. Ministerio de Ciencia, Innovación y Universidades (reference PID2021-128653NB-I00).

Lead researcher of *Exploring the Agents of the Spanish Innovation System: Learning and Knowledge Dissemination Strategies during the Economic Transition, 1959-1986* (EXTASIS), 2019-2021. Spanish Ministry of Innovation (reference PGC2018-098057-A-I00).

Part-time researcher, *Crisis industrial y recuperación productiva en la Historia de España, 1686-2018* (2016-2018). Spanish Ministry of Economy and Competitiveness (reference HAR2015-64769-P). Lead researcher: Jordi Catalan (Universitat de Barcelona).

Part-time researcher, *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*. Period: 2013-2015.). Spanish Ministry of Economy and Competitiveness (reference ECO2012-35266). Lead researcher: Núria Puig, Universidad Complutense de Madrid.

Part-time researcher, HAR2012-33298. Ciclos y desarrollo industrial en la historia económica de España, 1790-2012 (2012-2015). Investigador principal: Jordi Catalan (UB).

Part-time researcher, HAR2009-07571. Orígenes y desarrollo de los distritos industriales exportadores, 1765-2008: un análisis desde la historia económica (2009-2011). Investigador principal: Jordi Catalan (UB).

Part-time researcher, MCI ECO 2009-10977. Business Organization in Late Developing Economies: A Dynamic and Comparative Analysis of The Urquijo Group (2009-2011). Investigador principal: Núria Puig (UCM).

Part-time researcher, MCyT SEJ2005-02498. Revoluciones tecnológicas y crecimiento económico en España, 1785-1985: un enfoque de historia industrial (2006-2007). Investigador principal: Jordi Catalan (UB).

Part-time researcher, MEC SEJ 2006-15151. Claves de la internacionalización de la empresa española: un análisis dinámico y conceptual. Investigador principal: Núria Puig (UCM).

Full-time researcher, MCyT BEC 2003-8455. La empresa y su contribución a la modernización económica y social de España: el papel de las redes empresariales nacionales e internacionales en el siglo XX (2004-2006). Investigador principal: Núria Puig (UCM).

Full-time researcher, CAM 6/127/2002. La influencia de los Estados Unidos en la modernización económica y social de Madrid, 1950-2002 (año 2003). Investigador principal: Núria Puig (UCM).

#### PARTICIPATION IN EU-FUNDED PROJECTS:

Leader of work package 4 "The Agents of Entrepreneurship, Innovation and Talent Building in Perspective". European project *Entrepreneurial Management for Fostering Innovation and Talents*

(EM4FIT), 2020-2022, <https://em4fit.sdu.dk/>. Horizon 2020 - Marie Skłodowska-Curie Actions. Research and Innovation Staff Exchange (RISE) Programme. Grant Agreement 872618. Lead researcher: Simon Fietze (University of Southern Denmark. Partners: University of Southern Denmark, CUNEF, Università del Salento (Italy), Universitat de Barcelona, Grenoble École de Management (GEM), Naica Società Cooperativa (Italy), Tetuan Valley (Spain), Lancey Energy Storage, Al Akhawayn University (AUI, Morocco), Secretariat of Government of Science, Technology and Productive Innovation (Argentina), Jinan University (China), Fujian Normal University (China), Vietnam National University (VNU), Universidad del Pacífico (Peru) and International University of Japan (IUJ).

Leader of work package 5 “Innovation in Emerging Markets and impacts on the EU”. European project *Knowledge and Innovation in, to and from emerging markets*. (KITFEM), 2017-2019, <https://www.cunef.edu/claustro-e-investigacion/investigacion/kitfem/>. Horizon 2020 - Marie Skłodowska-Curie Actions. Research and Innovation Staff Exchange (RISE) Programme. Grant Agreement 734447. Lead researcher: Sylvia Rohlfner (CUNEF). Institutions involved: CUNEF, Renmin University of China, Peking University, Sun Yat-sen University, Jinan University (China) y Università del Salento (Italy).

PIRSES-GA-2013-610350. Explaining the Nature of Technological Innovation in Chinese Enterprises (ENTICE), European Commission Seventh Framework Programme (FP7)-SP3-PEOPLE, International Research Staff Exchange Scheme (1st October 2013- 31th March 2016). Coordinador del grupo de CUNEF: Yingying Zhang.

#### PARTICIPATION IN PRIVATELY FUNDED RESEARCH GRANTS:

*The emergence and consolidation of engineering consulting in Spain. The case of Técnica y Proyecto*, financed by Técnica y Proyecto. Period: April – July 2016. Leading researcher.

*The Internationalization of Chinese Firms in Spain*, financed by Huayi Compressor Barcelona, SL. Period: March-September 2014. Leading researcher (with Yingying Zhang).

#### VISITING APPOINTMENTS AND RESEARCH STAYS:

Kyoto University (Japan), Graduate School of Economics, Visiting Professor (2024).

Bocconi University (Italy), Department of Social and Political Science, Visiting Professor (2023).

Jinan University (China), Center for Industrial Technology Economy and Management, Visiting Scholar (2018).

University of York (UK), York Management School, Centre for Evolution of Global Business and Institutions, Associate Fellow (2017).

University of Reading (UK), Center for International Business History, Visiting Scholar (2007).

Hagley Museum and Library, Visiting Scholar (2004)

Hagley Museum and Library - The George Washington University (USA), Visiting Scholar (2002)

#### TEACHING:

##### Undergraduate modules:

Economic History (in English and Spanish).

Spanish Economic History (in Spanish).

Introduction to Business Administration (in Spanish).

International Economics (in English).

Graduate modules:

International Economics (in English).

Business History (in English).

Historical Approach to Business & Economics (in English).

Historical Contextualization to Strategy & Innovation (in Spanish).

Supervision:

Supervision of undergraduate and master dissertations.

PROFESSIONAL SOCIETY MEMBERSHIP:

General Secretary of the Spanish Association of Economic History, AEHE (Council member 2015-2018; General Secretary 2019-2024)

President of the European Business History Association, EBHA (Council member 2018-2019; Secretary 2019-2023; President 2023-2025)

PAPERS AND ORGANIZATION OF SESSIONS IN REFEREED CONFERENCES:

Annual Conference of the European Business History Association.

Business History Conference Annual Meeting.

International Congress of the Spanish Association of Economic History.

Congress of the Contemporary History Association.

International Economic History Congress.

World Business History Congress.

EURAM.

AWARDS:

2 six-year research periods (*sexenios*).

Larruga Prize, given by the Spanish Association of Economic Historians to the best PhD dissertation in 2008-2010.

Carande Prize, given by the Spanish Association of Economic Historians in 2010 to the paper "Multinational enterprises, host business communities and development. The American direct investment in Spain (c.1900-1975)".

Finalist in the *Dissertation Prize Competition* of the *European Business History Association* (best PhD dissertation in 2010-2011). 16th EBHA Conference, 1<sup>st</sup> joint conference with BHSJ, Paris, September 1<sup>st</sup> 2012.

OTHER

Expert evaluator of the Spanish State Research Agency, research grants and postdoctoral fellowships (2019, 2020, 2022 and 2023).