

Cristina Villar

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Summary

Cristina Villar holds a PhD in Management (with extraordinary doctorate award in Economics). She is Associate professor of International Business at the University of Valencia. She is currently Senior Editor for the European Journal of International Management and member of the board at the European International Business Academy (EIBA).

Her research interests are at the intersection of international Business, innovation and organizational learning, focusing on the organization of the international company (global strategy and inter-regional expansion, global value chains, HQ-subsidary relationships) both in MNEs and SMEs. She regularly instructs these topics at undergraduate, master and doctorate level, as well as courses on research methodology. Dr. Villar has supervised 9 doctoral dissertations. She has also led and collaborated in several national research projects, as well as many industry applied projects aiming to promote firms' international competitiveness with relevant public institutions.

Course Taught	Quantitative Research
Main Topics	Design of quantitative research, Techniques (cluster analysis, OLS, SEM), Tools (SPSS, PLS)

Research Interest

Global Value Chains
Innovation and organizational learning
Entry modes and internationalization process
International competitiveness of manufacturing industries

Selected Publications

- Pla-Barber, J., Botella-Andreu, A., & Villar, C. (2021). Intermediate units in multinational corporations: A resource dependency view on coordinative versus entrepreneurial roles, *International Business Review*, 30, 101773.
- Pla-Barber, J., Botella-Andreu, A., & Villar, C. (2021) Intermediate Units in Multinational Corporations: Advancing Theory on their Co-parenting Role, Dynamics and Outcomes. *International Journal of Management Reviews*, in press.
- Villar, C., Pla-Barber, J. & Ghauri, P. (2020). Learning from foreign operation modes: the virtuous path for innovation. *Business Research Quarterly*, 23(2), 159-171.
- Villar, C., Dasí, À., & Botella-Andreu, A. (2018). Subsidiary-specific advantages for inter-regional expansion: The role of intermediate units. *International Business Review*, 27(2), 328-338.
- Villar, C., Alegre, J., & Pla-Barber, J. (2014). Exploring the role of knowledge management practices on exports: A dynamic capabilities view. *International Business Review*, 23(1), 38-44.

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