En este apartado, hemos seleccionado algunos de los case studies más representativos publicados por nuestras autoras durante los dos últimos cursos académicos.
CASE STUDIES

MARKETING

Arancha Larrañaga
Launching a Pringles Line Extension in Spain

Carmen Abril Barrie
IKEA: Global Brand Communication

Dushinka Karani
Digital Marketing: Social Media and Mobile Marketing

Marta Albors
Halo Top: Strategic Marketing Analysis

LAW

Pilar Galeote
World Languages
Roomates, S.A.
Spanish Product & Food
Quick Law, S.A.

Sara Sánchez Fernández
Go Green
Finetich

Teresa Martín
La Sonrisa Máxima
Celia de Anca
Jordan's sovereign Sukuk
Innovation at Play

Susana Martínez Meyers
Becoming a Bond Broker

Eva Ballesté
El Caso del Club de Exportadores

Martina Pasquini
Arrogant Brewery
The Case of ECOLAF: Because there is not planet B

Aloña Martiarena
Sofía López: Servicios Ambientales, S.L.

Rachida Justo
Playgiga: the Growth Pains of a Pioneer in Cloud Gaming

#iewomen
#ieeditorial
ECONOMIC ENVIRONMENT

Gayle Allard
Ethiopia II. Doing Business at the Bottom of the Pyramid

HUMANITIES

Mariana Segura
Spanish Steps. Dos roles A y B.

Pilar Galeote
Spanish Steps. Dos roles A y B.

INFORMATION SYSTEMS & TECHNOLOGIES

Konstantina Valogianni
Machine Learning

QUANTITATIVE METHODS

Raquel Martín Benito
Beauty
Dielsur
Empanador
Dream Hotels
LAUNCHING A PRINGLES LINE EXTENSION IN SPAIN

Arancha Larrañaga (2018)

The case shows how the protagonist needs to work on two fronts: the European innovation team and the local trade team, to ensure the best fit with customers, consumers and shoppers.

IKEA: GLOBAL BRAND COMMUNICATION

Carmen Abril Barrie (2018)

This case details a brief history of IKEA and focuses on the communication strategy used by the brand in 2014, with an emphasis on IKEA Ibérica and its decisions in the Spanish market.

HALO TOP: STRATEGIC MARKETING ANALYSIS

Marta Albors (2019)

This case is based on the Halo Top’s ice cream brand in the US, using it as an example to guide a discussion about marketing strategy and show how a small brand can thrive in a mature market with powerful competitors.

#iewomen #ieeditorial
GO GREEN

Sara Sánchez

Go Green has a number of healthy food restaurants in Spain and Italy. In 2019, the Company decided to enter into the food delivery business and to build its own system to manage the customer’s requests using digital ledger technology (DLT).

LA SONRISA MÁXIMA

Teresa Martín (2019)

Secunda and Prima are going to open a new clinic together in Spain, but have mistakenly made investments on account of the new company. The students are asked to regularise this situation with a long-term solution.

WORLD LANGUAGES

Pilar Galeote (2019)

Un grupo de amigos de diversas nacionalidades deciden crear una app para localizar academias de idiomas. El estudiante deberá poner solución a los problemas que se plantean durante el proceso de creación de la app.
INNOVATION AT PLAY

Celia de Anca (2018)

Mariam Fatima has recently joined Amana Bank as a member of the New Product Initiatives Division to finally offer lower-middle-class individuals the opportunity to borrow money more securely.

JORDAN’S SOVEREIGN SUKUK

Celia de Anca (2018)

The Sukuk sector is the fastest growing sector of the Islamic Finance Industry and it has been widely embraced globally. The Jordan Sovereign Sukuk transaction was pioneer in the country.

BECOMING A BOND BROKER

Susana Martínez Meyers (2019)

Students have to find the price of four bonds in real market conditions, they will work in teams using different hypothesis of two different brokerage houses. The process will let them apply formulas and talk about the concept of risk structure.

EL CASO DEL CLUB DE EXPORTADORES

Eva Ballesté (2019)

This case wants the student to feel closer to the non-profit organization, showing the great value they can add to its associates as well as to society.

#iewomen
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ARROGANT BREWERY

Martina Pasquini (2018)

This case puts students in the shoes of founding partner of a San Diego-based craft brewery as they make their entrance into the craft beer market. Using a multimedia layout, learners will have to make crucial strategic decisions.

THE CASE OF ECOALF: BECAUSE THERE IS NOT PLANET B

Martina Pasquini (2019)

The case is a Spanish sustainable fashion brand. By providing information on its products and initiatives, while illustrating the difficulty of balancing social and financial goals, this case introduces a real-world setting.

ETHIOPIA II. DOING BUSINESS AT BOTTOM OF THE PYRAMID

Gayle Allard (2018)

Here we display the first-hand accounts from those who have spent time in large and small companies and can relay the challenges of doing business in the bottom of the pyramid.
PLAYGIGA: THE GROWTH PAINS OF A PIONNER IN CLOUD GAMING
Rachica Justo & Santiago Maguzu (2019)

PlayGiga, a technology start-up, had developed a technology to enable users to play videogames from the cloud, without needing a gaming console or a PC. The CEO needed to prove the market acceptance for the new service.

SOFÍA LÓPEZ: SERVICIOS AMBIENTALES, S.L.
Aloña Martiarena & Matthias Tietz (2019)

This case is about how Sofía López founded “Servicios Ambientales”, an environmental services agency, thanks to her can-do attitude, positivism and convincing communication.

THE MIND MEETS THE MARKET
Ellen Hamilton (2019)

To help participants understand the concepts of sensory marketing in a practical and visual way, they will support a character named Maria, an entrepreneur that wants to open a new cafe in Madrid.

#iewomen #ieeditorial
En este apartado, hemos seleccionado algunas de las publicaciones de *applied research* más representativas publicadas por nuestras autoras durante los dos últimos cursos académicos.
Aloña Martiarena
Construyendo una mejor Resiliencia Empresarial

Concepción Galdón
Digital Transformation for Inclusive Business Development Project

Martina Pasquini
The Impact of Corporate Social Responsibility Actions on Employer Branding among Millennials

María Alvarado
Decoding Customer Centricity

María Eizaguirre
Decoding Customer Centricity

Pilar Rojo
Primer Barómetro de Experiencia de Empleo
DECODING CUSTOMER CENTRICITY

María Eizaguirre
María Alvarado
IE Center for C-Centricity

A review of the literature and benchmarking have shown that there is no working definition of Customer Centricity—certainly, no universal working definition.

Furthermore, the use by both companies (mainly) and scholars of vague phrases like “putting customers at the HEART of everything we do” or “putting customers first” in place of customer centricity requires specific attention. Indeed, are these attempts enough and what does this mean for customer centricity?

PRIMER BARÓMETRO DE EXPERIENCIA DE EMPLEADO

Pilar Rojo
IE HR Center

Necesitamos saber cómo se sienten nuestros empleados a bordo. Su experiencia en nuestras organizaciones habla de lo que somos como empresas. Nuestros clientes y la sociedad en general nos perciben a través de ellos.

El elemento humano es el que marca la diferencia y el que puede contribuir de forma decisiva a alcanzar los mejores resultados. Pero, ¿pueden medirse las sensaciones de nuestros profesionales? Eso es precisamente lo que hemos conseguido gracias al Primer Barómetro de Experiencia de Empleado en España (BEX).
DIGITAL TRANSFORMATION FOR INCLUSIVE BUSINESS DEVELOPMENT PROJECT

Concepción Galdón  
IE's Social Innovation Center

This project combines fieldwork and academic research. It is aimed at designing, developing and testing a methodology to promote technology adoption among small business owners.

The project involves the implementation of e-commerce and online marketing tools in very small businesses that are excluded from the opportunities available to entrepreneurs in the so-called “startup ecosystem”.

CONSTRUYENDO UNA MEJOR RESILIENCIA EMPRESARIAL

Aloña Martiarena  
IE's Social Innovation Center

El objetivo de este informe es comprender e identificar las características y estrategias que fomentan la resiliencia de las pequeñas y medianas empresas (PYMEs) en el contexto de la ciudad de Madrid, con un foco particular en aquellas que son dirigidas por mujeres o por migrantes.
This report is the outcome of a research project sponsored by Coca-Cola Europa Partners (CCEP) accomplished during 2018. The main objective of the project was to examine the salience of different Corporate Social Responsibility (CSR) actions on a critical intangible assets for each company: its Employer Branding among Millennials.
Arancha Ruiz
Ahora o nunca: 5 claves para dar grandes pasos en tu carrera profesional

Celia de Anca
Beyond Tribalism

Custodia Cabanas
Comunicar para transformar

Elena Alfaro
Forever Young Strategy

Jacqueline Brassey
Advancing authentic confidence through emotional flexibility (co-author Nick Vam dam)

Laura Martínez de Guereñu
Bauhaus in and out. Perspectivas de España. Perspective from Spain (co-author Carolina B. García Estévez)

Luz Rello
Superar la dislexia: Una experiencia personal a través de la investigación

Margarita Mayo
Yours Truly

#iewomen
#ieeditorial
María Eugenia Girón
*Sustainable Luxury and Social Entrepreneurship*

Marina Aksenova
*Breaking the cycle of mass atrocities criminological and socio-legal approaches in international criminal law*

Marta García Aller
*El fin del mundo tal y como lo conocemos*

Mireia Murguiondo
*Habla sin miedo*

Nítida Pastor
*Vuelta a lo natural*

Susana Campuzano
*La Fórmula del Lujo*

Susana Malcorra
*Pasión por el resultado: El liderazgo femenino ante las grandes decisiones*

Teresa Ruano
*Blanqueo de Capitales*

Viviana Fernández
*Te dibujaré una armadura*
PUBLICATIONS RELATED TO GENDER
The Impact of Family Issues and Career Development on Gender Gap: Evidence from Spain (2014)

Ainara González de San Román
Sara Rica


Celia de Anca

Women on corporate boards of directors in Spanish listed companies (2008)

Celia de Anca

The Media Impact of Board Member Appointments in Spanish-Listed Companies: A Gender Perspective (2014)

Celia de Anca
Patricia Gabaldón

Female Directors and the Media: Stereotypes of Board Members (2014)

Celia de Anca
Patricia Gabaldón


Celia de Anca
Searching for Women on Boards: An Analysis from the Supply and Demand Perspective (2015)

Celia de Anca
Patricia Gabaldón
Ruth Mateos de Cabo

Temporary Contracts and Work-Family Balance in a Dual Labor Market (2013)

Cristina Cruz
Daniel Fernández-Kranz
Rachida Justo
Rocío Bonet

International Differences in the Family Gap in Pay: The Role of Labour Market Institutions (2011)

Daniel Fernández-Kranz
Arnaud Dupuy


Daniel Fernández-Kranz
Aitor Lacuesta
Núria Rodríguez-Planas


Daniel Fernández-Kranz
Marie Paul
Núria Rodríguez-Planas

Breaking the Glass Ceiling: Gender Inbalance in Spanish Corporate Boards (2019)

Enrique Fayos
Guía para la Igualdad de Oportunidades entre Mujeres y Hombres en la Empresa (2007)

Margarita Mayo
Esther Sánchez
Nuria Chinchilla

Work-family balance and energy: A day-level study on recovery inhibiting and enhancing conditions (2009)

Margarita Mayo
Ana Isabel Sanz-Vergel
Bernardo Moreno
Evangelia Demerouti

Effects of work-family conflict on employees well being: The moderating role of recovering strategies (2009)

Margarita Mayo
Ana Isabel Sanz-Vergel
Bernardo Moreno
Sabine Geurts

Work-Home Interaction and Psychological Strain: The Moderating role of Sleep Quality (2011)

Margarita Mayo
Ana Isabel Sanz-Vergel
Bernardo Moreno
Evangelia Demerouti


Margarita Mayo
Juan Carlos Pastor
Ana Isabel Sanz-Vergel
The Lure of Work-Life Benefits: Perceived Person-Organization Fit as a Mechanism Explaining Job Seeker Attraction to Organizations (2015)

Margarita Mayo  
Shainaz Firfiray

Personal Interview: Women at Business School (2013)

Margarita Mayo

The Math Gender Gap: The Role of Culture (2016)

Natalia Nollenberger  
Almudena Sevilla  
Núria Rodríguez-Planas

Are women more likely to pursue social and environmental entrepreneurship? (2012)

Rachida Justo  
Amy Ingram  
Diana M. Hechavarria  
Siri Terjesen

Making the Most of Group Relationships: the Role of Gender and Boundary Effects in Microfinance Groups (2015)

Rachida Justo  
Hana Milanova  
Steven Bradley

Accounting and Lived Experience in Gendered Workplace (2015)

Salvador Carmona  
Mahmoud Ezzamel
Gender, The State, And The Audit Profession: Evidence From Spain (2001)

Salvador Carmona
Nieves Carrera
Isabel Gutiérrez

In an ideal business: How the ideas of 10 female philosophers bring value into the workplace (2020)

Santiago Íñiguez

Insiders/Outsiders: Dr. Laura and the Contest for Cultural Authority in LGBT Media Activism, In Gail Dines and Jean M. Humez (2011)

Vincent Doyle