

Department: Economics and Business

Group Name: *Strategos*

Acronym:

Group Coordinator: Gómez Villascuerna, Jaime

ANEP Area(s): Economy

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Department Report: 15/12/2004

RESEARCH TEAM

Number of researchers: 8

<u>Researcher</u>	<u>Department</u>	<u>Professional category</u>
Gómez Villascuerna, Jaime	Economy and Business	FP
Orcos Sánchez, Raquel	Economy and Business	Interim Contract
Pérez-Aradros Muro, Beatriz	Economy and Business	Interim Contract
Queiruga Dios, Dolores Alicia	Economy and Business	ITP
Sainz Ochoa, Alberto	Economy and Business	TP
Salazar Terreros, Idana	Economy and Business	Interim Contract
Salinas Zárate, Rodolfo	Economy and Business	TP
Vargas Montoya, Pilar	Economy and Business	TP

COLLABORATORS

Nº of collaborators: 0

<u>Collaborators</u>	<u>Department</u>	<u>Professional category</u>
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Lines of research

Explanatory factors of the business results of the wine sector.
Development methods, intangible resources and business results.
Analysis of vertical relations between companies.
Ownership structure and business behaviour.
Structure and strategy in the agrifood sector.
Technology and innovation management.
Adoption of new technologies.
Analysis of the advantages of the pioneer.
Structure and strategy in the Spanish banking sector

Scientific and technological offer

Strategic analysis of industrial sectors. Within this section, the group has experience in analysis of competition and strategies developed by companies. It also studies new business opportunities, in both current and new markets.
Strategic analysis of the company: the offer focuses on analysing a company's resources and capacities, as well as studying its scope (both vertical and horizontal) and the design of its organisational structure.
Strategy design: proposal of different strategic alternatives for a company and assessment of their suitability. The group has conducted research or is interested in the analysis of merger, acquisition and internationalisation processes.
Organisation: proposals of alternatives for implementing strategies within an organisation and their possible adaptation.
Sectors in which the group has become specialised: agri-food sector (wine), banking sector and telecommunications (mobile telephony).

National and international relations

Luis Miguel Albizu, Azucena Gracia. Agrofood Research and Technology Centre. Department of Science and Technology, University of Aragon.
Simon Bell, The University of Melbourne.
Lucio Fuentelsaz, Department of Economics and Business Management, University of Zaragoza.
Carmen Galve Górriz, Vicente Salas Fumás. Department of Economics and Business Management. University of Zaragoza.
Javier Gimeno, INSEAD.
Generés Research Group, University of Zaragoza.
Luis Ángel Guerras Martín. Department of Business Organisation. Rey Juan Carlos University.
Emilio Huerta Arribas. Department of Business Management. Public University of Navarra.
Gianvito Lanzolla, Cass Business School, City University London.
Andy Lockett, Warwick Business School Business School.
Giulio Malorgio, Dipartimento di Economia e Ingegneria Agrarie, Università di Bologna.
Kamal Munir, Judge Business School.
Marta Ortiz de Urbina, Rey Juan Carlos University.
Yolanda Polo, University of Zaragoza.
Isabel Suarez, University of Salamanca.