

Mercè Roca i Puigvert

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Born on December 4th, 1977

Contact details

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CURRENT POSITION

Associate professor and academic coordinator at ESCI-UPF. Director of the Master of Science in International Business jointly offered by ESCI-UPF and the UPF Barcelona School of Management. Affiliate professor at the UPF Barcelona School of Management.

ACADEMIC QUALIFICATIONS AND ACCREDITATION

2016 – “Titular de Universidad” certification by ANECA (Spanish University Quality Agency).
2011 – “Agregat” research accreditation by AQU (Catalan University Quality Agency).
2010 – “Contratado Doctor” accreditation by ANECA (Spanish University Quality Agency).
2009 – “Lector” accreditation by AQU (Catalan University Quality Agency).
2006 – PhD awarded by The University of Leeds, Centre for Decision Research, Leeds University Business School.
Doctoral work related to decision making under probabilistic ambiguity.
2001-2003 – Master of Science in Economics and Management and “Diploma de Estudios Avanzados”, Universitat Pompeu Fabra (Honors).
1999-2000 – Bachelor’s degree in Business Administration, Universitat Pompeu Fabra.
1994-1999 – Bachelor’s degree in Economics, Universitat Pompeu Fabra.

RESEARCH

Academic articles in indexed journals

Roca, M., Ayuso, S., Bala, A., Fullana-i-Palmer (2020). What factors determine attitudes towards the implementation of a packaging deposit and refund system? A qualitative study of the perception of Spanish consumers. *Journal of Environmental Management*, 270, 15.
Batlle-Bayer, L., Bala, A., Roca, M., Lemaire, E., Aldaco, R., Fullana-i-Palmer, P. (2020) Nutritional and environmental co-benefits of shifting to “Planetary Health” Spanish tapas. *Journal of Cleaner Production*, 271, 20.
Blanca-Alcubilla, G., Roca, M., Bala, A., Sanz, N., De Castro, N., Fullana-i-Palmer, P. (2019). *Airplane cabin waste characterization: Knowing the waste for sustainable management and future recommendations*. *Waste management*, 91, 1, 57-64.
Albertí, J., Roca, M., Brodhag, C., Fullana-i-Palmer, P. (2019). *Allocation and system boundary in life cycle assessments of cities*. *Habitat International*, 83, 41-54.

- Ayuso, S., Roca, M., Arebalo, J.A., Arabind, D. (2016). *What determines principle-based standards implementation? Reporting on Global Compact adoption in Spanish firms*. Journal of Business Ethics, 133 (3), p. 553-565.
- Grasas, A., Caceres Cruz J., Lourenço H. R., Juan A. A., Roca M. (2013). *Solving the heterogeneous VRP in realistic scenarios including multiple trips*. OR Insight.
- Ayuso, S., Roca, M., Colomé, R. (2013). *SMEs as “transmitters” of CSR requirements in the supply chain*. Supply Chain Management: an International Journal, 18, 5.
- Arebalo, J.A., Arabind, D., Ayuso, S., Roca, M. (2013). *The Global Compact: An Analysis of the Motivations of Adoption in the Spanish Context*. Business Ethics: A European Review, 22, 1.
- Roca, M., Maule, A.J. (2009). *The Effects of Endowment on the Demand for Probabilistic Information*. Journal of Organizational Behavior and Human Decision Processes, 109, 56-66.
- Roca, M., Hogarth, R. M., Maule, A. J. (2006). *Ambiguity Seeking as a Result of the Status Quo Bias*. Journal of Risk and Uncertainty, vol. 4 (1), 5-28.

Books and Book chapters

- M. Roca (2011). *“Investigación de Mercados. Estudios en el sector de los Medios”*. In *Audiencia y Visibilidad en los Medios de Comunicación I*, pp. 179-217. Editorial UOC. ISBN: 978-84-694-4385-9.
- Roca, J. and Roca M. (2010). *Una Estrategia Singular. Claves del Éxito del Grupo Alimentario Guissona*. Profit Editorial, Barcelona. ISBN: 9788496998537.
- Roca, M. (2010). *Reference Dependence in the Face of Ambiguity. Trading Lottery Tickets and Probabilistic Information*. VDM Verlag Dr. Müller Publishing House. ISBN: 9783639227468.
- Roca, M. (2007). *“El impacto de la inmigración en Guissona (Lleida)”*. In *Inmigración y Transformación Social en Cataluña. Aspectos Socio-Económicos del Fenómeno Inmigratorio. Las cuestiones relevantes*, 361-441. Editorial: Fundación BBVA. Project (book published in Spanish) directed by E. Argullol y G. López-Casasnovas (Universitat Pompeu Fabra). ISBN: 978-84-96515-20-8.

Applied research, conference proceedings and working papers

- Segura, M., Puig, J., Muns, Ll., Roca, M. (en curs). *Avaluació de l'impacte econòmic de la moneda ciutadana a l'eix Besòs per al projecte B-Mincome*. Promogut per l'Ajuntament de Barcelona i Novact.
- Roca, M., Corella, P., Colomé, R., Segura, M. (2018). *Mapa de la internacionalització de les empreses catalanes de retail*. Promogut pel Consorci de Comerç, Artesania i Moda del Departament d'Empresa i Coneixement de la Generalitat de Catalunya.
- Pere Fullana-i-Palmer, Alba Bala, Michael Hauschild, Rubén Aldaco, Blanca D. Such, Rosa Colomé, Joan Ribas, Mercè Roca, Silvia Ayuso, Ivan Muñoz (2018). *Critical review process of an LCA comparative assertion: a case on beverage packaging waste management alternatives*. LCA Food, conference paper, Thailand.
- Blanca G., Chavarri R., de Castro N., Roca M., Fullana-i-Palmer P. (2017). *The LIFE+ Zero Cabin Waste project. Waste characterizations*. Sardinia 2017 - 16th International Waste Management and Landfill Symposium. Cagliari, October 2017.
- Fullana, P., Bala A., Colomé R., Ayuso S., Díaz B., Muñoz I., Retolaza J.L., Ribas R., Roca M., Weidema B. (2017). *Estudio de sostenibilidad sobre la introducción de un SDDR obligatorio para envases: análisis ambiental, social y económico comparativo con la situación actual*. Càtedra Unesco Cicle de Vida, ESCI-UPF.
- Ayuso, S., Roca, M. (2015). *La RSC en la cadena de suministro: ¿riesgo u oportunidad?* Revista de Responsabilidad Social de la Empresa, 21.
- Colomé, R., González, S., Pahissa, E., Roca, M., Vilalta, M. (2015). *Perfils i competències per a la internacionalització*. Editat per ESCI-UPF i AMEC.

- Raugei, M., Bala, A., Colomé, R., Roca, M. (2015). Herramienta para calcular la huella de carbono de una cadena Logística. In: <http://mango.esci.es/assets/Uploads/Otros-documentos/Gua-clculo-huella-de-carbono-cadena-logstica-2015.pdf>
- Ayuso, S., Roca, M. (2015). *Orientación emprendedora y desarrollo sostenible en las PYMES catalanas*. XXII Congreso Anual de EBEN-España, Cátedra Ethos.
- Roca, M., Ayuso, S. (2015). *Integración del desarrollo sostenible en las PYMES catalanas*. Documento de Trabajo nº21 Cátedra de Responsabilidad Social Corporativa Mango, ESCI-UPF.
- Colomé, R., González, S., Pahissa, E., Roca, M., Vilalta, M. (2015). *Perfils i competències per a la internacionalització*. Edited by ESCI-UPF and AMEC.
- Ayuso, S., Roca, M. (2014). *Entrepreneurial orientation and Sustainable Development Engagement in Spanish SMEs*. Final Proceedings of the 59th International Council for Small Business World Conference.
- Ayuso, S., Roca, M., Arevalo, J.A. (2013). *What determines progress in Global Compact principles implementation?* Proceedings of the 13th EURAM Conference.
- Roca M. (2013). *Lecciones de la investigación sobre el comportamiento del consumidor ante las acciones de RSC*. Document de treball 13 Càtedra de Responsabilitat Social Corporativa Mango, ESCI-UPF.
- Roca, M., Florit R. (2013). Desafíos del Director de Ventas ante la Internacionalización Comercial. Harvard Deusto Marketing & Ventas, 119.
- Roca, M., Ayuso, S (2013). *La RSC en la cadena de suministro de las 50 mayores empresas en España*. Documento de trabajo nº 15 Cátedra de Responsabilidad Social Corporativa Mango, ESCI-UPF.
- Roca M. (2013). *Lecciones de la investigación sobre el comportamiento del consumidor ante las acciones de RSC*. Documento de trabajo 13 Cátedra de Responsabilidad Social Corporativa Mango, ESCI-UPF.
- Caceres Cruz J., Grasas A., Lourenço H. R., Juan A. A., Roca M., Colomé R (2012). *Aplicación de un algoritmo randomizado a un problema real de enrutamiento de vehículos heterogéneos*. Proceedings MAEB 2012. 767-773. (ISBN: 978-84-615-6931-1).
- Roca, M., Ayuso, S., Colomé, R. (2010). *CSR requirements in the supply chain: the case of Catalan SMEs*. Proceedings of the 10th EURAM Conference.
- M. Roca, J. Roca (2010). *Expectativas ante la expatriación internacional*. Revista Experiencias, 4. ICEX (70509004-X).
- Roca, M., Roca, J. (2010). *Alianzas estratégicas: Internacionalización empresarial en forma de consorcio de exportación*. Revista Experiencias, 3. ICEX. (70509004-X).
- Ayuso, S., Roca, M. (2010). *Las Empresas Españolas y el Pacto Mundial*. Documento de trabajo nº 8 Cátedra de Responsabilidad Social Corporativa Mango, ESCI-UPF.
- Roca, M., Ayuso, S., Colomé, R. (2010). *Requisitos de RSC en la Cadena de Suministro: el Caso de las PYMES Catalanas*. Documento de trabajo nº 4 Cátedra de Responsabilidad Social Corporativa Mango, ESCI-UPF.
- Bala, A., Roca, M., J. P. Soto, Pérez, M., Leao, S. (2010). *Evaluación del grado de conocimiento de las unidades de gestión de residuos de envases de España y Portugal sobre enfoque de Ciclo de Vida y Herramientas de Análisis Ambiental*. Report for LIFE project, EU Comission.
- Roca, M. (2010). COFME: estudio de caso. Study commissioned by PIMEC and the ESF.
- Roca, M., Roca, J. (2009). *Estudio de la Internacionalización de Esteve Química*. Centro Virtual de Casos de Internacionalización, ICEX-AEED.
- Roca, M., Soto, J.P. (2009). *Anàlisi de Llocs web de compra verda a España*. Report for Fundación Club EMAS.
- Roca M., Soto, J.P. (2008). *Estudio del sector de los media en Cataluña*. Report for Fundación Barcelona Media.
- Roca, M. (2007). *La Internacionalización de S.A. Grober: México*. Case study for the Centro de Experiencias de Internacionalización, CECO-ICEX.
- Roca, M. (2007). *México: Ficha País*. Centro de Experiencias de Internacionalización, CECO-ICEX.
- Roca, M. (2007). *La Internacionalización del Sector Textil. Pulligan Internacional S.A.: Implantación en Marruecos*. Case study for the Centro de Experiencias de Internacionalización, CECO-ICEX.
- Roca, M. (2007). *Marruecos: Ficha País*. Centro de Experiencias de Internacionalización, CECO-ICEX.

- Roca, J., Roca, M. (2004). *Desarrollo y Gestión de una Transformación Empresarial: Grup Alimentari Guissona*. Universitat Pompeu Fabra Business and Administration Case Studies 44. Available electronically: <http://www.econ.upf.edu>.
- Roca, M. (2003). *The Value of Information in Ambiguous Settings and the Endowment Effect*. Master Thesis, Universitat Pompeu Fabra, GPEM.
- Roca, M. (2001). *Swissair. Case Study*. Universitat Pompeu Fabra Business and Administration Case Studies, 21. Available electronically: <http://www.econ.upf.edu>.

FUNDED PROJECTS

- Creative Europe Programme Call EACEA-34-2018. Analysis of Opera sets eco-design and circular practices among European opera houses and festivals.
- CERES – Food Consumption Strategies for the mitigation of Climate Change towards an environmentally sustainable diet.. CTM2016-76176-C2-2-R. CConvocatoria 2016 proyectos I+D+I programa estatal de investigación, desarrollo e innovación orientada a los retos de la sociedad. Ministerio de Ciencia Innovación y Universidades.
- LIFE15/ENV/ES/000209 Zero Cabin Waste, co-financed by the European Commission. Senior researcher.
- Ministerio de Economía y Competitividad (BUSINESSCOOP subproject of GREEN COOP). Métodos Híbridos para la Cooperación Horizontal en Transporte y Logística Sostenibles). Directed by Helena Ramalhinho UPF.
- European Commission (TEMPUS: 530260-TEMPUS-1-2013-1-DE-TEMPUS-JPCR). Exporting Master programme in Enterprise Systems Engineering to Jordan Syria, Tunisia and Egypt. Directed by Oldenburg University, prof. Jorge Marx.
- Ministerio de Economía y Competitividad (TRA2013-48180-C3-2-P). Modelos de Analítica Empresarial y de Cooperación Horizontal para el área de Logística y Transporte (2013-216). Directed by prof. Helena Ramalhinho Lourenço.
- Ministerio de Ciencia e Innovación (ECO2009-11307). Métodos cuantitativos de decisión en entornos logísticos y productivos (2009-2013). Directed by por prof. Daniel Serra Figuera.
- European Commission (FENIX LIFE 08 ENV/E/000135). Finding environmental life cycle assessment information on packaging waste management through flexible software tools and databases. Directed by prof. Pere Fullana i Palmer.
- Ministerio de Educación y Ciencia. ECO2008-01768 Experimentation, markets and behaviour. Directed by Rosemarie Nagel, January 2008-2011.

TEACHING EXPERIENCE

- Universitat Pompeu Fabra (2017-present). MSc in International Business (jointly offered between Barcelona School of Management and ESCI-UPF). 'Marketing Research an Opportunity Analysis', 'Statistics Brush-up course', 'International Trade Mission'.
- ESCI-UPF (2007-present). Bachelors' degree in International Business and Marketing: 'Statistics', 'Market Research Analytics'. Former courses: 'Marketing Research', 'Dirección Comercial III'.
- Surrey University Business School (UK, 2018). Visiting Lecturer of Organizational Culture and Individual Decision Making. Erasmus+ Exchange program (8h course).
- Reutlingen University (Germany, 2016). Visiting Lecturer of Statistics under the Erasmus+ Exchange program (8h course).
- Sinai University and Ahrm Canadian University (Egypt, 2015). Visiting Lecturer of "ESE Business Applications" under the TEMPUS program: Exporting Master program in Enterprise Systems Engineering to Jordan Syria, Tunisia and Egypt (1 week).

University of Sfax and Tunis University (Tunis, 2015). Visiting Lecturer of “ESE Business Applications” under the TEMPUS program: Exporting Master program in Enterprise Systems Engineering to Jordan Syria, Tunisia and Egypt (1 week).

Princess Sumaya University of Technology and German-Jordanian University.). Visiting Lecturer of “ESE Business Applications” under the TEMPUS program: Exporting Master program in Enterprise Systems Engineering to Jordan Syria, Tunisia and Egypt (1 week).

UOC (2011-2014): lecturer of ‘Marketing Research’ of the Postgrado en Mediaweb Impact.

ADEIT - Universidad de Valencia (2005-2008): Teacher of the module on ‘Decision-Making’ for the online Master in “Dirección Integrada, Diseño y Pilotaje de Proyectos” (Executive Master in Project Management).

BES La Salle (2011) – Lecturer of ‘Marketing Research’ in the Executive Master in Business Administration.

Universitat Pompeu Fabra (2006-2007): Adjunct Lecturer of ‘Investigación de Mercados’ in Diplomatura de empresariales.

Escola Universitaria del Maresme (2006-2007): Lecturer of ‘Dirección de Productos’ and ‘Investigación de Mercados’.

Leeds University Business School (2003-2006): Teaching Assistantship. Lecturer of ‘Decision Making and Information Systems’, and ‘Economic Theory and its Applications’.

Universitat Pompeu Fabra (2000-2003): Teaching Assistantship. Lecturer of ‘Business Strategies’, ‘Introduction to Data Analysis’, ‘Logistics’ and ‘Marketing’.

SCHOLARSHIPS

Leeds University Business School (2005-2006).

ESRC: Economic and Social Research Council, UK. Doctoral research (2004-2006).

Beques Batista Roca. Doctoral research (2004-2005).

GPEN, Universitat Pompeu Fabra Scholarship. Doctoral research (2000-2003).

Cooperation Grant, funded by Universitat Pompeu Fabra, Nicaragua (summer of 1999).

EDITORIAL EXPERIENCE

Reviewer of Waste Management

Reviewer for the Journal of Organizational Behavior and Human Decision Processes.

Leeds University Business School Working Paper Series – First Managing Editor and occasional Reviewer (2004-2007).

WORK PRESENTED IN CONFERENCES AND CONFERENCE COMMITTEE MEMBERSHIP

IX Encuentro Estatal de Monedas Locales 2020. The Glocalizing effect of Complementary Currencies. Joint with Marta Segura and Jordi Puig.

VIII Congreso Associació Catalana de Comptabilitat i Direcció (ACCID). 2019. Cientific Committee.

LCAFood 2018 Congress in Thailand. Poster. Critical review process of an LCA comparative assertion: a case on beverage packaging waste management alternatives. Pere Fullana-i-Palmer, Alba Bala, Michael Hauschild, Rubén Aldaco, Blanca D. Such, Rosa Colomé, Joan Ribas, Mercè Roca, Silvia Ayuso, Ivan Muñoz.

16th International Waste Management and Landfill Symposium. Paper presented: Blanca G., Chavarri R., de Castro N., Roca M., Fullana-i-Palmer P. (2017). The LIFE+ Zero Cabin Waste project. Waste characterizations.

Jornadas de investigación en sostenibilidad Universitat Pompeu Fabra (Barcelona, 2015). Paper presented.

Applications of ESE to Business, organized by the Sinai University (Cairo, 2015). Cientific Committee.

XXII Congreso Anual de EBEN España (2014). Paper presented.

59th annual Conference of the International Council for Small Business (Dublin, 2014). Paper presented.

24th Subjective Probability, Utility, and Decision making Conference (Barcelona, 2013). Cientific committee.

European Conference of the Association for Consumer Research (Barcelona, 2013). Cientific committee.
European Academy of Management (Istambul, 2013). Paper presented.
Moral Dynamics and Socially Responsible Consumer Behaviour conference (Barcelona, 2013). Cientific committee.
MAEB 2002 (Albacete, 2012). Paper presented.
SETAC Europe 17th LCA Case Studies Symposium (Budapest, 2010). Paper presented.
European Academy of Management (Rome, 2010). Paper presented.
Centro de experiències de internacionalizaci3n ICEX (Madrid, 2007). Paper presented.
European Group For Process Tracing Studies (EGPROC) Meeting (Barcelona, 2007). Cientific committee.
European Academy of Management (Rome, 2010). Paper presented.
European Group For Process Tracing Studies (EGPROC) Meeting (Leeds, 2006). Cientific committee.
University College Psychology Department Seminar Series (London, 2006). Paper presented.
XXX Simposio de Análisis Econ3mico (Murcia, 2005). Paper presented.
Society for Judgment and Decision Making annual meeting (Toronto, November 2005). Paper presented.
Subjective Probability, Utility, and Decision Making conference (Stockholm, 2005). Paper presented.
European Group for Process Tracing Studies meeting (Rovereto, 2005). Paper presented.
Mannheim Banking and Finance Department (Manheim, 2004). Paper presented.
Centre for Decision Research Seminar Series. Leeds University Business School (Leeds, 2004). Paper presented.

RESEARCH GROUPS MEMBERSHIP

Research in International Studies and Economics. ESCI-UPF.
Cátedra Mango de RSC. ESCI-UPF
UNESCO Chair in Life Cycle and Climate Change ESCI-UPF.
Business Analytics Research Group (BARG). Universitat Pompeu Fabra.
BESLab – Behavioral Experimental Sciences Laboratory. Universitat Pompeu Fabra.