



SOCIAL BUSINESS HISTORY

Description

Research on the **economic evolution along the time** of the firms – specially the Madrid firms – since their origins to the present time.



"Change to remain", this could be the maxim that has led many companies to seek better solutions, processes, products, to maintain, and improve, their position in the market.

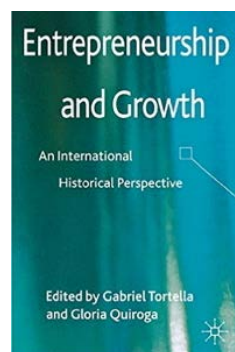
How does it work

After an **interview with the researcher-in-chief**, a **specialized team work** is gathered to assess the possibilities of doing a satisfactory work and the time needed for it.

The methodology is the typical of the business history developed by the members of the European Business History Association (EBHA), organization to which the researcher-in-chief belongs. This methodology is devoted **to study the contributions of the firms in the technological and organizational realms**, stressing more the factors linked to the evolution of the economic sector where the firm operates than the general historical framework.

Advantages

Business History is a discipline of recent implementation in Spain, but the researcher-in-chief has already published monographs and learning materials that have been well received in the academic and the professional worlds, such as the collective book "Entrepreneurship and Growth. An International Historical Perspective" (Basingstoke and Nueva York, Palgrave Macmillan, 2013).



Due to the whole character of the topics addressed, this work may interest students, entrepreneurs, and an all that is attracted to the problems of the business world, which are already better in the timeline.



Universidad Complutense de Madrid

Vice-rector of Knowledge Transfer and Entrepreneurship
Transfer of Research Results Office (OTRI)

Where has it been developed

The research group is inserted in the **Department of Economic History I of the Faculty of Economics & Business**. Among the firms that have required the services of the researcher-in-chief, we can stand out Mahou, the Eduardo Barreiros Foundation, Mapfre and Banco Popular. They are firms and organizations of different scopes, but sharing a common objective: the preservation of the heritage.

And also

Our offer includes:

- **Research services in economic history**, which are very useful to commemorate any key date in the evolution of the firms (fifty anniversary, centenary, etc.)
- **Technical assistance** in the creation of historical archives.
- **Relations with other institutions**, of national or international scope, working in business history (foundations, associations, historical archives of similar firms, etc.)

Responsible Researcher

José Luis García Ruiz: jlgarciarui@ccee.ucm.es

Department: Departamento of History and Economic Institutions I

Faculty: Economic Management Sciences