

Alicia BARROSO LUDEÑA

Contact and Personal Information

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Positions

Associate Professor, Business Department, Universidad Carlos III de Madrid, since 2020

Tenured Assistant Professor, Business Department, Universidad Carlos III de Madrid, 2013-2020

Juan de la Cierva Researcher, Universidad Carlos III de Madrid, 2013-2015

Assistant Professor, Business Department, Universidad Carlos III de Madrid, 2009-2012

Education

PhD in Economics, CEMFI and UNED, Spain, 2009 (Advisors Gerard Llobet and Jordi Jaumandreu)

Visiting: Harvard University, USA, Sep-Jun 2008 (Advisor: Ariel Pakes)

M. Sc. in Economics and Finance, CEMFI, Spain, 2004.

B.A. in Economics, Universidad Complutense de Madrid, Spain, 2001.

Short-Term Stays (Visiting Positions)

IE University, Mar-Jul 2019

Bocconi University, Apr-Jun 2012

Duke University Apr-Jun 2010

Toronto University, Mar-Apr 2010

Fields of interest

Business Strategy. Differentiated Product Markets. Diversification and Advertising

Research Projects, Awards and Grants

2018-2020 Grant from Spanish Ministry Economy, Industry and Competitiveness (IP)

2016-2019 Grant from Spanish Ministry Economy, Industry and Competitiveness

2015-2017 Grant from Fundación Ramon Areces (IP)

2014-2016 Grant from Spanish Ministry Economy, Industry and Competitiveness

2013-2015 "Juan de la Cierva" Grant from the Spanish Ministry of Science and Innovation

2011-2013 Grant from the Spanish Ministry of Science and Innovation

2010-2012 Grant from the Spanish Ministry of Education and Science

2006-2008 Grant from the Spanish Ministry of Education and Science

2005-2008 CEMFI scholarship

2002-2004 Fundación Caja Madrid scholarship

Publications

- "Product Portfolio Performance in New Foreign Markets: The EU Trademark Dual System", *Research Policy* (2019), 48(1), pp. 11-21 (joint with Giarratana, M.S., and Pasquini, M.)
- "Crowding, Satiation and Saturation: The Days of Television Series' Lives", *Strategic Management Journal* (2016), 37(3), pp. 565–585 (joint with Giarratana, M.S., Reis. S., and Sorenson, O.)
- "Product Proliferation Strategies and Firm Performance; the Moderating Role of Product Space Complexity", *Strategic Management Journal* (2013), 34, pp.1435–1452 (joint with Giarratana, M.S.)
- "Corporate Social Responsibility and Inventory Policy", *International Journal of Production Economic*, (2013), 143(2), pp. 580-588 (joint with Barcos, L., Surroca, J., and Tribó, J.A.)
- "Advertising and Consumer Awareness of New Differentiated Products", *Journal of Marketing Research* (2012), 49(6), pp. 773-792 (joint with Llobet, G.).

Conference and Seminar Presentations

- 2019 SMS 39th Annual Conference (Minneapolis, USA)
- 2015 Seminar Universidad Pública de Navarra (Navarra, Spain)
- 2014 SMS 34th Annual Conference (Madrid, Spain)
- 2013 The 73th Annual Meeting of the Academy of Management (Orlando, USA)
- 2012 The 72th Annual Meeting of the Academy of Management (Boston, USA)
- 2010 XXV Jornadas de Economía Industrial (Madrid, Spain)
- 2010 Seminar Fuqua School of Business, Duke University
- 2010 16th International Symposium on Inventories (Budapest, Hungary)
- 2009 XXIV Jornadas de Economía Industrial (Vigo, Spain)
- 2008 Seminar Harvard University, Economic Department
- 2008 NIE Winter Meeting (Loughborough, England)
- 2008 XXIV Jornadas de Economía Industrial (Reuss, Spain)
- 2008 Workshop The Economics of Advertising and Marketing (Frankfurt, Germany)
- 2008 Ninth CEPR Conference on Applied Industrial Organization (Paris, France)
- 2008 RNIC Structural Models in Industrial Organization Workshop (Mannheim, Germany)
- 2007 34th EARIE Conference (Valencia, Spain)
- 2006 33rd EARIE Conference (Amsterdam, Holland)

Administrative and Management Responsibilities

- Since 2020 Director of the Postgraduate Business School at Carlos III University of Madrid
- Since 2016 Deputy Director of the Master In Marketing, Uc3m
- Since 2015 Member of the Uc3m Computer Council
- Since 2014 Director of the On-Line Master In Commerce Management, Uc3m
- 2014-2016 Co-Director of the Master In Marketing, Uc3m
- 2011-2015 TFG Coordinator of ADE and FICO (Secretary of University Department), Uc3m
- 2009-2012 Erasmus academic coordinator, Uc3m

Teaching Merits

- Average teacher evaluation in different undergraduate and graduate courses of 4.5
- Three awards for teaching excellence (two awarded by UC3m in 2014 and 2016)
- More than twenty letters for excellent teaching results from the Vice-Rector's Office for Studies, Uc3m
- Participation in two teaching projects
- Supervision of more than 30 Master and Bachelor Theses