



---

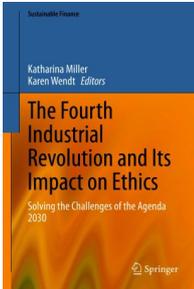
# IE WOMEN

---

Building Our Legacy. [#IEWomen](#)

# 01

## Books 2020 - 2021



Katharina Miller

*The Fourth Industrial Revolution and its Impact on Ethics*



Luz Hernández

*Customer Experience: Guía Práctica*



Lucía Ferreiro

*Metodologías Activas en las Aulas de Ciencia Política y Relaciones Internacionales*



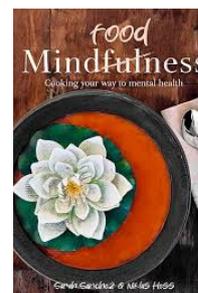
Jacqueline Brassey, Nick van Dam and Arjen

van Witteloostuijn

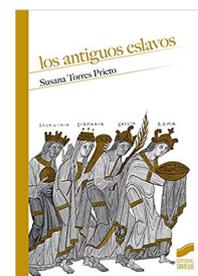
*Authentiek Zelfvertrouwen*



Niklas Hess & Sarah E. Sánchez Velilla  
*Mindfoodness*



Susana Torres Prieto  
*Los Antiguos Eslavos*



Susana Malcorra  
*In Pursuit of What Matters*



Imge Kaya Sabanci  
*Le Manifeste Travail: Démocratiser. Démarchandiser. Dépolluer.*



Marta García Aller  
*Todo lo que la Tecnología Quiere y no Puede Controlar*



# 02 Learning Materials

## Marketing & Sales

---



**Arancha Larrañaga Muguerza**

*Bridgestone: a Winning Channel Strategy for the Passenger Car Tire Business*

The Bridgestone case takes part in an increasingly tough landscape for the passenger car tire industry in Europe: competitive pressure keeps increasing from Asian importers, the Retail channel is shrinking, end-consumers understand neither the product nor the development and technology behind it, end-consumers don't understand differences between brands and products and are not permeable to traditional marketing tools, and the car market is aging and decreasing year after year. Bridgestone group is the world-leading tyre manufacturer. In this thrilling and changing reality several strategic decisions have to be made by the Bridgestone group in Spain in terms of where to invest.

## Innovation & Entrepreneurship

---



**Rachida Justo**

*Mosabi: Gathering Forces for Social Change*

Founded by Chris Czerwonka, John Roberts and Julie Monniot-Gaillis, Mosabi is an app-based solution addressing the lack of financial literacy education and financial inclusion for informal sector entrepreneurs in Africa. By providing an alternative to traditional credit-scoring through education, Mosabi seeks to empower its users in the long-term generating a multiplier effect on their lives. It is designed to be financially sustainable as it also reduces the high cost of accessing the underbanked for the financial services providers (FSPs). In order to achieve its social and financial objectives, Mosabi measures both financial and social impact and ensures the two go in lock-step.

## Strategy

---



**Juan Almedia Santibañez; Mª Rosario Silva Froján**

*Quantifying the Relative Advantage of One Firm over a Competitor*

The aim of this exercise is to conduct a quantitative analysis of the competitive advantage, and to learn how to quantify the benefits of different growth strategies. The students will assume the role of business consultants who have to analyze the relative advantage of one airline over the other, to understand the sources of the advantage and to recommend a growth strategy for each airline.



**Mª Rosario Silva Froján, Jorge Fenández Vidal**

*Airbnb: Surviving the Covid-19 Pandemic*

This brief case summarizes the short-term reactions of Airbnb to the Covid-19 crisis, as well as the changes that it made to adapt its strategy. The case also presents some prospects for the travel industry after the pandemic and the question whether Airbnb should continue with its strategy or change it.

## Learning Assets

---

**Gayle Allard**

*Learning Assets on Economic Environment*

**Rafif Srour**

*Learning Assets on Big Data*

**Raluca Ratiu**

*Learning Assets on Financial Accounting*

# Law

---



**Pilar Galeote Muñoz**  
*APC S.A.*

The objective of this case is for the student to delve into the concept of entrepreneurship/start-ups and its differences (or similarities) with a capitalist society. Other associated materials, in turn, delve into legal issues related to the founding of the organization and the boards of directors, among others.



**Pilar Galeote Muñoz**  
*¿Qué Aportamos a Mask?*

This is a series of cases prepared by Professor Pilar Galeote for the analysis and characterization of factual assumptions as they relate to corporate law.



**Sara Sánchez Fernández**  
*Detroit*

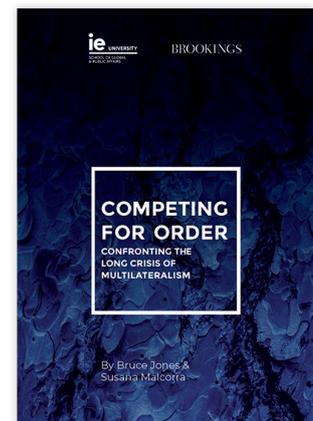
Detroit Developments Inc. ("Detroit"), incorporated under Delaware law, is a mining machinery manufacturer. In May 2019, it started negotiating the sale of highly sophisticated mining machinery with Minera del Norte, S.A. ("Minera"), a Spanish company with coal-mining activities in the north-west of Spain. Minera made an abnormally large order of mining machinery to be paid on installment credit terms. Detroit entered into the contract with Minera, although its CEO knew about the difficult financial situation of Minera. In accordance with it, the mining machinery was going to be manufactured and the individual elements assembled in the Rennes ´ plant of Detroit and delivered at Minera ´s headquarters.

# 03 Applied Research



To Help Someone Who Has Experienced Toxic Relationship or Sexual Violence  
*Diversity, Equity & Inclusion Project*

Competing for Order: Confronting the Long Crisis of Multilateralism  
*IE School of Global & Public Affairs*  
*Bruce Jones, Susana Malcorra*



El Centro Botín: Desarrollo de la Creatividad Social a Través de las Artes  
*IE Foundation*  
*Patricia Gabaldón, Laura Zimmerman*



**Perfiles de Filantropía Personal en España**  
*IE Center for Families in Business*  
*Cristina Cruz, Rachida Justo*

**La Innodiversidad en el Tejido Empresarial Español 2019**  
*IE Center for Diversity*  
*Celia de Anca, Salvador Aragón*



# 04

## PUBLICATIONS RELATED TO GENDER



*The Impact of Family Issues and Career Development on Gender Gap: Evidence from Spain (2014)*

Ainara González de San Román



*Arab Women & Business: Past, Present & Future (2003)*

Celia de Anca



*Women on Corporate Boards of Directors in Spanish-Listed Companies (2008)*

Celia de Anca



*The Media Impact of Board Member Appointments in Spanish-Listed Companies: A Gender Perspective (2014)*

Celia de Anca, Patricia Gabaldón



*Female Directors and the Media: Stereotypes of Board Members (2014)*

Celia de Anca, Patricia Gabaldón



*Women in Islamic Banks in the United Arab Emirates: Tradition and Modernity (2015)*

Celia de Anca



*Searching for Women on Boards: An Analysis from the Supply and Demand Perspective (2015)*

Celia de Anca, Patricia Gabaldón, Ruth Mateos de Cabo



*Temporary Contracts and Work-Family Balance in a Dual Labor Market (2013)*  
Cristina Cruz, Daniel Fernández-Kranz, Rachida Justo, Rocío Bonet



*International Differences in the Family Gap in Pay: The Role of Labour Market Institutions (2011)*  
Daniel Fernández-Kranz, Arnaud Dupuy



*The Motherhood Earnings Dip: Evidence from Administrative Records (2013)*  
Daniel Fernández-Kranz, Aitor Lacuesta, Núria Rodríguez-Plana



*Part-Time Work, Fixed-Term Contracts, and the Returns to Experience (2015)*  
Daniel Fernández-Kranz, Marie Paul, Núria Rodríguez-Planas



*Breaking the Glass Ceiling: Gender Inbalance in Spanish Corporate Boards (2019)*  
Enrique Fayos



*Guía para la Igualdad de Oportunidades entre Mujeres y Hombres en la Empresa (2007)*  
Margarita Mayo, Esther Sánchez, Nuria Chinchilla



*Work-Family Balance and Energy: A Day-Level Study on Recovery Inhibiting and Enhancing Conditions (2009)*  
Margarita Mayo, Ana Isabel Sanz-Vergel, Bernardo Moreno, Evangelia Demerouti



*Effects of Work-Family Conflict on Employees Well-Being: The Moderating Role of Recovering Strategies (2009)*  
Margarita Mayo, Ana Isabel Sanz-Vergel, Bernardo Moreno, Sabine Geurts



*Work-Home Interaction and Psychological Strain: The Moderating Role of Sleep Quality (2011)*  
Margarita Mayo, Ana Isabel Sanz-Vergel, Bernardo Moreno, Evangelia Demerouti

-  *Achieving Work-Family Balance among Spanish Managers and Their Spouses: A Demands-Control Perspective (2011)*  
Margarita Mayo, Juan Carlos Pastor, Ana Isabel Sanz-Vergel
-  *The Lure of Work-Life Benefits: Perceived Person-Organization Fit as a Mechanism Explaining Job Seeker Attraction to Organizations (2015)*  
Margarita Mayo, Shainaz Firfiray
-  *Personal Interview: Women at Business School (2013)*  
Margarita Mayo
-  *The Math Gender Gap: The Role of Culture (2016)*  
Natalia Nollenberger, Almudena Sevilla, Núria Rodríguez-Planas
-  *Are Women More Likely to Pursue Social and Environmental Entrepreneurship? (2012)*  
Rachida Justo, Amy Ingram, Diana M. Hechavarria, Siri Terjesen
-  *Making the Most of Group Relationships: the Role of Gender and Boundary Effects in Microfinance Groups (2015)*  
Rachida Justo, Hana Milanova, Steven Bradley
-  *Accounting and Lived Experience in Gendered Workplace (2015)*  
Salvador Carmona, Mahmoud Ezzamel
-  *Gender, The State, And The Audit Profession: Evidence From Spain (2001)*  
Salvador Carmona, Nieves Carrera, Isabel Gutiérrez
-  *In an Ideal Business: How the Ideas of 10 Female Philosophers Bring Value into the Workplace (2020)*  
Santiago Íñiguez
-  *Insiders/Outsiders: Dr. Laura and the Contest for Cultural Authority in LGBT Media Activism, In Gail Dines and Jean M. Humez (2011)*  
Vincent Doyle

# Building Our Legacy. **#IEWomen**

---



@ieknowledge



@IeKnowledge



[ieknowledge.ie.edu](http://ieknowledge.ie.edu)



@iewomeninitiative



@iewomeninitiative



[www.ie.edu/iewomen](http://www.ie.edu/iewomen)