

**Part A. PERSONAL INFORMATION**

CV date	April 22, 2022
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First and Family name	Pedro Mata		
ID number	17.721.371-D	Age	53
Researcher codes	ORCID ID	0000-0002-0259-8814	
	WoS Researcher ID	-	

**A.1. Current position**

University	Esic Business and Marketing School		
Department	Management (Administración y Dirección de Empresas)		
Address and Country	Vía Ibérica, 28. E50012 Zaragoza		
Phone number	+34 976 35 0714	E-mail	<a href="mailto:pedro.mata@esic.edu">pedro.mata@esic.edu</a>
Current position	Associate Professor	From	5/2016
Key words	Management, Finance, Entrepreneurship		

**A.2. Education**

PhD, Licensed, Graduate	University	Year
BSc (Licenciado)	Zaragoza	1990
MSc	Zaragoza	2009
PhD	Zaragoza	2018

**A.3. General indicators of quality of scientific production**

34 citations in google Scholar

2 articles in Q2 journals (*Economic Research-Ekonomiska Istraživanja*), 1 article in Q4 (*Universia Business Review*), and one book chapter (with an editorial included in the Scholarly Publishers Indicators in the first decile).

**Part B. CV SUMMARY** (max. 3500 characters, including spaces)

Pedro Mata holds a Bachelor of Economics and Business Sciences, with a major in Marketing, from the University of Zaragoza (Unizar). In 2018, he received his doctorate in "Economics and organizations management" in this same University. Pedro has 2 additional postgraduate degrees from Unizar and the University of Houston, USA. He has published a total of 6 articles, and 1 book chapter and has participated in more than 14 congresses and conferences, including Scientific Committees. He has been teaching since 2010, alternating between Unizar, University of San Jorge and ESIC Business & Marketing School at their various campuses. A practitioner, Pedro has always complemented the academic activity with the professional one. Specialized in international finance, strategy and management, Pedro was the VP for Corporate Development in Europe and COO in Spain and Portugal for a Nasdaq listed company. He currently partners in a consulting firm dedicated to strategy and corporate transactions.

**Part C. RELEVANT MERITS**

**C.1. Selected publications**

- Mata, P., Buil, T., & Gómez-Campillo, M. (2021). COVID-19 and the reorientation of communication towards CSR. *Economic Research-Ekonomiska Istraživanja*, 1-21. <https://doi.org/10.1080/1331677X.2021.1986674>
- Buil Lopez-Menchero, T., Mata García, P., Gomez Campillo, M., & Delgado-de Miguel, J. F. (2021). Outlets malls of the future: an approach to customer's expectations. *Economic Research-Ekonomiska Istraživanja*, 34(1), 2593-2608. <https://doi.org/10.1080/1331677X.2020.1835519>



3. Fuentelsaz, L., Maícas, J. P., & Mata, P. (2018). Institutional dynamism in entrepreneurial ecosystems. In: *Entrepreneurial Ecosystems* (pp. 45-65). Springer, Cham. [https://link.springer.com/chapter/10.1007/978-3-319-63531-6\\_3](https://link.springer.com/chapter/10.1007/978-3-319-63531-6_3)
4. Maicas, J. P., & Mata, P. (2011). ¿Nuevo escenario competitivo en la industria de la telefonía móvil?: Compitiendo a través del iPhone. *Universia Business Review*, (31), 60-81. <https://journals.ucjc.edu/ubr/article/view/801>

#### Other publications

1. Fuentelsaz, L., González, C., Maícas, J. P., & Mata, P. (2017). ¿Qué fue antes, la ciencia o el mercado? La orientación al mercado de las spin-offs universitarias. *Economía industrial*, (404), 53-62. <https://dialnet.unirioja.es/servlet/articulo?codigo=6117392>
2. Mata, P. (2014). El ecosistema del emprendimiento en Aragón. *Cuadernos aragoneses de economía*, 24(1-2), 141-158. <https://dialnet.unirioja.es/servlet/articulo?codigo=4953419>

#### C.2. Research projects (selection)

1. **2020-2022**, “Strategy and Entrepreneurship Research Group” (LIDEERA) (S64\_20R). Spanish Ministry of Science and Innovation. 26.023 €. **Gobierno de Aragón**. Researcher.
2. **2011-2012**, “ Creación de Valor en las Organizaciones” (CREVALOR) (S17). 88.357 euros. **Gobierno de Aragón**. Researcher.

#### C.3. Contracts, technological or transfer merits

#### C.4. Conference presentations

##### *Regular participant in the following conferences*

- ACIEK
- AEDEM
- IMAT

#### C.5. Doctoral dissertations supervised in process

#### C.6. Other merits

##### Professional activities

- Financial services and consulting in various companies for 10 years.
- Corporate Development and management in the insurance industry for 6 years.
- Private Equity and Angel Investing 10 years.
- Corporate Finance and Strategic Consulting for 10 years.

##### Other activities

- Reviewer and/or Chair in various international conferences: EIBA, ACIEK, AEDEM or IMAT.

##### Seminars and invited presentations

- U. de Zaragoza, U. San Jorge, U. Jaime I, Esic University.