Competitiveness and growth of economies depend, among other factors, on R&D investments and on the existence of a business structure capable of transforming innovation efforts into frontline outcomes that allow for a global advantage in innovation, both at the country and the firm levels. Which R&D strategies favour a better positioning in the global economy? Where and how to conduct private and public R&D investments? Which are the most relevant factors to face competition in international markets?

The IV Workshop “KIIS, Knowledge, Innovation, and Internationalization Strategies” is devoted to the analysis of the above questions. Related public policy issues will also be discussed. In particular, the aim of this Workshop is to provide a forum where researchers present and discuss high-quality research and benefit from interaction and exchange of ideas.

Venue
The workshop will take place in Room 3P17, located in the third floor of the Facultat d’Economia, Avinguda dels Tarongers, s/n, 46022 València.

Organizing Committee
Dolores Añón Higón (Universitat de València and ERICES)
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**Thursday, November 15th**

10:45h – 11:00h | Presentation

11:00h – 12:30h

**Keynote: GLOBALIZATION FOR SALE**
Paola Conconi (Université Libre de Bruxelles, CEPR and CESifo)
Michael Blanga-Gubbay (Université Libre de Bruxelles)
Mathieu Parenti (Université Libre de Bruxelles and CEPR)

**The Scope and Scale of Multinationals: An empirical assessment**
José C. Fariñas (Universidad Complutense de Madrid)
Ana Martín-Marcos (UNED)
Francisco J. Velázquez (Universidad Complutense de Madrid)

12:30h - 12:45h | Coffee break

12:45h - 14:00h

**Innovation and the region’s innovative context. Spatial sorting after all?**
Enrique López Bazo (Universitat de Barcelona)

**Barriers to Circular Economy in the European SMEs**
Elisenda Jové (Universitat Rovira i Virgili)
Jose Garcia Quevedo (Universitat de Barcelona)
Ester Martínez-Ros (Universidad Carlos III de Madrid)

14:00h - 15:15h | Lunch

15:15h – 17:00h

**Keynote: HOW REDEPLOYABLE ARE PATENT ASSETS? EVIDENCE FROM FAILED STARTUPS**
Carlos Serrano (Universitat Pompeu Fabra and Barcelona GSE)
Rosemarie Ziedonis (Questrom School of Business, Boston University)

**Breakthrough patents and technological relatedness**
Diego Ocampo (Universitat de Barcelona)
Ron Boschma (Universiteit Utrecht)
Ernest Migueléz (Université de Bordeaux)
Rosina Moreno (Universitat de Barcelona)

**Labour market reform and innovation: Evidence from Spain**
María García-Vega (University of Nottingham)
Richard Kneller (University of Nottingham)
Joel Stiebale (DICE, Heinrich-Heine Universität Düsseldorf)

17:00h - 17:30h | Coffee break

17:30h - 18:45h

**ROUND TABLE**
Angel Martín Acebes (ICEX, Director Territorial de Comercio de Madrid)
Manfred Berbel (Global Chief Sales & Marketing Officer at Zumex Group)

**Friday, November 16th**

9:15h - 11:30h

**Keynote: MERGERS AND INNOVATION PORTFOLIOS**
José Luis Moraga-González (Vrije Universiteit Amsterdam)
Evgenia Motchenkova (Vrije Universiteit Amsterdam)
Saish Nevekar (Indira Gandhi Institute of Development Research)

14:00h | Lunch

15:30h - 18:30h | Final discussion and KIIS meeting