

Part A. INFORMACIÓN PERSONAL

Fecha de CVA	2026.03.09
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Nombre y apellidos	Manuel Villasalero		
DNI		Age	
Identificadores de investigación	Researcher ID	L-3960-2014	
	Scopus AD	36663157100	
	ORCID	0000-0001-8436-4714	

A.1. Posición actual

Institución	Universidad de Castilla-La Mancha	Acrónimo	UCLM
Centro	Facultad de Derecho y Ciencias Sociales		
Dirección	Ronda de Toledo, s/n 13071 Ciudad Real (Spain)		
Teléfono		Email	
Puesto	Profesor titular de universidad	Fecha de inicio	2009.02.20
Código UNESCO	5311 Organización y Dirección de empresas		
Palabras clave	Estrategia, conocimiento, innovación abierta, digitalización, multinacionales		

A.2. Posiciones previas

Institution	Universidad de Castilla-La Mancha	Acrónimo	UCLM
Job title	Vicerrector de economía y planificación	9 años (2011.12.20-2020.12.22)	

A.3. Educación

Degree/Master/PhD	University	Year
Doctor en ciencias económicas y empresariales	UCLM	2004
Licenciado en administración y dirección de empresas	UCLM	1996

A.4. Indicadores de calidad de la producción científica

Sexenios de investigación	2 (2009-2014; 2015-2020)		
Base de datos	WOS (Web of Science)	SCOPUS (Elsevier)	GS (Google Scholar)
Citations	365	444	846
H-index	9	10	12
Publications	14	16	22
Q1 publications	6	11	
Q2 publications	7	3	

Part C. MÉRITOS RELEVANTES**C.1. Publicaciones destacadas**

- Ben Arfi, W., Hallem, Y., Capatina, A., Kondrateva, G. & Villasalero, M. 2026. Exploring the Relationship between Collaborative Consumption and Well-being: the Case of UBER. *Management Decision*, 1-35 (pendiente de número).
- Perillo, C., Lavorato, D., & Villasalero, M. 2026. Toward human+ medical professionals: navigating AI integration in healthcare to enhance human expertise. *European Journal of Innovation Management*, 1-27 (pendiente de número).
- Villasalero, M., Gasparri, L., Zubillaga, A., & Mora-Valbuena, M. 2024. Open innovation and industry 4.0 digital transformation: literature review and preliminary evidence. In E. Magnaghi & E. Veglianti (Eds.), *Organizations and Technology for Sustainability*. Boca Raton, FL: CRC Press.
- Ghasemzadeh K, Escobar O, Yordanova Z, Villasalero M. 2022. "User innovation rings the bell for new horizons in e-health: a bibliometric analysis", *European Journal of Innovation Management*, 25: 656-686.
- Battisti, E., Miglietta, N., Nirino, N. & Villasalero, M. 2020. "Value creation, innovation practice, and competitive advantage: Evidence from the FTSE MIB index", *European Journal of Innovation Management*, 23: 273-290.
- Villasalero, M. 2018. "Multi-Business Firms, Knowledge Flows and Intra-Network Open Innovations", *Journal of the Knowledge Economy*, 9: 162-179.

- Scuotto, V., Caputo, F., Villasalero, M. & Del Giudice, M. 2017. "A multiple buyer-supplier relationship in the context of SMEs' digital supply chain management", *Production Planning & Control*, 28: 1378–1388.
- Villasalero, M. 2017. "A resource-based analysis of knowledge relatedness in diversified firms", *Journal of Business Research*, 71: 114-124.
- D'Ambrosio, A., Gabriele, R., Schiavone, F. & Villasalero, M. 2017. "The role of openness in explaining innovation performance in a regional context", *Journal of Technology Transfer*, 42: 389-408.
- Peña, I., Sánchez de Pablo, J.D., Hernández, F. & Villasalero, M. 2015. "Linking high-performance work systems and business performance: The role of employees' attitudes and behaviors", *European Journal of International Management*, 9: 648-666.
- Villasalero, M. 2014b. "Intra-network knowledge roles and division performance in multi-business firms", *Journal of Knowledge Management*, 18: 1165-1183.
- Villasalero, M. 2014a. "University knowledge, open innovation and technological capital in Spanish science parks: Research revealing or technology selling?", *Journal of Intellectual Capital*, 15: 479-496.
- Villasalero, M. 2013. "Signaling, spillover and learning effects of knowledge flows on division performance within related diversified firms", *Journal of Knowledge Management*, 17: 928-942.
- Schiavone, F. & Villasalero, M. 2013. "Creativity, organizational knowledge, and the power of dreams", *Journal of the Knowledge Economy*, 4: 279-292.
- Peña, I. & Villasalero, M. 2010. "Business strategy, human resource systems, and organizational performance in the Spanish banking industry", *International Journal of Human Resource Management*, 21: 2864-2888.

C.2. Comunicaciones y ponencias (4 últimos años)

- Mora-Valbuena, M., Gasparri, L., López-Cela, J.J. & Villasalero, M. 2025. "Open innovation and industry 4.0 linkage in manufacturing", *1st PDW in Strategy of the Strategic Management Division of ACEDE* (Madrid, 2-3 octubre 2025).
- López-Rubio, Y., Mora-Valbuena, M., López-Cela, J.J. & Villasalero, M. 2025. "Competitive strategy and the adoption of Industry 4.0 in Spanish manufacturing sectors", *1st PDW in Strategy of the Strategic Management Division of ACEDE* (Madrid, 2-3 octubre 2025).
- Villasalero, M., López-Cela, J.J., López-Rubio, Y. & Mora-Valbuena, M. 2025. "Family involvement and industry 4.0 adoption in Spanish manufacturing sector", *34th ACEDE International Conference* (Pamplona, 15-17 junio 2025).
- Villasalero, M., López-Cela, J.J., López-Rubio, Y. & Mora-Valbuena, M. 2025. "Competitive strategy and industry 4.0 adoption in Spanish manufacturing sector", *34th ACEDE International Conference* (Pamplona, 15-17 junio 2025).
- Villasalero, M., Gasparri, L., Zubillaga, A. & Mora-Valbuena, M. 2025. "Open innovation and industry 4.0 linkage in manufacturing", *34th ACEDE International Conference* (Pamplona, 15-17 junio 2025).
- Villasalero, M., Gasparri, L., López-Rubio, Y. & Mora-Valbuena, M. 2025. "An empirical exploration of artificial intelligence and open innovation synergy in manufacturing", *3rd Digital Transformation Society (DTS) International Conference* (Paris, 22-23 mayo 2025).
- Villasalero, López-Cela, López-Rubio & Mora-Valbuena. 2024. "Competitive strategy and Industry 4.0 adoption in Spanish manufacturing industries", *8th International Meeting of Specialization for Research in Economics and Business* (Cartagena, 6-8 noviembre 2024).
- Villasalero, López-Cela, López-Rubio & Mora-Valbuena. 2024. "Family involvement and Industry 4.0 adoption in Spanish manufacturing industries", *8th International Meeting of Specialization for Research in Economics and Business* (Cartagena, 6-8 noviembre 2024).
- Villasalero, Gasparri, Zubillaga & Mora-Valbuena. 2024. "Open innovation and Industry 4.0 adoption in Spanish manufacturing industries", *8th International Meeting of Specialization for Research in Economics and Business* (Cartagena, 6-8 noviembre 2024).
- Villasalero, Gasparri, Sharpak & Mora-Valbuena. 2024. "Industry 4.0 adoption, training openness and human resource reskilling", *8th International Meeting of Specialization for Research in Economics and Business* (Cartagena, 6-8 noviembre 2024).

- Villasalero, Gasparri, Ghasemzadeh & Mora-Valbuena. 2024. "The three faces of 20-years old open innovation: where, how and with whom innovate", 8th International Meeting of Specialization for Research in Economics and Business (Cartagena, 6-8 noviembre 2024).
- Villasalero, López-Cela, López-Rubio & Mora-Valbuena. 2024. "Research on Industry 4.0 digital transformation using the upgraded survey on business strategies database", 8th International Meeting of Specialization for Research in Economics and Business (Cartagena, 6-8 noviembre 2024).
- Villasalero, Gasparri, Monteagudo & Mora-Valbuena. 2024. "Environmental, Social and Governance (ESG) responsibility, workforce stability and industrial digitalization", 13th International Workshop on Human Resource Management (Sevilla, 19-20 septiembre 2024).
- Villasalero, Gasparri, Sharpak & Mora-Valbuena. 2024. "Industry 4.0 adoption, training openness and human resource reskilling", 13th International Workshop on Human Resource Management (Sevilla, 19-20 septiembre 2024).
- Villasalero, López-Cela, López-Rubio & Mora-Valbuena. 2024. "Competitive strategy and Industry 4.0 adoption in Spanish manufacturing industries", 33rd ACEDE International Conference (Valencia, 16-18 junio 2024).
- Villasalero, López-Cela, López-Rubio & Mora-Valbuena. 2024. "Family involvement and Industry 4.0 adoption in Spanish manufacturing industries", 33rd ACEDE International Conference (Valencia, 16-18 junio 2024).
- Villasalero, Gasparri, Zubillaga & Mora-Valbuena. 2024. "Open innovation and Industry 4.0 adoption in Spanish manufacturing industries", 33rd ACEDE International Conference (Valencia, 16-18 junio 2024).
- Villasalero, Gasparri, Monteagudo & Mora-Valbuena. 2024. "ESG responsibility, environmental protection and Industry 4.0 open digital innovation", R&D Management Conference (Estocolmo, 17-19 junio 2024).
- Villasalero, Gasparri, Zubillaga & Mora-Valbuena. 2024. "Digital innovation, openness and Industry 4.0: co-occurrence, enabling and driving linkages", 31rd Innovation and Product Development Management Conference (Dublín, 5-7 junio 2024).
- Villasalero, Gasparri, Monteagudo & Mora-Valbuena. 2024. "Environmental, Social and Governance (ESG) responsibility, workforce stability and industrial digitalization", 2nd Digital Transformation Society (DTS) International Conference (Nápoles, 23-24 mayo 2024).
- Villasalero, Gasparri, Sharpak & Mora-Valbuena. 2024. "Industry 4.0 adoption, training openness and human resource reskilling", 2nd Digital Transformation Society (DTS) International Conference (Nápoles, 23-24 mayo 2024).
- López-Rubio, Escobar & Villasalero. 2024. "Digital transformation in family firms: the role of family members' involvement in the business", 2nd Digital Transformation Society (DTS) International Conference (Nápoles, 23-24 mayo 2024).
- Villasalero, López-Cela, López-Rubio & Mora-Valbuena. 2024. "Family involvement and Industry 4.0 adoption", 2nd Digital Transformation Society (DTS) International Conference (Nápoles, 23-24 mayo 2024).
- Villasalero, López-Cela, López-Rubio & Mora-Valbuena. 2024. "Competitive strategy and Industry 4.0 adoption in Spanish manufacturing industries", *2nd Digital Transformation Society (DTS) International Conference* (Nápoles, 23-24 mayo 2024).
- Villasalero, Gasparri, Monteagudo & Mora-Valbuena. 2024. "Environmental, Social and Governance (ESG) responsibility, workforce stability and industrial digitalization", *39th Workshop on Strategic Human Resource Management* (Barcelona, 18-19 abril 2024).
- Villasalero, Gasparri, Sharpak & Mora-Valbuena. 2024. "Industry 4.0 adoption, training openness and human resource reskilling", *39th Workshop on Strategic Human Resource Management* (Barcelona, 18-19 abril 2024).
- Villasalero, López-Cela, López-Rubio & Mora-Valbuena. 2024. "Research on Industry 4.0 digital transformation using the upgraded survey on business strategies database", *15th Workshop in Operations Management and Technology* (Linares, 14-16 marzo 2024).
- Gasparri, L., Villasalero, M., Zubillaga, A. & Mora-Valbuena, M. 2023. "Going from open to digital: open innovation and Industry 4.0 adoption in manufacturing industries", *10th World Open Innovation Conference* (Bilbao, 9-10 noviembre 2023).

- Gasparri, L., Escobar, O., Villasalero, M. & Mora-Valbuena, M. 2023. "Foreign subsidiary innovation strategies in host countries and MNC international mandates", *30th International Product Development Management Conference* (Lecco, 7-9 julio 2023).
- Gasparri, L., Villasalero, M., Zubillaga, A. & Mora-Valbuena, M. 2023. "How open innovation shapes industry 4.0 digital transformation in manufacturing industries", *1st Interdisciplinary Conference on Management, Information Technologies and Computer Sciences* (Lille, 25-26 mayo 2023).
- Gasparri, L., Villasalero, M., Zubillaga, A. & Mora-Valbuena, M. 2023. "Open innovation and digital transformation in Spanish manufacturing industries", *1st Digital Society Transformation Conference* (Paris, 23 mayo 2023).
- Mora-Valbuena, M., López-Cela, J.J., Villasalero, M. & López-Rubio, Y. 2022. "How competitive strategy and firm characteristics shape digital transformation awareness", *4th Workshop on Governance and Management of Digitalization* (Estrasburgo, 7 de noviembre 2022).
- Mora-Valbuena, M., López-Cela, J.J., Villasalero, M. & Muñoz-Calero, J. 2022. "Digital transformation adoption across upstream, downstream and support value chain activities in business", *4th Workshop on Governance and Management of Digitalization* (Estrasburgo, 7 de noviembre 2022).

C.3. Proyectos de investigación

- SBPLY/24/180225/000084, "Knowledge-based leadership for business digital transformation and their orientation towards sustainability", Donate, M.J. & Guadamillas, F. (UCLM), 2025.11.01-2028.10.31, 45.022,50€, investigador.
- PID2023-149102OB-I00, "Digitalization strategies based on knowledge management and absorptive capacity", Donate, M.J. & Guadamillas, F. (UCLM), 2024.09.01-2027.08.31, 62.500,00€, investigador.
- PTQ2022-012725, "Postdoctoral researcher Torres Quevedo", awarded to Letizia Gasparri and MEISA, *Spain's State Research Agency*, final resolution proposal issued 2024.01.25, 50,214.00€, redacción del proyecto.
- AEI-010500-2023-167, "Towards unattended operation for edge computing, DCAIOPS II", *Spain's State Research Agency*, Moya-Fernández, F. (UCLM), 2023.05.16-2024.04.17, 54,737.00€, investigador.
- SBPLY/21/180501/000260, "Knowledge strategy and absorptive capacity for business digital transformation", *Regional Government of Castilla-La Mancha, Ministry of Education, Culture and Sport*, Donate, M.J. (UCLM), 2022.09.01-2025.08.31, 35,473.57€, investigador.
- 2022-INVGO-11135, "Predoctoral position Investigo", awarded to Yolanda López Rubio on digitalization of services, *Regional Government of Castilla-La Mancha, Ministry of Economy, Business and Employment*, 2022.09.01-2024.09.01, 66.217,84€, responsable del contrato.
- DCI-ALA/19.0901/10/21526/254-909/ALFA III (2010)94, "Integral management of university withdrawal", *European Commission – DGs DEVCO – III Alfa Program*, Arriaga, J. (UPM), 2011.01.05 – 2014.01.04, 1,519,601.00€, investigador.
- POII11-0241-8415, "Responsible innovation as the basis of business development: Application to knowledge-intensive sectors", *Regional Government of Castilla-La Mancha – Ministry of Education and Science*, Guadamillas, F. (UCLM), 2011.04.01 – 2012.04.01, 12,000.00€, investigador.
- PII109-0268-8514, "Empirical analysis of knowledge transfer networks to improve the innovative capacity of Spanish SMEs", *Regional Government of Castilla-La Mancha – Ministry of Education and Science*, Guarnizo, J.V. (UCLM), 2009.04.01 – 2010.03.31, 5,000.00 €, investigador.
- AEC08-066, "Knowledge management and innovation capacity in multi-business companies", *Regional Government of Castilla-La Mancha – Ministry of Education and Science*, Villasalero, M. (UCLM), 2008.06.20 – 2008.11.30, 7,000.00€, investigador principal.
- TSI2005-08225-C07-07, "MosaicLearning: Mobile, open source, standards-based, secure, contextually personalized and collaborative e-learning", *Government of Spain – Ministry of Education and Science*, Bravo, J. (UCLM), 2005.01.31 – 2007.01.31, 40,000.00€, investigador.
- PAI05-023, "Strategic management of the family business: Human resources strategies in Castilian-La Mancha family businesses", *Regional Government of Castilla-La Mancha – Ministry of Education and Science*, Hernández, F. (UCLM), 2005.06.22 – 2007.12.31, 16,500.00€, investigador.

PCI05-001, “Strategic management of the family business: Strategic consulting model for the Castilian-La Mancha family business”, *Regional Government of Castilla-La Mancha – Ministry of Education and Science*, Guarnizo, J.V. (UCLM), 2005.06.22 – 2007.12.31, 69,000.00 €, investigador.

C.4. Contratos de investigación y transferencia del conocimiento

“University-Business Unit for Digitalization of Industrial Services”, *MEISA’s Digital Observatory*, Villasalero, M. (UCLM), 2019.01.25-actualidad, 97.190,00€.

“Realization of the 2023 action plan and balanced scorecard of the State Foundation for Employment Training (FUNDAE)”, *Government of Spain, Ministry of Labor, State Foundation for Employment Training*, Villasalero, M. (UCLM), 2022.05.24-2023.05.23, 15,195.47€

“Workshop on European structural funds”, *The World Bank Group*, Villasalero, M. (UCLM), 26/09/2013 - 30/10/2013, 1.946,00 €.

“Multi-business Firms, knowledge flows and intra-network open innovations”, *George Washington University*, Villasalero, M. (UCLM), 2012.09.01 – 2013.08.31, 940,00€.

“Continuing training in Spain: Current situation and opportunities for improvement”, *Institute for Integral Training, S.L.U.*, Guadamillas, F. (UCLM), 2011.05.02 – 2011.11.02, 4,000.00€.

“Intermediate evaluation of the Tourism Management Plan in Castilla-La Mancha (II)”, *Castilla-La Mancha Institute for Tourism Promotion*, Guadamillas, F. (UCLM), 2009.09.15 – 2010.01.14, 15,000.00€.

“Intermediate evaluation of the Tourism Management Plan in Castilla-La Mancha (I)”, *Castilla-La Mancha Institute for Tourism Promotion*, Guadamillas, F. (UCLM), 2009.06.15 – 2009.10.30, 25,520.00€.

C.5. Gestión de la I+D+i

Codirector del Aula Universidad-Empresa de Digitalización de Servicios para la Industria, *MEISA y Universidad de Castilla-La Mancha (UCLM)*, 2019.01.25-actualidad.

Organización del Track 9. Innovation and digital transformation, *8th International Meeting of Specialization for Research in Economics and Business* (Cartagena, 6-8 noviembre 2024).

Organización del Track 10. Innovation and digital transformation: looking at crossroads and intersections, *2nd Digital Transformation Society (DTS) International Conference* (Nápoles, 23-24 mayo 2024).

Organización de la Roundtable. Open innovation in the neighborhood: open, collaborative, user, consumer and crowd innovation, *30th International Product Development Management Conference* (Lecco, 7-9 julio 2023).

Managing authority of the EFRD Operating Program of Castilla-La Mancha 2007-2013, responsible for operations selection in Development of the Knowledge Economy (Research, Technological Innovation and Innovation and Information Society), 2012.12.20 – 2015.12.31.

Chief operating officer of UCLM EMPRENDE, S.L.U., holding company of technology-based academic spinoffs (2012.06.27 – 2020.12.20)

Member of the board of directors of technology-based academic spinoffs HIDRALAB INGENIERÍA Y DESARROLLOS, S.L. (2014.01.20 – 2020.12.20) and SABIOTEC SPIN-OFF, S.L. (2014.05.28 – 2020.12.20).

Managing director of the University-Business Chair of Family Firms in Ciudad Real, *University of Castilla-La Mancha (UCLM)*, 2005.02.01 – 2010.12.31.

C.6. Comités

Miembro de la Comisión Académica del programa de doctorado internacional *Entrepreneurship and Innovation*, Universidad Parthenope de Nápoles, 2020.04.30-actualidad.

Miembro del Consejo Editorial de *International Journal of Globalization and Small Business*, 2010.02.23-actualidad.

Miembro del Comité Organizador y Comité Científico del *8th International Meeting of Specialization for Research in Economics and Business* (Cartagena, 6-8 noviembre 2024).

Member of the Scientific Committee of the 1st Digital Transformation Society (DTS) International Conference, Paris (France), 2023.05.23.

Member of the Scientific Board and Organizing Committee of the 19th Spanish Academy of Management Congress, Toledo (Spain), 2009.09.09-2009.09.11.

C.7. Otros méritos

Best paper award, 2024. Nápoles (Italia): 2nd Digital Transformation Society Conference.

Best paper award, 2023. Paris (France): 1st Digital Transformation Society Conference.

Best paper award in strategic management and human resources, 2022. Málaga (Spain): 7th International Meeting of Specialization for Research in Economics and Business.

Best paper award, 2017. Aranjuez, Madrid (Spain): 27th Spanish Academy of Management Congress.

First award 'Financial Studies' in accounting and business administration, 1998 and 2005. Madrid (Spain): Center for Financial Studies.

Accesit award 'Financial Studies' in accounting and business administration, 2000 and 2002. Madrid (Spain): Center for Financial Studies.

Finalist article 'AECA award', 2000. Madrid (Spain): Spanish Association of Accounting and Business Administration.