



**CURRICULUM VITAE (CVA)**

**IMPORTANT – The Curriculum Vitae cannot exceed 4 pages. Instructions to fill this document are available in the website.**

|                                                |                          |                |                                                                        |
|------------------------------------------------|--------------------------|----------------|------------------------------------------------------------------------|
| <b>Part A. PERSONAL INFORMATION</b>            |                          | <b>CV date</b> | 27/01/2025                                                             |
| First name                                     | LEIRE                    |                |                                                                        |
| Family name                                    | SAN JOSE RUIZ DE AGUIRRE |                |                                                                        |
| Gender (*)                                     | WOMAN                    | Birht data:    | 10/04/1977                                                             |
| Social Security, Passport, ID number           | XXXXXX                   |                |                                                                        |
| e-mail                                         | leire.sanjose@ehu.eus    | URL Web        | <a href="http://www.ehu.eus/leiresanjose">www.ehu.eus/leiresanjose</a> |
| Open Researcher and Contributor ID (ORCID) (*) | 0000-0003-2760-3285      |                |                                                                        |

(\*) Mandatory

**A.1. Current position**

|                   |                                                             |           |                    |
|-------------------|-------------------------------------------------------------|-----------|--------------------|
| Position          | PROFESORA CATEDRÁTICA DE UNIVERSIDAD (FULL PROFESSOR)       |           |                    |
| Initial date      | 04/06/2022                                                  |           |                    |
| Institution       | UNIVERSIDAD DEL PAÍS VASCO                                  |           |                    |
| Department/Center | ECONOMÍA FINANCIERA II (Economía Financiera y Contabilidad) |           |                    |
| Country           | SPAIN                                                       | Telephone | 946013808 / XXXXXX |
| Key words         | STAKEHOLDER, SOCIAL VALUE, IMPACT, MONETIZATION             |           |                    |

**A.2. Previous positions (research activity interuptions, art. 14.2.b))**

| Period    | Position/Institution/Country/Interruption cause            |
|-----------|------------------------------------------------------------|
| 2022-hoy  | Profesora Catedrática de Universidad                       |
| 2011-2023 | Profesora Titular de Universidad / UPV/EHU / España        |
| 2009-2022 | Visiting Research Fellow / University of Huddersfield / UK |
| 2009-2011 | Profesora Agregada / UPV/EHU / España                      |
| 2008-2009 | Research Fellow / University of Huddersfield / UK          |
| 2000-2009 | Asociada Universidad / UPV/EHU / España                    |

**A.3. Education**

| PhD, Licensed, Graduate            | University/Country | Year |
|------------------------------------|--------------------|------|
| Licensed ADE                       | UPV/EHU / Spain    | 1999 |
| Specialist (master) Social Economy | UPV/EHU / Spain    | 2001 |
| Master Investigación (DEA)         | UPV/EHU / Spain    | 2003 |
| Thesis (PhD.)                      | UPV/EHU / Spain    | 2006 |

**Part B. Professional Accreditations:**

- Accredited as Pleno Professor (Unibasq, 2017) and Full Professor (ANECA, 2018).



- Holds 4 research sexenios: Field 8 (2005–2009, 2010–2015, 2016–2021) and Transfer (2007–2015).

#### **Research Metrics:**

- Scopus h-index: 14 (623 citations).
- Web of Science h-index: 12 (448 citations).
- Google Scholar h-index: 25.

#### **Research Areas and Contributions:**

Focused on three areas, with significant work in the monetization of social value. This includes developing social accounting models to quantify and monetize organizational value for stakeholders. Collaborated voluntarily with organizations like GEAccounting, Basque Museums, AECA, and others. Contributions have been shared globally at universities such as Huddersfield, Sorbonne, and ESSEC. Worked with Edward Freeman (stakeholder theory).

The developed social accounting allows for various applications, including gender analysis, territorial evaluation, and alignment with SDGs. The methodology has been key for organizations like Lantegi Batuak to showcase value beyond economic metrics.

#### **Intellectual Property and Practical Impact:**

- Co-developed and registered a utility model for calculating social value: "Algorithms for the Monetization of Social Value Generated by Organizations" (BOE, 2014).
- Another patent was developed in 2021 with UCLM and GEAccounting.
- The model has been applied in studies like IS-IMPACT (ONCE Foundation), Foretica Guide, and Mango Chair Report.

#### **Organizations Using the Model:**

Includes notable entities like Lantegi Batuak, Euskaltel, Acciona, Domusa, ONCE Foundation, Chillida Leku Museum, and over 40 others across sectors like housing, employment, and disability.

#### **Training and Dissemination:**

- Reached over 5,000 students globally through the Miriadax platform with the course "Monetizing the Social Value Generated by an Organization," awarded Excellence 2019 (SDSN Network).
- Invited to institutions such as Siemens-Gamesa and universities like ESSEC and Huddersfield.

#### **Research Stays and Theses:**

- Conducted 7 research stays at institutions like ECRI Ethics in Finance, collaborating with researchers from countries including the USA, Italy, and Indonesia.
- Supervised 3 impactful theses on topics like social accounting integration and public tenders.

#### **Publications:**

Authored books, chapters, and peer-reviewed articles in prestigious journals (JCR, Wiley, Springer). Also contributed to master's programs accredited by ANECA and ACREDITA.

### **Part C. RELEVANT MERITS** (*sorted by typology*)

#### **C.1. Publications** (*see instructions*)

García-Merino, J. D.; **San-Jose, L.** & San-Martin, N. (2025). Determinants in adopting cashless payments in Europe: a multilevel analysis. Financial Innovation, <https://doi.org/10.1186/s40854-024-00750-z>, Forthcoming. (JCR: Q1)

**San-Jose, L.** y Retolaza, J.L. (2024). Finanzas sostenibles: Factores clave en la financiación bancaria de Eroski / Sustainable Finance: Key Factors in Eroski's Bank Financing, *Ekonomiaz* 116. (Scopus Q3)

Torres-Pruñonosa, J., **San-Jose, L.**, Clemente-Almendros, J. A., & Retolaza, J. L. (2024). Are listed banks only pretending to be more social?. *Socio-Economic Planning Sciences*, 95, 101997. (JCR23: Q1 MANAGEMENT, 6.2 JIF)

Echanove-Franco, A., **San-Jose, L.** and Retolaza, J.L. (2024), "Design of a protocol model for the integration of social value in strategic management through social accounting", *Social Responsibility Journal*, Vol. 20 No. 1, pp. 108-127. <https://doi.org/10.1108/SRJ-12-2022-0551> (JCR23: Q2, 2.9)



**San-Jose, L.,** Garcia-Merino, D. & Retolaza, J.L. (2023). Social Value in Orange Economy: The Social Accounting Applied To Museums, Journal: Museum Management and Curatorship. (JCR22: Q1)

Robles-Elorza, D., **San-Jose, L.,** & Urionabarrenetxea, S. (2023). Deep-diving into the relationship between Corporate Social Performance and Corporate Financial Performance-A comprehensive investigation of previous research. European Research on Management and Business Economics, 29(2), 100209. (JCR22: Q1)

Mendizabal Leïñena, X., **San-Jose, L.,** & García-Merino, J. D. (2022). Monetizing social value in sports clubs. Sport, Business and Management: An International Journal, 12(5), 560-579.

**San-Jose, L.,** Urionabarrenetxea, S., & García-Merino, J. D. (2022). Zombie firms and corporate governance: what room for maneuver do companies have to avoid becoming zombies?. Review of Managerial Science, 16(3), 835-862. (JCR Q2)

**San-Jose, L.,** Retolaza, J. L., & Bernal, R. (2021). Social value added index: a proposal for analyzing hospital efficiency. Gaceta sanitaria. (JCR21: Q2)10.1016/j.gaceta.2019.08.011 *4cites/year*

**San-Jose, L.,** Retolaza, J. L., & FREEMAN, R. E. (2017). Stakeholder engagement at Extanobe: a case study of the new story of business. In Stakeholder engagement: Clinical research cases (pp. 285-310). Springer: Cham. (book editorial: Q1). *3cites/year*

Bernal, R., **San-Jose, L.,** (AC) & Retolaza, J. L. (2019). Improvement actions for a more social and sustainable public procurement: A Delphi Analysis. Sustainability, 11(15), 4069. (JCR20: Q1) 10.3390/su11154069 *1,52 cites/year*

Retolaza, J.L.; **San-Jose, L.** & Ruiz-Roqueñi, M. (2016). Social Accounting for Sustainability: Monetizing the Social Value. SpringerBriefs in Business: (book editorial: Q1). *14 cites/year*

Mendizabal, X., **San-Jose, L.,** & Garcia-Merino, J. D. (2020). Understanding and mapping stakeholders of sport clubs: particularities. Sport, Business and Management: An International Journal. (Scopus Q2) 10.1108/SBM-04-2019-0029 *1cite/year*

FREEMAN, E.; Retolaza, J.L. & **San-Jose, L.** (2020). Stakeholder Accounting: towards an expanded accounting model, CIRIEC-100. (FECYCT Excelent) (Scopus Q2) 10.7203/CIRIEC-E.100.18962 *1cite/year*

## C.2. Congress

Invited Speaker at: IX GEAccounting Conference 2021 (Normalization and Internationalization of Social Accounting), UNAM 2021, IX Congreso Mundial Peru, EURAM 2021 (accesit best paper sport management: social value), AEDEM (leader of Track Social Value.

## C.3. Research projects. \*in brackets the Leire San-Jose contribution

**European University Network to promote Equitable Quality of Life, Sustainability, and Global Engagement** (ERASMU+) wp6 SOCIAL IMPACT. 373.180,18. 2020-2023 (Model Development)

**Modelo Para La Monetización Del Valor Social De La Universidad: El Caso De La UPV/EHU Y Su Extrapolación** (US22/15) 35.000€ (Model Development)

**Monetization of the Social Value of Agrifood Cooperatives in Rural Europe** 201.615€ Financing Entity: European Comission (ERASMUS+ KA202: Asociaciones Estratégica). Número investigadores: 12 (IP. AGACA). (Teaching + Software Development)

**Social Efficiency Benchmarking Model Application** 15.235€. Financing Entity: UPV/EHU, 1/00/2020 to 31/12/2022. Number of Researchers: 6 (IP. San-Jose, L) (Model Development)



**ECRI Ethics in Finance & Social Value** 2.723€. Financing Entity: UPV/EHU, 1/09/2020 to 31/12/2020. Number of Researchers: 6 (IP. San-Jose, L) (Develop efficient system and Promote)

**Standardization of Social Accounting oriented to public decisions for Sustainability** 40.000€. Financing Entity: UPV/EHU, Fundación Lantegi Batuak; AURKILAN. Period :01/11/2020 - 01/11/2022. Number of Researchers: 8 (IP. San-Jose, L) (Design normalization system and Divulgate)

**Stakeholders theory, ethics and value creation** 4.600€. Financing Entity: Bergamo University 2019. Number of Researchers: 1 (IP. San-Jose) (Statisticis+Hypothesis and+Publication)

**Social Efficiency Benchmarking Model** SEBEM 37.000€. Financing Entity: UPV/EHU, Lantegibatua y GEAccounting. Period 01/11/2017 - 01/11/2019. Number of Researchers: 9 (IP. San-Jose, L) (Develop comparative model)

**Comparative Analysis of the Social Efficiency of Cooperative Banking** [Banqcoop] 10.000€. Financing Entity: Sorbona-Paris1 (Francia). Period 01/12/2015 - 31/10/2018. Number of Researchers: 3 (San-Jose, Retolaza & Lamarque) (Empirical Test and Writing Theory)

**Ethics In Finance and Social Value** (IP San-Jose, L.). 10.525€. Financing Entity: UPV/EHU. Period: 01/12/2015 - 31/10/2018. Number of Researchers: 6 (Urionabarrenetxea, Ruiz-Roqueñi, Beraza, Garcia-Merino) (Develop efficient system+Promote+Consensus+Encourage)

**Monetization of the social impact in Public Administration.** (IP San-Jose, L.) 10.000€. Financing Entity: IVAP Instituto Vasco de Administración Pública (BOE 14 de julio, nº132: 3198; resolución 30 junio 2014). Period 14/07/2014-15/07/2015. Number of Researchers: 2 (Retolaza) (Promotion+Publication+Establish social Transformation)

**PROYECTO OSTENDO. Social Accounting Development on Lantegibatua for every company** (IP Retolaza, J.L.). 50.000€. Fundación Lantegi Batuak. From 01/10/2011 to 10/01/2013. Número de investigadores participantes: 4. (Synthesis and Design Social Accounting)

#### **C.4. Contracts, technological or transfer merits**

**Intellectual Property:** Algorithms to monetize the social value generated by organizations. Application number: BI-189-13 Priority country: 1 Priority date: 03/01/2013. Owner entity: ECRI. UPV / EHU; AURKILAN; LANTEGI BATUAK; IEAE. UPV / EHU (Spain)

**Prizes:** Premio AEDEM Internacional 2024. Premio SDG network Awards MOOC 2019(9 editions 5000 students): Monetization of the integral social value generated by organizations. Bankinter-Comillas Award for Best Research (€ 3,000); Robin Cosgrove Award 2009 (MAPFRE € 10,000); Francisco Javier de Landaburu EUROBASK 2015 Award (€ 2,000): The Generation of Social Value as a Backbone of the European Union