

# Esther Roca Batllori

## COMPETITIVE STRATEGY

---

### ARTICOLI SU RIVISTA SCIENTIFICA

FOSFURI A., GIARRATANA M. S., ROCA BATLLORI E.

**Social Business Hybrids: Demand Externalities, Competitive Advantage, and Growth Through Diversification**

Organization Science, 2016, vol.27, no. 5, pp.1275–1289

FOSFURI A., ROCA BATLLORI E., GIARRATANA M. S.

**Walking a slippery line: Investments in social values and product longevity**

Strategic Management Journal, 2015, vol.36, no. 11, pp.1750–1760

FOSFURI A., GIARRATANA M. S., ROCA BATLLORI E.

**Building and Sustaining a Product Differentiation Advantage Through a Community-Focused Strategy**

Industry and Innovation, 2013, vol.20, no. 2, pp.114–132

FOSFURI A., GIARRATANA M. S., ROCA BATLLORI E.

**Community-focused strategies**

Strategic Organization, 2011, vol.9, no. 3, pp.222–239

ROCA BATLLORI E.

**The Exercise of Moral Imagination in Stigmatized Work Groups**

Journal of Business Ethics, 2010, vol.96, no. 1, pp.135–147

ROCA BATLLORI E.

**Introducing Practical Wisdom in Business Schools**

Journal of Business Ethics, 2008, vol.82, no. 3, pp.607–620

ROCA BATLLORI E.

**Rethinking Aristotelian Communities as Contemporary Corporations**

Philosophy of Management, 2007, vol.6, no. 2, pp.77–85

ROCA BATLLORI E.

**Intuitive Practical Wisdom in Organizational Life**

Social Epistemology, 2007, vol.21, no. 2, pp.195–207

FOSFURI A., ROCA BATLLORI E.

**Optimal licensing strategy: royalty or fixed fee?**

International Journal of Business and Economics (IJBE), 2004, vol.3, no. 1, pp.13–19

---

## VOCI (IN DIZIONARIO O ENCICLOPEDIA)

FOSFURI A., ROCA BATLLORI E.

**Not-invented-here syndrome** in *Encyclopedia of International Strategic Management*

Christian Geisler Asmussen, Niron Hashai, Dana Minbaeva (a cura di), Edward Elgar Publishing, pp.314-316, 2024

---