

# Esther Roca Batllori

Lecturer



**Knowledge Group:** Strategy and Operations

**Research Domains:** Competitive Strategy

**Teaching Domains:**

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## Biography

Esther Roca Batllori is a Lecturer at the Department of Management and Technology since 2013.

Before joining Bocconi, she was Assistant Professor at the Department of Business Administration of Universidad Carlos III in Madrid and she was officially accredited as Associated Professor in Spain in 2015. Previously, she also taught at ICADE-Universidad Pontificia Comillas in Madrid and Universitat Pompeu Fabra in Barcelona.

Her research lies on the intersection between Strategy and Business Ethics. In the last few years, she has studied how firms can benefit from investments in social values and the strategic opportunities and challenges of hybrid companies. She is the author of numerous articles on her topics of interest which have been published in the Journal of Organization Science, Strategic Management and Industry and Innovation, among others.

She got her BA in Philosophy at the University Navarra and her Master's in Theory of Management at the University of Navarra-IESE where she obtained her PhD in Philosophy and Organizations in 1997.

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## Entry (in Dictionary or Encyclopedia)

### **Not-invented-here syndrome**

FOSFURI, A., E. ROCA BATLLORI, "Not-invented-here syndrome" in Encyclopedia of International Strategic Management., Christian Geisler Asmussen, Niron Hashai, Dana Minbaeva (Eds.), Edward Elgar Publishing, pp. 314-316, 2024

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## Articles in Scholarly Journals

## **Social Business Hybrids: Demand Externalities, Competitive Advantage, and Growth Through Diversification**

FOSFURI, A., M. S. GIARRATANA, E. ROCA BATLLORI, "Social Business Hybrids: Demand Externalities, Competitive Advantage, and Growth Through Diversification", *Organization Science*, 2016, vol. 27, no. 5, pp. 1275-1289

## **Walking a slippery line: Investments in social values and product longevity**

FOSFURI, A., E. ROCA BATLLORI, M. S. GIARRATANA, "Walking a slippery line: Investments in social values and product longevity", *Strategic Management Journal*, 2015, vol. 36, no. 11, pp. 1750-1760

## **Building and Sustaining a Product Differentiation Advantage Through a Community-Focused Strategy**

FOSFURI, A., M. S. GIARRATANA, E. ROCA BATLLORI, "Building and Sustaining a Product Differentiation Advantage Through a Community-Focused Strategy", *Industry and Innovation*, 2013, vol. 20, no. 2, pp. 114-132

## **Community-focused strategies**

FOSFURI, A., M. S. GIARRATANA, E. ROCA BATLLORI, "Community-focused strategies", *Strategic Organization*, 2011, vol. 9, no. 3, pp. 222-239

## **The Exercise of Moral Imagination in Stigmatized Work Groups**

ROCA BATLLORI, E., "The Exercise of Moral Imagination in Stigmatized Work Groups", *Journal of Business Ethics*, 2010, vol. 96, no. 1, pp. 135-147

## **Introducing Practical Wisdom in Business Schools**

ROCA BATLLORI, E., "Introducing Practical Wisdom in Business Schools", *Journal of Business Ethics*, 2008, vol. 82, no. 3, pp. 607-620

## **Intuitive Practical Wisdom in Organizational Life**

ROCA BATLLORI, E., "Intuitive Practical Wisdom in Organizational Life", *Social Epistemology*, 2007, vol. 21, no. 2, pp. 195-207

## **Rethinking Aristotelian Communities as Contemporary Corporations**

ROCA BATLLORI, E., "Rethinking Aristotelian Communities as Contemporary Corporations", *Philosophy of Management*, 2007, vol. 6, no. 2, pp. 77-85

## **Optimal licensing strategy: royalty or fixed fee?**

FOSFURI, A., E. ROCA BATLLORI, "Optimal licensing strategy: royalty or fixed fee?", *International Journal of Business and Economics (IJBE)*, 2004, vol. 3, no. 1, pp. 13-19