

Department: Economics and Business

Group name: *Strategos*

Acronym:

Group Coordinator: Gomez Villascuerna, Jaime

ANEP Area/s: Economy

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Website:

Department Report: 15/12/2004

RESEARCH TEAM

No. of researchers: 8

<u>Researcher</u>	<u>Department</u>	<u>Professional Category</u>
Gomez Villascuerna, Jaime	Economics and Business	Full Professor
Orcos Sánchez, Raquel	Economics and Business	Part-time Hire
Pérez-Aradros Muro, Beatriz	Economics and Business	Part-time Hire
Queiruga Dios, Dolores Alicia	Economics and Business	Temporary Associate Professor
Sáinz Ochoa, Alberto	Economics and Business	Associate Professor
Salazar Terreros, Idana	Economics and Business	Part-time Hire
Salinas Zárate, Rodolfo	Economics and Business	Associate Professor
Vargas Montoya, Pilar	Economics and Business	Associate Professor

No. of collaborators: 0

COLLABORATORS

<u>Collaborators</u>	<u>Department</u>	<u>Professional Category</u>
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Research areas

Explanatory factors of business results in the wine sector.
Development methods, intangible resources and business results.
Analysis of the vertical relationships between companies.
Ownership structure and corporate behaviour.
Structure and strategy in the agri-food sector.
Management of technology and innovation.
Adoption of new technologies.
Analysis of the advantages of pioneering.
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 the analysis of competition and the strategies developed by companies. We also offer the study of new business opportunities, both in current markets and in new markets.
Strategic analysis of the company: the offer focuses on the analysis of the company's resources and capabilities, as well as the study of its reach (both vertical and horizontal) and the design of its organisational structure.
Design of strategies: proposal of different strategic alternatives for a company and evaluation of their adequacy. The group has conducted research or is interested in the analysis of merger, acquisition and internationalisation processes.
Organisation: proposals for alternative ways of implementing strategies within the organisation and possible adaptation of the same.
Sectors in which the group has specialised: agro-food sector (wine), banking and telecommunications (mobile phone).

National and International Relations

Luis Miguel Albizu, Azucena Gracia. Centre of Agri-food Research and Technology. 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 Management. Rey Juan Carlos University.
Emilio Huerta Arribas. Department of Business Management. Public University of Navarre.
Gianvito Lanzolla, Cass Business School, City University London.
Andy Lockett, Warwick 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.