

Dr. Juan P. Maicas

Professor of Strategy • Department of Management
University of Zaragoza, C/ Atarazanas, 4, 44003 Teruel, España (Spain)
E: jpmaicas@unizar.es • T: +34 978 645386 • M: +34 629 028892

<https://empresa.unizar.es/personal/juan-pablo-maicas-lopez> • <https://lideera.unizar.es/jpmaicas>

ACADEMIC POSITIONS

University of Zaragoza

- Professor of Strategy, 2021 –
- Associate Professor of Strategy, 2010–2021
- Assistant Professor of Strategy, 2005–2010
- Research Assistant, 2001–2005

Cass Business School, London, UK

- Visiting Researcher, May 2008 – February 2009

EDUCATION

University of Zaragoza, Zaragoza, Spain

- Ph.D. in Strategic Management, January 2001 – June 2005
- Dissertation: Strategic analysis of the impact of switching costs and network effects on the European mobile communications industry
- BSc in Management, September 1995 – June 1999

RESEARCH & TEACHING INTEREST

Research Interest: Competitive Advantage, Competitive Strategy, First Mover Advantages, Entry Strategies, Multimarket Competition, Competitive Dynamics, Institutional Theory, Innovation strategies, Entrepreneurship, Mobile Communications Industry

Teaching Interest: Business and Corporate Strategy, Innovation, Industrial Economics, Digital Strategy

RESEARCH

Publications

“Do You Need to be Risk-Tolerant to Become an Entrepreneur? The Importance of the Reference Point” (with L. Fuentelsaz and J. Montero), **Entrepreneurship Research Journal**, 2020 (forthcoming)

“Multimarket Pioneers: Does Multimarket Contact Improve their Performance?” (with B. Domínguez and J. Gómez), **Long Range Planning**, 2021

“High-growth aspirations entrepreneurship and exit. The contingent role of market-supporting institutions” (with L. Fuentelsaz and C. González), **Small Business Economics**, 2021

“The effect of informal and formal institutions on foreign market entry selection and performance” (with L. Fuentelsaz and E. Garrido), **Journal of International Management**, 2020

“Opportunity Entrepreneurship through the Interplay between Formal and Informal Institutions” (with L. Fuentelsaz and C. González), **BRQ Business Research Quarterly**, 2019

“Exploration, exploitation and innovation performance: Disentangling the evolution of industry” (with P. Bernal and P. Vargas), **Industry and Innovation**, 2019

“Entrepreneurs and innovation: the contingent role of institutional context” (with L. Fuentelsaz and J. Montero), **International Small Business Journal**, 2018

- “The role of industry dynamics in the sustainability of first movers’ advantage” (with J. Gómez and G. Lanzolla), **Long Range Planning**, 2016
- “Customer base management and future profitability in information technology industries” (with J. Sesé), **European Management Review**, 2015
- “How different formal institutions affect opportunity and necessity entrepreneurship” (with L. Fuentelsaz, C. González and J. Montero), **BRQ Business Research Quarterly**, 2015
- “Incumbents, technological change and institutions: How the value of complementary resources varies across markets” (with L. Fuentelsaz and E. Garrido), **Strategic Management Journal**, 2015
- “A strategic approach to network value in network industries.” (with L. Fuentelsaz and E. Garrido), **Journal of Management**, 41(3), 2015.
- “The institutional dimension of strategy: How to measure it” (with E. Garrido, J. Gómez and R. Orcos), **Business Research Quarterly**, 17, 2014
- “Switching Costs, Network Effects and Competition in the European Mobile Telecommunications Industry.” (with L. Fuentelsaz and Y. Polo), **Information Systems Research**, 23(1), 2012
- “Do Switching Costs Mediate the Relationship between Entry Timing and Performance?” (with J. Gómez), **Strategic Management Journal**, 32(12), 2011 (lead article)
- “The Role of Network Effects and Switching Costs in Determining Mobile Users’ Choice.” (with Y. Polo and F.J. Sesé), **Journal of Information Technology**, 24(2), 2009
- “Reducing the level of switching costs in mobile communications: the case of mobile number portability.” (with Y. Polo and F.J. Sesé), **Telecommunications Policy**, 33(9), 2009
- “The Evolution of Mobile Communications Industry: The Transition from the Second to the Third Generation.” (with L. Fuentelsaz and Y. Polo), **Telecommunications Policy**, 32(6), 2008
- Papers under review and working papers**
- “The role of country institutions in first-mover performance”. (with J. Gómez and G. Lanzolla), **R&R Global Strategy Journal**
- “International expansion as a competitive response in the global marketplace”. (with B. Domínguez and J. Gómez), **R&R Global Strategy Journal**
- “Navigating windows of opportunity: The role of international experience”. (with E. Garrido and C. Giachetti), **R&R Strategy Management Journal**
- “Why does the social status of entrepreneurs vary across countries? An institutional approach”. (with L. Fuentelsaz and J. Montero)
- “When do firms prefer high-quality institutions in the host country? A contingency-focused study in the mobile telecommunications industry”. (with B. Domínguez and Jaime Gómez)
- “Understanding the innovative behaviour of firms: The effect of persistence decisions on innovation performance”. (with P. Bernal y P. Vargas)
- “The two sides of persistence in collaboration: Explaining innovation performance through partner choices”. (with P. Bernal y P. Vargas)
- “What determines the brand-naming strategy of MNEs? An analysis in the global mobile telecommunications industry”. (with B. Domínguez, E. Garrido and M. González)

“The impact of technological changes on industry configuration and consumer and business welfare”. (with B. Domínguez and Jaime Gómez)

“Irresponsible behaviors under the media spotlight”. (with E. Garrido, J. Gómez and R. Orcos)

“The institutional based-view of the entrepreneurial process”. (with L. Fuentelsaz, C. González and J. Montero)

“When "fake it till you make it" succeeds: the dark side of pioneers in decarbonization”. (with L. Fuentelsaz, L. López and X.H. Vázquez)

“Environmental regulation and competitiveness. The role of the institutional environment in the Porter hypothesis”. (with E. Esteban and C. Ferrer)

Other Publications in Referred Journals

“Multimarket contact and performance in the European mobile telecommunications industry” (with L. Fuentelsaz and J. Gómez), **Revista de Economía Aplicada**, XXII, 2014.

“New competition context in the mobile communications industry?: Competing through the iPhone”. (with P. Mata), **Universia Business Review**, 31, 2011

“Are there any hope for the follower? Evidence from the mobile communications industry.” (with J. Gómez). **Universia Business Review**, 26, 2010

“A study of the magnitude and drivers of switching costs in the mobile communications industry.” (with F.J. Sesé), **Cuadernos de Economía y Dirección de la Empresa**, 35, 2008

“The impact of customer relationship characteristics on customer switching behavior differences between switchers and stayers.” (with Y. Polo and F.J. Sesé), **Managing Service Quality**, 16(6), 2006

“Assessments of the New Economy Scenario.” (with L. Fuentelsaz and Y. Polo), **Qualitative Market Research: An International Journal**, 5 (4), 2001

Other Publications in Referred Journals (in Spanish)

“El papel de los efectos de red y los costes de cambio en la elección de compañía de telefonía móvil.” (with Y. Polo and F.J. Sesé), **Revista Europea de Economía y Dirección de Empresas**, 2009

“El papel de los costes de cambio en las relaciones con los clientes a largo plazo.” (The impact of switching costs on long-term relationships) (with Y. Polo and F.J. Sesé), **Universia Business Review**, 14, 2007

“Un modelo de competencia en presencia de costes de cambio y efectos de red.” (A model of competition with switching costs and network effects) **Cuadernos Aragoneses de Economía**, 17(2), 2007

“Costes de Cambio y Efectos de Red en la Industria de la Telefonía Móvil. El Referente Español.” (Switching costs and network effects in the Spanish mobile communications industry) **Economía Industrial**, 361, 2006

“Hacia una gestión eficiente de las Tecnologías de la Información y las Comunicaciones (De la paradoja de Solow a la inversión indiscriminada en TIC).” (Towards an efficient management of Information and Communication Technologies) (with L. Fuentelsaz and Y. Polo), **Universia Business Review**, 6, 2005

“Economía digital y estrategia empresarial: un análisis desde la dirección estratégica.” (Digital Economy and firm strategy: an approach from strategic management) (with L. Fuentelsaz and Y. Polo), **Revista de Empresa**, 5(jul-sep), 2002

Research reports and teaching cases (in Spanish)

“Informe Global Entrepreneurship Monitor (GEM) Aragón,” 2008-2020

PRESENTATIONS AND CONFERENCES

- Academy of Management (2008, 2009, 2011, 2012, 2014, 2019)
- Strategic Management Society (2011, 2012)
- EURAM (2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020)
- DRUID (2010, 2020)
- Iberoamerican Academy of Management (2005, 2007, 2009, 2011)
- Congresos nacionales
- Congreso Nacional ACEDE (2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2021, 2022)

AWARDS & GRANTS

Research Grants

- “Firm strategy, competitive dynamics and innovation”, Ministerio de Ciencia e Innovación, septiembre 2021-septiembre 2024, 50.118,20 euros, IP: Jaime Gómez e Idana Salazar.
- “La estrategia de la empresa en entornos dinámicos: competencia, innovación y emprendimiento”, Ministerio de Economía y Competitividad, enero 2018-diciembre 2020, 39.930€, IP: Juan P. Maicas y Lucio Fuentelsaz.
- “Estrategias de innovación y emprendimiento ante el nuevo entorno económico e institucional”, Ministerio de Economía y Competitividad, enero 2015-diciembre 2017, 58.000€, IP: Juan P. Maicas y Lucio Fuentelsaz.
- “Estrategias de innovación y creación de valor en la empresa”, Ministerio de Ciencia e Innovación, diciembre 2011-diciembre 2014, 93,130 euros, IP: Jaime Gómez.
- “Tecnología, estrategia y resultados en la empresa española”, Ministerio de Ciencia y Tecnología, diciembre 2008-diciembre 2011, 82,280 euros, IP: Lucio Fuentelsaz.
- “Similitud estratégica, competencia multimercado y resultados”, Ministerio de Ciencia y Tecnología, diciembre 2005-diciembre 2008, 44.982 euros, IP: Lucio Fuentelsaz.
- “Competencia multimercado y rivalidad en el sector bancario español”, Ministerio de Ciencia y Tecnología, noviembre 2002-octubre 2005, 54.584 euros, IP: Lucio Fuentelsaz.

Research Awards

- Best paper award “Market-supporting institutions, society's uncertainty avoidance and first-mover advantages in the telecommunications industry”. XXIX Congreso Nacional de ACEDE A Coruña, 2019.
- Best paper award “Challenging the leader in the presence of market changes: the role of international experience”, XXVIII Congreso Nacional de ACEDE celebrado en Valladolid, 2018.
- Finalist Best paper award “What matters most?: Balancing formal and informal institutions in the FDI process”. XXIV Congreso Nacional de ACEDE, Castellón, 2014.
- International Management división best paper award “What matters most?: Balancing formal and informal institutions in the FDI process”. XXIV Congreso Nacional de ACEDE, Castellón, 2014.
- Finalist Best Strategic Management SIG Paper “A strategic approach to network value in information markets”. XI EURAM Conference, Tallin (Estonia), 2011.
- Finalist Strategy Division best paper award "A strategic approach to network value in information markets". XX Congreso Nacional de ACEDE, Granada, Spain, 2010.
- Strategy Division best paper award, “Technological discontinuity, market evolution and FM’s performance. The case of the mobile service industry” XIX Congreso Nacional de ACEDE, Toledo, Spain, 2009
- Finalist Best paper award, “An empirical assessment of the impact of switching costs and first mover advantages on firm performance” XVIII Congreso Nacional de ACEDE, Leon, Spain, 2008
- Finalist for the Highly Commended Paper Award for the year 2006, Managing Service Quality, “The impact of customer relationship characteristics on customer switching behavior: differences between switchers and stayers”
- Managing Service Quality Best Paper Award The impact of customer relationship characteristics and customer demographics on customer switching behaviour: differences between “switchers” and “stayers””, 13th International Conference on Recent Advances in Retailing and Consumer Services Science (EIRASS conference), Budapest (Hungary), 2006
- Best doctoral dissertation, Catedra Telefonica, 2006
- Fellowship, Aragon council, 33.000€, 2001-2003

- Mobility grant, Spanish Secretary of State of Universities and Research, 11.950€, 2008
- Mobility grant, CAI Europa, 5.000€, 2008

OTHER PROFESSIONAL ACTIVITIES

University of Zaragoza Service

- Director of the Máster en Desarrollo Empresarial, 2019-
- Associate Dean of International Affairs, 2011-2015
- Coordinator of the course “Economics of electronic commerce”, 2004 - 2007
- Coordinator of the course “Impacto de las TIC en los negocios del siglo XXI”, 2004
- Organizer and chairman of the workshop “Nuevas Tendencias de Investigación en la Sociedad de la Información”, 2007
- Ph.D. programme, student supervisor, Elisabet Garrido
- Secretary of IT commission, 2005 -
- Deputy of the Department of Economía y Dirección de Empresas (Ph.D. students’ affairs), 2002-2003

Professional affiliations

- Academy of Management (BPS), 2008 –
- European Academy of Management 2011-
- Iberoamerican Academy of Management, 2005 –
- Asociación Científica de Economía y Dirección de la Empresa (ACEDE), 2006 -

Ad hoc reviewer

Journals

- *Journal of Management, Information Systems Research, Long Range Planning, Technological Forecasting and Social Change, Industry and Innovation, International Small Business Journal, Entrepreneurial and Regional Development, Information Economics and Policy, Telecommunications Policy, Information and Management, Business History, BRQ Business Research Quarterly, Netnomics*

Conferences

- *Academy of Management, Iberoamerican Academy of Management, Congreso Nacional de ACEDE*

Editorial Contributions

BRQ Business Research Quarterly, Editor-in-Chief (2021- Present)

BRQ Business Research Quarterly, Associate Editor (2010- 2014)

Universia Business Review, Associate Editor (2014- 2016)

Journal of Management, Editorial Board (2014-2020)

UCJC Business and Society Review (formerly Universia Business Review), (2016-Present)

PERSONALS

Nationality	Spanish
Languages	English (fluent), Spanish (mother tongue)
Home address	C/ Pedro IV, No.13, 2ºA, 44002, Teruel (Spain)