



Conferencista convidada

Keynote speaker

MARÍA CONCEPCIÓN LÓPEZ-FERNÁNDEZ é professora catedrática de Gestão no Departamento de Gestão e Administração da Universidade de Cantabria (UC) em Espanha. Detém a Cátedra Santander em Empresas Familiares na mesma universidade. Atualmente coordena o doutoramento em Ciências Jurídicas e Empresariais. A sua investigação centra-se nas áreas do empreendedorismo, empresas familiares, estratégia, inovação, flexibilidade organizacional e turismo. É coautora de um número significativo de artigos em conferências, livros e revistas nacionais e internacionais, incluindo, entre outros, publicações na *Family Business Review*, *Journal of Small Business Management*, *Journal of Family Business Strategy*, *International Journal of Production Research*, *Journal of Manufacturing Systems*, *Journal of Manufacturing and Technology Management*, *Tourism Management*, *Organization & Environment*, *R&D Management*, *Cornell Hospitality Quarterly* e *Business Research Quarterly*. Tem vasta experiência de ensino em cursos de licenciatura, mestrado e doutoramento, com nove orientações de teses. Foi durante dois mandatos Diretora da Faculdade de Gestão e Economia da Universidade de Cantabria (1993-2004). De 2006-2013 foi Vice-Reitora para os Assuntos Académicos, Docentes e Internacionalização.

MARÍA CONCEPCIÓN LÓPEZ-FERNÁNDEZ, PhD, is a Full Professor of Management at the Business Administration Department (University of Cantabria - UC). She holds a Banco Santander Chair in Family Business. She is currently: the coordinator of the UC Law and Business PhD Program at the University of Cantabria. Her research interests include entrepreneurship, family business, business strategy, innovation management, organisational flexibility, and tourism. She has co-authored a significant number of national and international conference papers, books and journal articles including those appearing in *Family Business Review*, *Journal of Small Business Management*, *Journal of Family Business Strategy*, *International Journal of Production Research*, *Journal of Manufacturing Systems*, *Journal of Manufacturing and Technology Management*, *Tourism Management*, *Organization & Environment*, *R&D Management*, *Cornell Hospitality Quarterly* or *Business Research Quarterly*, among others. She has a wide teaching experience at undergraduate, master and doctoral levels having supervised 9 PhD dissertations. She has served two four-year terms as the Dean of the Business and Economics School of the University of Cantabria (1993-2004). Since 2006 she served as Vice- President for Academic Affairs, Vice-President for Faculty Staff and Vice-President for Internationalisation until 2013.