

María Fernández Moya

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EMPLOYMENT

Associate Professor, Dept. of Economics, CUNEF Universidad, 2011- today

Visiting Professor, Universidad de Barcelona, 2010

Researcher, Family Business Chair, IESE Business School, 2007-2012

EDUCATION

PhD in Economic History from the Universidad Complutense de Madrid (2015)

MSc in Economic History from the Universidad Complutense de Madrid (2006)

FIELDS OF INTEREST

Business History, Internationalization of Spanish companies, Family Business, Uses of the Past

PUBLICATIONS

Fernandez-Moya, María, Álvaro-Moya, Adoración, & Puig, Nuria: "Supply-driven academic innovation. Establishing entrepreneurship education as a discipline in Spain (1974–2000s)," *Management & Organizational History*, 20(2), 160–188, 2025.

Fernández-Moya, María: "History-informed institutional change: Houghton Mifflin and the shifting dynamics of the US book publishing industry (1950–1970)," *Business History*, 67(5), 1400–1431, 2024.

Moschieri, Caterina; Fernandez-Moya, María: "A dynamic long-term approach to internationalization: Spanish publishing firms' expansion and emigrants in Mexico (1939–1977)", *Journal of International Business Studies*, 53 (5), 818-849, 2022.

Fernández Moya, María; Puig, Nuria: "Shaping the rules of the game: Spanish capitalism and the publishing industry under dictatorship (1939–1975)", *Business History*, 63 (8), 1273-1292, 2021.

Fernández Moya, María (2021). "Entre cultura y negocio La internacionalización de las editoriales", en Iolanda Galanes Santos, Ana Luna Alonso y Carmen Villarino Pardo (eds.), *Ferias internacionales del libro e invitados de honor*, Peter Lang, pp. 149-157.

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

Fernández Moya, María: "Battling Giants. Spanish Publishing multinationals in the First Global Economy", *Enterprise & Society*, 20 (4), 1007-1043, 2019.

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

Fernández-Moya, María. "Creating Knowledge Networks: Spanish Multinational Publishers in Mexico." *The Business History Review*, vol. 86, no. 1, 2012, pp. 69–98.

Fernández Moya, M. (2010). A family-owned publishing multinational: The Salvat company (1869–1988). *Business History*, 52(3), 453–470.

WORKING PAPERS

- (with C. Moschieri) The Past as a Symbolic Resource. The Case of Christian Dior.
- (with A. Colli) A Multidimensional View on Legacy: The Case of Ferragamo
- A New International Organizational Field: The Institutionalization of the Family Business Discipline (1950s–2000s)
- (With Nuria Puig) The Imperatives of Indigenous Business Landscapes in Management Education. Insights from Spanish IESE Executive Education Programs (1958-1976)

SELECTED ACADEMIC HONOURS AND GRANTS

Outstanding Doctoral Research Award, Faculty of Economics, Complutense University of Madrid – for doctoral dissertation.

Alfred D. Chandler Jr. Travel Grant, Business History Unit, Harvard Business School (2015). Awarded to support the research project "Big Business Sells Culture: The Transformation of the U.S. Publishing Industry."

Accredited as Associate Professor (Profesor Titular) by ANECA.

Recognized with two six-year research periods (sexenios) by ANECA.

Principal Investigator of the competitive research project “Historical Evolution of Cultural Industries in Spain and Their International Dimension”, funded by the Spanish Ministry of Science and Innovation (PID2022-141388NA-I00).

Member of the European project, Entrepreneurial Management for Fostering Innovation and Talents, EM4FIT, funded by the European Union’s Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 872618.
<https://em4fit.sdu.dk/>

SELECTED PRESENTATIONS CONFERENCES

She has presented her research at major international academic conferences, including the European Business History Conference (2022, 2023, 2024), the Academy of Management Conference (2024), the World Economic History Congress (2018, 2025), the International Congress of the Spanish Economic History Association (2022, 2025), and the Business History Conference (2021, 2022). In November 2022, she was invited as a Keynote Speaker at the History in Management and Organization Research Seminar.

PROFESSIONAL ACTIVITIES

Associate Editor of the *Journal of Evolutionary Studies in Business*, 2021-

Associate Editor, *RAE-Revista de Administração de Empresas*, 2022-

Vice-Secretary of the Spanish Association of Economic History (AEHE), 2019-2021

Member of the editorial committee of the journal *Investigaciones en Historia Económica*, 2015-2019, 2023-2025

Financial Manager, Fundación del Valle.