

Dr Ferran Vendrell-Herrero

Lecturer in Managerial Economics

The Department of Business and Labour Economics

Contact details

Telephone **+44 (0) 121 414 8563** (tel: [+44 121 414 8563](tel:+441214148563))

Email f.vendrell-herrero@bham.ac.uk (<mailto:f.vendrell-herrero@bham.ac.uk>)

Twitter [@fvendrell](http://twitter.com/fvendrell) (<http://twitter.com/fvendrell>)

Birmingham Business School
University House
University of Birmingham
Edgbaston
Birmingham
B15 2TT



About

Ferran's research takes an economic perspective and he has a strong preference for quantitative methodologies. His research outputs have focused on two areas: Evaluation of policies concerning industrial and venture promotion, and the crisis of the creative industries. Those interests were developed thanks to the opportunity of working with multidisciplinary teams in different institutions, including Spanish and UK universities, research centers and private companies. These research efforts are published in leading journals. In February 2011, Ferran took his first lecturer position in business economics in Barcelona Tech (Spain) and joined the Birmingham Business School in September 2013.

Qualifications

- 2008 PhD Business Economics, Universitat Autònoma de Barcelona - "**Transfer of knowledge from the lab to the market: The idiosyncrasy of academic entrepreneurs (<http://www.tdx.cat/handle/10803/3971>)**"
- 2004 BA Business Administration, Universitat Autònoma de Barcelona
- 2004 BA Economics, Universitat Autònoma de Barcelona

Teaching

(07 02953) Introduction to Economics (1st year UG)

(07 24111) Intermediate Business Economics and the macroeconomy (2nd Year UG)

Research

Research outputs have focused on two areas:

1. Evaluation of policies concerning industrial and venture promotion such as university spin-offs and cluster associations. This involves the measurement of firm performance, productivity, and venture capital attraction both longitudinally and cross-section. This research follows usual scientific methodology comparing treatment and control groups of firms. Research on this topic has been published in *Regional Studies*, *Small Business Economics* and *Venture Capital*.
2. Creative industries contain relevant sectors of the economy such as cinema, music and books, which are struggling given the digitalization of their resources. This directly affects the value of their existing and future catalogues. Therefore, this research line pursues to understand the influence of non-legitimate downloading (i.e. piracy) in aggregate industrial revenues, with especial attention to the music industry. In addition, it also involves the evaluation of digital business models and the shifts in the supply chain structure of those sectors, phenomenon also described as servitization in creative industries. Research on this topic has been published in *International Journal of Production Economics*, *Supply Chain Management*, *Strategic Change* and *Industrial Management and Data Systems*.

Other activities

- Scientific Director of the International Conference on Business Servitization

Publications

SELECTED PEER REVIEWED PUBLICATIONS (SINCE 2010)

Ortín-Ángel, P., Vendrell-Herrero, F. (2014) "University spin-offs Vs. other NTBFs: Total Factor Productivity at outset and evolution", *Technovation*, Vol. 34 (2), pp.101-112

Myrthianos, V., Vendrell-Herrero, F., Bustinza, O.F., Parry, G. (2014) "Evaluating firm profitability during the servitization process of the music industry". *Strategic Change*, Forthcoming

Vendrell-Herrero, F., González-Pernía, J.L., Peña-Legazkue, I. (2014) "Do incentive matter to promote high technology-driven entrepreneurial activity?", *International Entrepreneurship and Management Journal*, Vol. 10 (1), pp. 43-66

Parry, G., Vendrell-Herrero, F., Bustinza, O.F (2014). "Using data in decision-making: analysis from the music industry". *Strategic Change*, Vol. 23 (3-4), pp.267-279

Parry, G., Bustinza, O.F., Vendrell-Herrero, F. (2014). "Copyright and creation: repositioning the argument", *Strategic Direction* Vol. 30 Iss: 3, pp.32 - 35

Aranguren, M.J., Maza-Aramburu, X., Parrilli, D., Vendrell-Herrero, F., Wilson, J. (2013) "Nested Methodological Approaches for Cluster Policy Evaluation: An Application to the Basque Country", *Regional Studies*, DOI: 10.1080/00343404.2012.750423

Bustinza, O., Parry, G., Vendrell-Herrero, F. (2013). "Supply and Demand Chain Management orientation - Adding services to product offerings", *Supply Chain Management: An International Journal*, Vol. 18 (6), pp.618-629

Bustinza, O.F., Vendrell-Herrero, F., Parry, G., Myrthianos, V. (2013) "Music Business Models and Piracy", *Industrial Management & Data Systems*, Vol. 113 (1), pp. 4-22 -- Awarded with the Outstanding paper 2013 of the journal.

Parry, G., Bustinza, O.F., Vendrell-Herrero, F., (2012) "Servitisation and Value Co-production in the UK Music Industry", *International Journal of Production Economics*, 135: 320-332

González-Pernía, J.L., Peña-Legazkue, I., Vendrell-Herrero, F (2012) "Innovation, Entrepreneurial Activity and Competitiveness at a sub-national level", *Small Business Economics*, 39(3), 561-574

De la Maza-Aramburu, X., Vendrell-Herrero, F., Wilson, J. (2012) "Where is the value of cluster associations for firms?", *Intangible Capital* Vol. 8 (2): 472-496

Ortín-Ángel, P. and Vendrell-Herrero, F. (2010) "Why do University Spin-offs attract more Venture Capitalists?", *Venture Capital* 12(4): 285-306

BOOKS AND BOOK CHAPTERS

Vendrell-Herrero, F. Lafuente, E. (2014). "Emprender en la era digital: Tres casos de emprendedores con teoría integrada". *Omnia Science*

Vendrell-Herrero, F., González-Pernía, J.L., Peña-Legazkue, I. (2012) "Who are the entrepreneurs that help the economy emerge from crisis?" in the book "The Consequences of the International Crisis on European SMEs", *Routledge* (Editors. Dallago, Guglielmetti, Rondinelli).

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