

**ALEXANDRA SIMON**  
**CURRICULUM VITAE**

**PERSONAL INFORMATION**

Business Department  
Autonomous University of Barcelona  
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**ACADEMIC POSITIONS**

Current position:

- Associate Professor – Professora agregada (Business Department, Autonomous University of Barcelona)

Past positions:

- Tenure-Track lecturer - Professora lectora (Business Department, Autonomous University of Barcelona) from 01/09/2015
- Visiting professor at the Business Department (Autonomous University of Barcelona) from 16/09/2014 to 31/08/2015
- Postdoctoral researcher at the Business Department (Autonomous University of Barcelona) from 15/09/2013 to 15/09/2014
- Assistant professor at Department of Business Management and Product Development (University of Girona) from 03/02/2013 to 03/08/2013
- Analyst at Chair of Family Business (University of Girona) from 01/01/2013 to 15/09/2013
- Doctoral grantholder (FPU) at Department of Business Management and Product Development (University of Girona) from 09/07/2009 to 31/12/2012
- Doctoral grantholder (FI) at Department of Business Management and Product Development (University of Girona) from 01/01/2009 to 09/07/2009
- Assistant professor at Department of Business Management and Product Development (University of Girona) from 16/09/2008 to 31/12/2008

**EDUCATION**

- 2003-2008. BSc in Business Management, University of Girona.
- 2008-2009. MSc in Business Innovation and Technology Management, University of Girona.
- 2009-2010. Postgraduate in University Teaching, University of Girona, University of Lleida, Rovira i Virgili University.

- Ph.D. in Quality Management, University of Girona (International Mention). Advisor: Martí Casadesús. Co-advisor: Pilar Marquès (July 2012). Award to Best Ph.D. dissertation 2013.

#### **COMPETITIVE PROJECTS (last 5 years)**

- 2018-2020. Economy and Competitiveness Spanish Ministry. Principal Investigator: Emili Grifell (Autonomous University of Barcelona).
- 2016-2019. European Commission. The Role of Universities in Innovation and Regional Development. Marie Skłodowska-Curie MSCA-ITN-2016. Innovative Training Networks. (722295 RUNIN). Principal Investigator: Emili Grifell (Autonomous University of Barcelona). Funding: 3,709,815.84 € (Autonomous University of Barcelona: 426,814 €).
- 2014-2016. Economy and Competitiveness Spanish Ministry. Performance Analysis, Competitiveness and Economic Progress (Code: ECO2013-46954-C3-2-R). Principal Investigator: Emili Grifell (Autonomous University of Barcelona). Funding: 29.300 €.
- 2014-2016. European Commission. Improvement of partnership with enterprises by enhancement of regional quality management potentials in WBC (EU code: 543662-TEMPUS-1-2013-1-ME). Principal Investigator: Martí Casadesús (University of Girona). Funding: 779.307,75 €.

#### **PUBLISHED PAPERS IN JOURNALS WITH IMPACT FACTOR (JCR) (last 5 years)**

- Escobar, D. Casadesús, M., Sampaio, P., Simon, A. (2019). "Exploring the Role of Service Delivery in Remarkable Tourism Experiences", *Sustainability*, 11 (5), 1382.
- Simon, A., Karapetrovic, S., Casadesús, M. (2017), "Exploring the options for management systems standards and integration levels", *Environmental Engineering and Management Journal*, Vol.16, No. 2, pp. 391-400.
- Bernardo, M., Simon, A., Gotzamani, K. and Gianni, M. (2017). Is there a common pattern to integrate multiple management systems? A comparative analysis between organizations in Greece and Spain, *Journal of Cleaner Production*, *accepted*.
- Martí-Ballester, C., Simon, A. (2017). Union is Strength: The Integration of ISO 9001 and ISO 14001 Contributes to Improve the Firms' Financial Performance, *Management Decision*, 55, 1, pp. 81-102.
- Bernardo, M., Simon, A., Tarí, J. and Molina, F. (2015). Benefits of Management Systems Integration: a Literature Review, *Journal of Cleaner Production*, 94 (1), 260-267.
- Bikfalvi, A., Marquès, P., Simon, A., Llach, J. and Lerch, C. (2015). Servitisation and technological complexity in family and non-family firms: European evidence, *European Journal of International Management*, 9(2), 221-239.

#### **PUBLISHED PAPERS IN INTERNATIONAL JOURNALS (last 5 years)**

- Manresa, A., Bikfalvi, A., Simon, A. (2018). "The use and determinants of Training and Development for Creativity and Innovation Practices", *International Journal of Innovation Management*, 22(7), 1-28.

- Simon, A., Kafel, P. (2018), "Reasons for Decertification of ISO 9001. An Empirical Study", *Innovar Journal. Revista de Ciencias Administrativas y Sociales*, 28 (70), 69-80.
- Bernardo, M., Marques, P., Presas, P., Simon, A. "Corporate Social Responsibility in a Local Subsidiary: Internal and External Stakeholders' Power", *EuroMed Journal of Business*. Aceptado.
- Kafel, P., Simon, A., Nowicki, P., Casadesús, M. (2017), "Quality promises. do companies follow a standard code of conducts model? The case of spas", *Humanities and Social Sciences*, 22(24), 115-131.
- Kafel, P., Simon, A. (2017), "The Reasons for Decertification of ISO 9001: Financial Aspects", *Quality Innovation Prosperity*, 21(3), 173-184.
- Escobar, E., Simon, A., Moreno, M. (2016). Towards to the Concept of Risk Approach in the Audit Integrated Management System, *Quality - Access to success*, 17(153), 1-41.
- Escobar Rivera, D; Simon Villar, A. and Moreno Pino, M. (2017). Auditor's selection and audit team formation in integrated audits. *Quality access to success*. 18 (157), pp. 18 (157), pp. 65-71.
- Escobar Rivera, D. and Simon Villar, A. Maturity and integration in management systems. *Organizational sustainability* (accepted). *International Journal of Quality & Reliability Management*
- Simon, A., Kafel, P., Nowicki, P. and Casadesús, M. (2015). The Development of Complaints Handling Standards in Spa Companies: A Case Study Analysis in Spain, *International Journal for Quality Research*, 9(4), 675-688.

## CONFERENCES AND WORKSHOPS (last 5 years)

- Simon, A. (2018). Quality Management in Family Businesses, 3rd International Conference on Quality Engineering and Management (ICQUEM). July 11-13, 2018. Barcelona, Spain.
- Manresa, A., Bikfalvi, A., Simon, A. (2018). Digitalisation of manufacturing in the Spanish context: the path and effect. CIO 2018 XXII Congreso de Ingeniería de Organización 12th International Conference on Industrial Engineering and Industrial Management, Girona (Spain), 12th – 13th July 2018.
- Escobar, D. Casadesús, M., Sampaio, P., Simon, A. (2018). Beyond the Customer Satisfaction: Are all customers equally satisfied? CIO 2018 XXII Congreso de Ingeniería de Organización 12th International Conference on Industrial Engineering and Industrial Management, Girona (Spain), 12th – 13th July 2018.
- Manresa, A., Bikfalvi, A., Simon, A. Innovation drivers for Servitization. (2018). Spring Servitization Conference: Driving competitiveness through Servitization, 14-16 April 2018, Copenague, Dinamarca.
- Lamberti, G., Rialp, J., Simon, A. (2019). Visitors Preferences of a Football Stadium in Context of Heterogeneity, XXXI Congreso Internacional de Marketing AEMARK19. September 11-13, Caceres, Spain.
- Lamberti, G., Rialp, J., Simon, A. (2019). Investigating customer satisfaction and loyalty of visitors to a Spanish football stadium taking into account the visitors'

background information. 8th Correspondence Analysis and Related Methods, CARME Conference, 4 – 6 February 2019, Cape Town, South Africa.

- Escobar, D., Casadesús, M., Simon, A. (2019). Delight in excellent tourism experiences: The role of the exceptional value and the appraisal. 3rd International Conference on Quality Engineering and Management. July 11-13, 2018, Barcelona, Spain.
- Escobar, D., Casadesús, M., Simon, A., (2017). Customer delight: a proposal of analysis model looking at the organizational sustainability, Entrepreneurship and Family Enterprise Research International Conference, Badajoz, Spain.
- Manresa, A., Bikfalvi, A., Simon, A. (2016). Training and Development for Creativity and Innovation Practices Use and Impact, 3<sup>rd</sup> International Conference on Innovation Economics and Business (ICIEB), 3-4 February, Florence, Italy (International Conference).
- Manresa, A., Bikfalvi, A., Simon, A. (2016). An Analysis for Training and Development for Creativity and Innovation Practices and their impact on Firm Performance, 31<sup>st</sup> Workshop on strategic human resource management, 25-26 April, Segovia, Spain (International Conference).
- Bikfalvi, A., Simon, A., Llach, J., Marques, P., De Massis, A. (2016). Family involvement and types of innovation outputs: Evidence from European manufacturing firms. XXVI ACEDE Conference, 26-28 June, Vigo, Spain.
- Simon, A. (2016). Integration of Social Topics in Quality Management Curricula. II International Conference on Quality and Engineering Management (ICQUEM), 13-15 July, Guimaraes, Portugal (International Conference).
- Escobar, D., Simon, A. (2016). Maturity and integration in management systems. Organizational sustainability. II International Conference on Quality and Engineering Management (ICQUEM), 13-15 July, Guimaraes, Portugal (International Conference).
- Escobar, D., Casadesús, M., Simon, A., Marimon, F. (2016). Standardization of management of the delight: a proposal and critical analysis, 10th International Conference on Quality Management and Environment, September 28-30, Petrovac, Montenegro (International Conference).
- Escobar Rivera, D., Simon Villar, A. and Moreno Pino, M. (2016). Towards to the concept of risk approach in the Audit Integrated Management System. Risk Management International Conference (Selected to be published). University of Turin, Italy.
- Kafel, P., Simon, A. (2016). The reasons for decertification of ISO 9001. Financial aspects. 19th QMOD conference on Quality and Service Sciences ICQSS 2016, September 21 - 23, Rome, Italy (International Conference).
- Escobar Rivera, D., Simon, A., Salazar, J. (2015). Módulo de auditoría interna para el sistema integrado de gestión del portal ceproníquel, Conferencia Científica Internacional, 29 April 2015, Holguín, Cuba (International Conference).
- Simon, A. (2015). Managers' perceptions on the importance of integrated management system audits. Impact on Innovation and Customer Satisfaction. 9<sup>th</sup> National and 2<sup>nd</sup> International Scientific Conference of the Cycle "The Quality in the Market Economy" entitled "Functioning and Improvement of Management Systems", 17-19 June 2015, Cracow/Niepolomice, Poland (International Conference).

- Marques, P., Simon, A., Renart, G., Xabadia, A. (2015). Exploring family business survival in Spain: a resource perspective. Family Enterprise Research Conference, 4-7 June, Burlington, USA (International Conference).
- Marques, P., Simon, A., Renart, G., Xabadia, A. (2015). Exploring Family Business Survival in Spain: A Resource Perspective, 10th IBEW - Family Business Workshop, Palma de Mallorca (Universitat de des Illes Balears), 10-11 September 2015 (International Conference).
- Marques, P., Simon, A., Renart, G., Xabadia, A. (2015). Exploring Family Business Survival in Spain: A Resource Perspective, XXV Congreso Nacional de la Asociación Científica de Economía y Dirección de la Empresa (ACEDE), Jaen, Spain.
- Simon, A., Bernardo, M. (2015). Exploring the Impact of Integrated Management Systems Audits on Business Performance, 9th International Quality Conference, Kragujevac, Serbia, 4-5 June 2015 (International Conference).
- European Academy of Management (EURAM, 2015), Warsaw, Poland, 17-20 June (International Conference).
- Marques, P., Simon, A., Renart, G., Xabadia, A. (2015). Exploring Family Business Survival in Spain: A Resource Perspective, The 11th Annual Family Enterprise Research Conference (FERC), Burlington, VT, USA, 4-7 June (International Conference)
- Simon, A. Managers' perceptions on the importance of integrated management system audits: impact on innovation and customer satisfaction, II International Scientific Conference: Functioning and improvement of management systems. The Quality of the Market Economy, Krakow (Poland), 17-19 June (International Conference).
- Simon, A., Bikfalvi, A. and Subirós, M. (2015). Human resource management practices use and importance in small high-tech firms. 30th Workshop on Strategic Human Resource Management, Brussels, Belgium (International Conference). ISSN: 2295-1644.
- Bikfalvi, A., Marques, P., Llach, J. and Simon, A. (2015). Product/service innovation, family ownership and management: Evidence from a European manufacturing Survey, 11<sup>th</sup> Workshop on Family Firm management Research, Lyon, France (International Conference).