

ACADEMIC CV

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~Last updated May 26th 2023~

Papers in Journals Indexed in Journal Citations Report Database:

1. Rasool, F., Greco, M., Morales-Alonso, G. & Carrasco-Gallego, R. What is next? The effect of reverse logistics adoption on digitalization and inter-organizational collaboration. *International Journal of Physical Distribution & Logistics Management* (2023) doi:10.1108/IJPDLM-06-2022-0173.
2. Morales-Alonso, G., Blanco-Serrano, J. A., Núñez Guerrero, Y., Grijalvo, M. & Blanco Jimenez, F. J. Theory of planned behavior and GEM framework – How can cognitive traits for entrepreneurship be used by incubators and accelerators? *European Journal of Innovation Management* (2022) doi:10.1108/EJIM-04-2022-0208.
3. Morales-Alonso, G. & Núñez, Y. M. Dragging on multilisting: The reason why home-sharing platforms make long-term rental prices increase and how to fix it. *Technol Forecast Soc Change* 174, (2022).
4. Hidalgo-Carvajal, D., Carrasco-gallego, R. & Morales-alonso, G. From goods to services and from linear to circular: The role of servitization's challenges and drivers in the shifting process. *Sustainability (Switzerland)* 13, (2021).
5. Martín, M. G., Álvarez, A. P., Ordieres-Meré, J., Villalba-Díez, J. & Morales-Alonso, G. New business models from prescriptive maintenance strategies aligned with sustainable development goals. *Sustainability (Switzerland)* 13, 1–26 (2021).
6. Morales-Alonso, G., Núñez Guerrero, Y., Aguilera, J. F. & Rodríguez-Monroy, C. Entrepreneurial aspirations: economic development, inequalities and cultural values. *European Journal of Innovation Management* 24, 553–571 (2020).
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9. Ranjbari, M., Morales-Alonso, G. & Carrasco-Gallego, R. Conceptualizing the sharing economy through presenting a comprehensive framework. *Sustainability (Switzerland)* 10, (2018).
10. Karaosman, H., Perry, P., Brun, A. & Morales-Alonso, G. Behind the runway: Extending sustainability in luxury fashion supply chains. *J Bus Res* 117, 652–663 (2020).
11. Morales-Alonso, G., Rey-de-Pedraza, V., Gálvez, F. & Cendón, D. A. Numerical simulation of fracture of concrete at different loading rates by using the cohesive crack model. *Theoretical and Applied Fracture Mechanics* 96, 308–325 (2018).
12. Karaosman, H., Morales-Alonso, G. & Brun, A. From a systematic literature review to a classification framework: Sustainability integration in fashion operations. *Sustainability (Switzerland)* 9, (2017).
13. Amizadeh, F., Alonso, G., Benito, A. & Morales-Alonso, G. Analysis of the recent evolution of commercial air traffic CO₂ emissions and fleet utilization in the six largest national markets of the European Union. *J Air Transp Manag* 55, 9–19 (2016).
14. Oña, M., Morales-Alonso, G., Gálvez, F., Sánchez-Gálvez, V. & Cendón, D. Analysis of concrete targets with different kinds of reinforcements subjected to blast loading. *European Physical Journal: Special Topics* 225, 265–282 (2016).
15. Morales-Alonso, G., Pablo -Lerchundi, I. & Núñez-Del-Río, M. C. Entrepreneurial intention of engineering students and associated influence of contextual factors / Intención emprendedora de los estudiantes de ingeniería e influencia de factores contextuales. *Rev Psicol Soc* 31, 75–108 (2016).
16. Morales-Alonso, G., Cendón, D. A., Gálvez, F. & Sánchez-Gálvez, V. Influence of the softening curve in the fracture patterns of concrete slabs subjected to blast. *Eng Fract Mech* 140, 1–16 (2015).
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18. Morales-Alonso, G., Cendón, D. A., Gálvez, F., Erice, B. & Sánchez-Gálvez, V. Blast response analysis of reinforced concrete slabs: Experimental procedure and numerical simulation. *Journal of Applied Mechanics, Transactions ASME* 78, (2011).

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2. Mastrostefano, K., Morales-Alonso, G., Greco, M., Grimaldi, M. & Blanco-Serrano, J. A. The importance for a Start-up to trust in Open Innovation: a systematic literature review. *Economics and Business Letters* 9, 289–297 (2020).
3. Grijalvo, M., Eliopoulos, M. F. & Morales-Alonso, G. Closing Gap between New Development and Voice of Customer. *Economics and Business Letters* 9, 279–288 (2020).
4. Morales-Alonso, G., Vila, G. A., Lemus-Aguilar, I. & Hidalgo, A. Data retrieval from online social media networks for defining business angels' profile. *Journal of Enterprising Communities* 14, 57–75 (2020).
5. Ranjbari, M., Morales-Alonso, G., Esfandabadi, Z. S. & Carrasco-Gallego, R. Sustainability and the sharing economy: Modelling the interconnections. *Direccion y Organizacion* 68, (2019).
6. Morales-Alonso, G., Pablo-Lerchundi, I. & Vargas-Perez, A. M. An Empirical Study on the Antecedents of Knowledge Intensive Entrepreneurship. *International Journal of Innovation and Technology Management* 13, (2016).
7. Karaosman, H., Alonso, G. M., Grijalvo, M. & Brun, A. The impact of ethical fashion on Spanish consumers. *Direccion y Organizacion* 57, (2015).

Book Chapters:

1. Morales-Alonso, G. Self-employment as a Response to the Great Resignation. in Sustainability in Software Engineering and Business Information Management. Lecture Notes in Information Systems and Organisation (eds. Gupta, V. , Rubalcaba, L. , Gupta, C. , & Hanne, T.) vol. 62 122–130 (Springer, 2023).
2. Fernández-Angulo, J. M., Morales-Alonso, G., Núñez, Y. & Hidalgo, A. On the motivation of funders when financing firms with social goals through crowdfunding platforms. Lecture Notes in Management and Industrial Engineering In press, (2019).
3. Perfili, M., Parente, S., Grimaldi, M. & Morales-Alonso, G. A Study on Consumer Behaviour in the Sharing Economy. in Lecture Notes in Management and Industrial Engineering: Engineering Digital Transformation (ed. Ortiz Á., Andrés Romano C., Poler R., G.-S. JP.) (SPRINGER, 2019). doi:DOI https://doi.org/10.1007/978-3-319-96005-0_11.
4. Parente, S., Perfili, M., Morales-Alonso, G. & Grimaldi, M. Culture and Environment as Antecedents of Technological Entrepreneurship. in Lecture Notes in Management and Industrial Engineering: Engineering Digital Transformation (eds. Ortiz, A., Andrés Romano, C., Poler, R. & García-Sabater, J. P.) (Springer, 2019).
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7. Morales-Alonso, G., Cendón, D. A. & Sánchez-Gálvez, V. Simulation of concrete slabs subjected to blast using the cohesive crack model. in Analytical and Finite Element Concrete Material Models - Comparison of Blast Response Analysis of One Way Slabs with Experimental Data - ACI Special Publication (eds. Thiagarajan, G. & Williamson, E.) (American Concrete Institute, 2016).
8. Morales-Alonso, G., Serrano, M. & Blanco-Serrano, J. A. Emprendimiento tecnológico en España: importancia del capital humano y otros determinantes. Comparación con los datos del Global Entrepreneurship Monitor para España 2014. in NEBTs 4 nuevas empresas de base NEBTs 4: determinantes del emprendimiento, caracterización, internacionalización y proceso estratégico (CONSEJERÍA DE EDUCACIÓN, JUVENTUD Y DEPORTE, 2016).

9. Seixas de Siqueira, B., Grijalvo, M. & Morales-Alonso, G. Improving Resilience and Performance of Organizations Using Environment, Health and Safety Management Systems. An Empirical Study in a Multinational Company. in *Lecture Notes in Management and Industrial Engineering: Enhancing Synergies in a Collaborative Environment* (eds. Cortés, P., Maeso-González, E. & Escudero-Santana, A.) 247–255 (Springer, 2014). doi:10.1007/978-3-319-14078-0.

Conference Proceedings:

(Forthcoming) Morales-Alonso, G., Urueña, A., González, R. E. & Hidalgo, A. Predicting grades on an exam through gamification techniques. To what extent does the participation on a gamification activity impact positively on the mark obtained in the exam? in 15th annual International Conference on Education and New Learning Technologies (2023).

(Forthcoming) Morales-Alonso, G., Gallego, D. J., Núñez, Y. M. & Hidalgo, A. Digital skills and free market orientation for a sustainable development. in International Forum on Knowledge Asset Dynamics (IFKAD) (2023).

(Forthcoming) Núñez, Y. M. & Morales-Alonso, G. Longitudinal study of necessity- and opportunity-based entrepreneurship upon COVID lockdowns - The importance of Misery and Economic Freedom Indexes as contextual factors. in Academy of Innovation, Entrepreneurship, and Knowledge (ACIEK) (2023).

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3. Fernández-Angulo, J. M., Morales-Alonso, G., Núñez, Y. & Hidalgo, A. Lending a hand by lending a loan : financing firms with social goals through crowdfunding platforms . in 13th International Conference on Industrial Engineering and Industrial Management XXIII Congreso de Ingeniería de Organización (2019).

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5. Coello-Vilarino, G., Morales-Alonso, G. & Carrasco-Gallego, R. Externalities of the Sharing Economy : effect on employment of holiday accommodation platforms . The case of Madrid . in 13th International Conference on Industrial Engineering and Industrial Management XXIII Congreso de Ingeniería de Organización (2019).

6. Serrano, M., Morales-Alonso, G., Núñez, Y. & Blanco-Serrano, J. A. Empirical validation of the global entrepreneurship monitor conceptual framework in Spanish new technology-based firms. in Proceedings of the LACCEI international Multi-conference for Engineering, Education and Technology vols 2019-July (2019).
7. Aguilera, J. F., Morales-Alonso, G., Núñez, Y. & Rodríguez Monroy, C. Individualism, Inequalities and Entrepreneurial Aspirations: Revisiting Results with GEM Data. in 12th International Conference on Industrial Engineering and Industrial Management XXII Congreso de Ingeniería de Organización 1–9 (2018).
8. García Hernanz, J., Fernández Sánchez, G., Pilkington González, E., Sánchez Chaparro, T. & Morales-Alonso, G. Electrification of Madrid Fleet Public Transport Company (EMT): Strategic Analysis And Implementation. in 12th International Conference on Industrial Engineering and Industrial Management XXII Congreso de Ingeniería de Organización 1–8 (2018).
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11. Parente, S., Perfili, M., Morales-Alonso, G. & Grimaldi, M. Entrepreneurial intention: how cultural and environmental aspects influence the attitude in starting a new business. A benchmark study between Italy and Spain. in 11th International Conference on Industrial Engineering and Industrial Management XXI Congreso de Ingeniería de Organización (2017).
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16. Grijalvo, M., Albini, G. & Morales-Alonso, G. Digital Economy. Strategic Actions to Adapt to the New Scenario. in XX Congreso de Ingeniería Organización (CIO) (2016).
17. Vargas, A. M., Morales-Alonso, G., González, C. & Mira, J. Components of dental clinic patient loyalty as perceived by the dentist. in Global Innovation Knowledge Academy (GIKA) (2016).
18. Greco, A., Morales – Alonso, G., Vargas – P., A. M., Pablo – Lerchundi, I. & Messeni Petruzzelli, A. Social companies as an innovative and sustainable way of solving social problems. A case study from Spain. in International Forum on Knowledge Asset Dynamics (IFKAD) 1–26 (2014).
19. Pablo – Lerchundi, I., Morales – Alonso, G. & Vargas – P., A. M. Does family matter? A study of parents’ influence on the entrepreneurial intention of technical degrees students in Spain. in International Forum on Knowledge Asset Dynamics (IFKAD) 1–15 (2014).
20. Morales-Alonso, G. et al. Effects of the economic crisis on the entrepreneurial intention among students of technical degrees. in Third Conference of the International Network of Business and Management Journals (INBAM) (2013).

PhD Thesis supervised:

Fatemeh Aminzadeh: “*Analysis of evolution of commercial air transport CO2 emissions in the European Union*” (co-supervised with Gustavo Alonso Rodrigo). Año 2017.

Hakan Karaosman: “*Sustainability integration in luxury fashion supply chains : An empirical investigation of leather and textiles in Italy*” (co-supervised with Alessandro Brun). Año 2018.

Marin Jovanovic: “*Navigating Manufacturing Firms to Service-led Business Models : a multicase study from the capital goods industry*” (co-supervised with Mats Engwall). Año 2019.

Alistar La Bella: “*Partnerships for Sustainable Development Goals (SDGs): integrating sustainability into business strategy*” (t co-supervised with Nathan G. Levialdi). 2022.