

Esther Roca Batllori

Lecturer



Knowledge Group: Strategy and Operations

Research Domains: Competitive Strategy

Teaching Domains:

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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

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