

THE RESEARCH GROUP'S EXPERTISE "STRATEGIC LEADERSHIP, KNOWLEDGE AND INNOVATION IN A GLOBAL ECONOMY"



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RESUMEN

The research group "*Strategic Management, Knowledge and Innovation in a Global Economy*" at the University of Alicante studies how family businesses, multinationals and SMEs can grow, innovate and expand internationally. Its main areas of work are strategic management, knowledge management, business clusters, and sustainability and corporate social responsibility, all of which are applicable to companies in any sector, although its work in the tourism sector and also in the food and drink sector (primarily the wine sector) is particularly noteworthy.

It is also worth mentioning its work focusing on the natural stone and marble sector. With over 400 scientific publications and involvement in national and European projects, the centre offers consultancy, training and applied research to companies and institutions.

VENTAJAS Y ASPECTOS INNOVADORES

ADVANTAGES

Collaborating with the research group offers the following advantages:

- 1) Specialised and proven expertise: over a decade of accumulated research in business management, tourism and knowledge management.
- 2) Publications in the world's leading scientific journals, guaranteeing the methodological rigour of the analyses and assessments carried out.
- 3) A multidisciplinary team with complementary skill sets, capable of tackling complex business problems from multiple perspectives.
- 4) Access to international research networks and collaboration with European universities and organisations.
- 5) Experience in managing EU-funded projects, which facilitates the participation of business partners in EU calls for proposals.
- 6) Ability to translate scientific knowledge into practical solutions that can be directly applied within organisations.
- 7) Tailor-made specialist training for companies and institutions in high-demand areas such as talent management, internationalisation and strategic innovation.

INNOVATIVE ASPECTS

What sets this research group apart from other academic teams is its cross-cutting nature: the same lines of research –knowledge, clusters, family businesses, ambidexterity, and sustainability and corporate social responsibility– are applied in an integrated manner, producing a more comprehensive and useful assessment for organisations. The business is not studied in isolated parts, but as an interconnected system.

Furthermore, the group combines advanced quantitative methods (statistical models and structural equations) with qualitative approaches (interviews and focus groups), enabling it to identify patterns in large samples whilst also delving deeper into the specific realities of businesses.

The research group is a pioneer in applying concepts such as 'organisational ambidexterity' and 'green intellectual capital' to the Spanish tourism and wine sectors, representing an innovative contribution that provides companies in both sectors and public institutions with analytical frameworks and recommendations that are not yet widely available in the consultancy market.

APLICACIONES DE LA OFERTA

The knowledge accumulated by the research group is particularly useful for a wide range of public and private organisations, including:

Tourism and hospitality sector: Hotels, hotel chains, travel agencies, tourist destinations and destination management organisations can benefit from consultancy on competitive strategy, digital talent management and sustainability. The group has extensive experience in this sector, as reflected in publications in leading international tourism journals.

Food and drink sector (wine industry): Wineries, cooperatives, regulatory councils, designations of origin and agri-food companies can benefit from consultancy on competitive strategy, innovation, internationalisation and sustainability.

Sports sector: Clubs, federations, sports event organisers, destinations and public authorities can benefit from assessments, analyses and studies on strategic management, governance, sustainability and the professionalisation of sports organisations, as well as on the development of sports tourism.

Family businesses: The group offers diagnostic tools and recommendations for the professionalisation of management, succession planning and the internationalisation of family businesses, which make up the majority of Spain's business sector.

Small and medium-sized enterprises in cluster environments: SMEs located in industrial districts or business parks can obtain an analysis of their regional competitive advantages and recommendations for strengthening intra-cluster cooperation and their international presence.

Public administrations and regional development agencies: Regional tourism departments, regional development agencies, provincial councils and local councils can commission studies on the competitiveness of their regions, the economic impact of tourism or the training needs of their business community.

Training centres and universities: The group can contribute to curriculum design, specialised content and teacher training in areas related to strategic leadership, knowledge management and entrepreneurship in global economies.

International organisations and European research networks: Its experience in European projects (the Erasmus+ Programme and Blueprints for Sectorial Cooperation) makes the group a strategic partner for international consortia seeking high-level scientific representation from Spanish universities.

COLABORACIÓN BUSCADA

The research group is seeking public entities, private companies or research organisations to:

- Set up R&D&I projects with the aim of opening up new lines of research.
 - Produce technical or advisory reports.
 - Provide specific training or technical support in areas requiring a high level of expertise.
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