



BRIEF BIOGRAPHY – JAVIER MARTÍNEZ FALÓ

Javier Martínez Falco is a professor at the Department of Business Organization of the University of Alicante (UA). He has a PhD with international mention in the area of Business, Economics and Society, obtaining this distinction through his predoctoral stay at Sonoma State University (USA).

His research is framed in the field of strategic management of the company, specifically in the analysis of green intellectual capital and corporate social responsibility in the wine industry. Likewise, as a result of collaborations with other researchers, he has expanded his field of research to different areas of knowledge, such as business agglomeration, organizational survival and wine tourism, always from a strategic perspective of the company. In fact, at present, his lines of research are divided into the following four blocks: (1) wine tourism, (2) green intellectual capital, (3) corporate social responsibility and (4) knowledge management. As for post-doctoral stays, he has completed three-month research stays at the Burgundy Business School (France) and at the University of Stellenbosch (South Africa).

In his career as a researcher, on the one hand, he has published articles in relevant journals such as *Journal of Cleaner Production*, *Regional Studies*, *Knowledge Management Research & Practice*, *Management Decision*, *British Food Journal*, *Complexity*, *Agriculture*, *International Journal of Wine Business Research* and *Journal of Wine Research*, among others, indexed in the Journal Citation Reports (JCR) and/or SCOPUS. On the other hand, he has published several book chapters, most of them in prestigious publishers in the field of Social Sciences, such as Emerald, Síntesis, Springer, Palgrave, Dykinson, Octaedro and IGI-GLOBAL (Q1 in the Scholarly Publishers Indicators-CSIC). His research has been reflected in numerous participations as a speaker at national and international conferences (AEDEM, ACEDE, EBES, AWBR, etc.), being also a member of the scientific committee and organizer in several congresses. Among them, it is worth mentioning his role as co-founder of the Wine Business Economics and Management Conference, a scientific dissemination project that aims to bring together the experience and know-how of renowned professionals and researchers from different areas of interest related to the wine industry. It is also a member of the American Association of Wine Economists. In the area of knowledge transfer, he has participated in several competitive projects, being also Principal Investigator (PI) in two competitive knowledge transfer projects with private entities.

As a teacher, his experience is focused on the field of business management, having taught subjects related to the strategic management of the company in the degree in Business Administration and Management (BAM), and the double degrees in Law and BAM, Tourism and BAM and Engineering and BAM, as well as in the degree in Gastronomy and Culinary Arts. In this line, he has directed several Final Degree Projects and Master's Degree, and has served as a member of the tribunal in defenses on several occasions. He is currently coordinator of the subjects 28030 Social and Labor Auditing and 25545 Organization of Advertising and Public Relations Companies, in the Labor Relations and Advertising degrees, respectively. He is tutor of the Tutorial Action Program and mobility tutor of the Faculty of Economics and Business Administration. Given his interest in improving his teaching skills in English and, at the same time, strengthening ties with European educational institutions, he has made five mobilities within the KA103-KA131 program: University of Fernando Pessoa (Portugal, 2021), Goce Delcev University (North Macedonia, 2022), Hogeschool van Amsterdam (Netherlands, 2022), Arcada University of Applied Sciences (Finland, 2022) and University of Toulouse Jean Jaurès (France, 2022). He has also been a visiting professor at the Wine Business Institute at Sonoma State University and Stellenbosch University, both pioneering institutions in the scientific study of the Californian and South African wine industry, respectively.



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