

# Vanessa Barrales Molina

Associate Professor

Department of Management (FCCEE)

PhD University of Granada, 2008



- **Research:**
  - Member of research group IADE
  - Area of interests: innovation management, startups, new product development.
  - Profile in Scholar Google: <https://goo.gl/2ENohN>
  
  - **Contact details:**
    - Office: B.218
    - Tutorial hours:
      - Monday - 15:30 p.m. to 17.30 p.m.
      - Tuesday: 15:30 p.m. to 17:30 p.m.
      - Wednesday: 11:30 p.m. to 13:30 p.m.
  - Phone number: 958 241000/20176 email: [vanesabm@ugr.es](mailto:vanesabm@ugr.es)
- **Teaching in Master in Economics:**
  - Innovation Management with Bert Eichhorn (First Trimester)
- **TFM proposal: Topics related with OPEN INNOVATION MODELS, BIOTECHNOLOGY SECTOR, COLLABORATION STRATEGY AND STARTUPS.**
- **Internship proposal: Analysis of Spanish startups and comparison to other countries.**



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<http://masteres.ugr.es/ugrme/>

# Subject Innovation Management (2º Trimester)

- ¿For who? For students interested in understanding how innovation is developed, which connections exist between organization and which role each player has in the process.
- At the end of the course, student will be able to:
  - ✓ Acquire bibliographic information about the current state of the art on technological innovation management.
  - ✓ Understand and interpret theoretical models related to innovation.
  - ✓ Understand news related to research into technological innovation management.
  - ✓ Understand principles of technological innovation management.
  - ✓ Recognize the importance of technological innovation management to improve competitiveness.
  - ✓ Recognize the importance of research into innovation and the involvement of best journals and conferences.
  - ✓ Understand the best methods to gather information and data through surveys and other techniques related to structural equations.
- Prerequisites: basic knowledge of management and **strategic management**
- Assessment: **Active participation in classes (20%); Presentation of 1 seminal paper (40%); Exam (40%)**



# Topics proposal for Master Thesis (TFM)

- Topics related with OPEN INNOVATION MODELS, BIOTECHNOLOGY SECTOR, COLLABORATION STRATEGY AND STARTUPS.
- For instance my works under progress are on:
  - Comparison between product and service innovation in biotechnology sector
  - Age, size and location to explain startups outcomes
  - Factors explaining success in startups
- Proposal “Key features of Open innovation in Spain”
  - Key collaborators in Spanish activity sectors.
  - Descriptive analysis of recent innovation outcomes in Spanish Economy.
- Prerequisites:
  - Interest in research in innovation management
  - Basic knowledge of strategic management
  - Compulsory to course the subjects related to strategic management
  - Other methodological courses recommended



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# Topics proposal for Internship

- Proposal “Descriptive analysis of Spanish Startups evolution”
  - To create a database to describe the nature and key features of Spanish startups
  - To analyze the degree in which fulfill the desirable conditions for disruptive innovation
  - To develop comparative analysis to other countries
  - To develop prospective indicators to predict their success
- Prerequisites:
  - **Interest in strategic management and innovation management, in empirical studies and in elemental programming**
  - Basic knowledge of econometrics, excel
  - Compulsory to course the subjects related to strategic management
- Other information:
  - 12 ECTS = about 180 hours
  - Start : November if the student knows yet about Stata or February if not
  - Time schedule: at least 12 hours / week .

