



**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>	13/02/2024
First name	LEIRE			
Family name	SAN JOSE RUIZ DE AGUIRRE			
Gender (*)	WOMAN	Birht data:	10/04/1977	
Social Security, Passport, ID number	78873959J			
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 / 605743492
Key words	STAKEHOLDER, SOCIAL VALUE, IMPACT, MONETIZATION		

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

Period	Position/Institution/Country/Interruption cause
2000-2009	Asociada Universidad / UPV/EHU / España
2009-2011	Profesora Agregada / UPV/EHU / España
2008-2009	Research Fellow / University of Huddersfield / UK
2011	<i>Birth first child (KATTALIN DE RETOLAZA SAN-JOSE)</i>
2011-2023	Profesora Titular de Universidad / UPV/EHU / España
2009-2022	Visiting Research Fellow / University of Huddersfield / UK
2013	<i>Birth second child (ANI DE RETOLAZA SAN-JOSE)</i>

**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. CV SUMMARY (max. 5000 characters, including spaces)**



Accredited as Pleno Professor and **Full Professor**: Jn2017 (Unibasq) / Sept2018: (ANECA)  
**4 Sexenios Research**: Field 8: 2005-2009 + 2010-2015 +2016-2021+ Transfer: 2007-2015.  
Scopus h-index: 14 (cited 623). WebScience h-index: 12 (cited 448). Google Scholar: (h-25)

Her **scientific contributions** have been in three areas, but one is along the lines that we present this project: the monetization of social value. In this line, knowledge has been generated because a social accounting has been developed that not only quantifies but also monetizes the value that organizations generate for stakeholders. These results have been theorized from collaborating on a voluntary basis with different organizations (GEAccounting, Basque Museums, Agro-food, AECA; UCAN, Colegio Economistas as notable). Scientific-technical capacities have not only been acquired but have been transmitted. Hence, it has been approached from courses based on Action Research, so that the organizations themselves can learn by applying social accounting. This knowledge has been shared in international universities: Huddersfield in the United Kingdom, Sorbonne and ESSEC in France, or in Bergamo and Turin in Italy. With Edward Freeman himself, father of stakeholder theory, progress has also been made in this line. Thus, this could be decisive for companies like Lantegibatuak to expose what and how they manage their organization beyond economic results. This accounting developed allows multiple options, such as gender analysis, GWEL, or territorial analysis, even others related to the SDGs.

A **contribution has been made to society**, as a tangible and packable product developed in the field of Social Accounting, I have developed and registered together with Retolaza and Ruiz-Roqueñi a Utility Model, for the calculation of the Social Value generated by the Organizations. This model has been registered in the Central Registry of Intellectual Property, dependent on the Ministry of Education, Culture and Sports, under the name of: "ALGORITHMS FOR THE MONETIZATION OF SOCIAL VALUE GENERATED BY ORGANIZATIONS", BOE, 2014, an another patent with UCLM and GEAccounting on 2021. The exploitation of This Model has been the leitmotif in the creation of the Global Economic Accounting Grouping of Economic Interest. The Model has been highlighted in its practical usefulness in the studies: IS-IMPACT (Methodological Proposal and application to the Measurement of the Impact in Terms of Social Inclusion of Employment programs in the Field of Disability) developed by the ONCE Foundation with the collaboration from PriceWaterhouse; in the Foretica Guide and the Social Impact Cluster (Measuring the Value of Business Social Impact); and the Report on Social Impact of the Mango Chair.

The **Model has been used** in recent years by multiple entities, among them the following stand out: LANTEGI BATUAK; HOUSING M. DE BILBAO; KATEA LEGAIA SLL ;; FORMACIÓ I TREBALL; LANBIDE; GOIENA S. COOP .; BERRIA SA; ARGIA FOUNDATION; GORABIDE; ACTION AGAINST HUNGER; DOMUSA; FUTUBIDE; MUSEUM OF THE MINING OF THE BASQUE COUNTRY; U. POMPAU FABRA; ARINKA ;; EUSKALTEL; HOSPITAL SANTA MARINA; ALOKABIDE; PONCE DE LEÓN; LABORVALIA; SOURCE AGRIA FOUNDATION; AUTRADE; ANEL; UCAN; APROSUB; DIOCESE OF BIZKAIA; THE VOLA; AMPANS; SUARA; VIANA FURNITURE; EINA; NAVARRA FOUNDATIONS; NAVARRA FOUNDATION FOR EXCELLENCE; ACCIONA; ADEMNA -; AMIMET -; ACTIVE ARETE; CAJA NAVARRA FOUNDATION ASSOCIATION; SASKI-BASKONIA SA; SAN SEBASTIAN GIPUZKOA BASKET CLUB SA; MONTE MADRID FOUNDATION; COGAMI; FEGADACE; FINE ARTS MUSEUM, ARTIUM, CHILLIDALEKU, ITSASMUSEUM, AQUARIUM DONOSTIA, GORLIZ HOSPITAL, ASISA DENTAL, AMONG OTHERS.

Regarding **training and dissemination**, we have reached 5000 students from different countries on the Miriadax platform, called "Monetizing the social value generated by an organization" and which has received the Awards for Excellence 2019 award (SDSN Network: SDG Academy). I have been invited in different institutions eg. Banjercito and Siemens-Gamesa; ESSEC in Paris and the University of Huddersfield in Great Britain. See ECRI Twitter: @LeireSanJose for some photos and documents. 7 research stays have been conducted at



ECRI Ethics in Finance & Social Value: CRISTINA CADENAS (Santiago). EDWIN MIRFAZLI (Lampung Indonesia) MIGUEL ALZOLA (-USA) KEYSA (Sao Pablo). MAURIZIO CISI (Italy). ISABELLE MAQUE (Poitiers), CHRIS COWTON (UK). At present, 3 theses with application in society have been completed, they are TRANSFORMERS OF THE SOCIETY: Basketball clubs, inclusion of social perspective in public tenders and development of integration of social accounting in business strategy. We have been involved in the publishing of books, book chapters and scientific reviews, both master's degrees (ANECA, ACREDITA) and prestigious journals (JCR: RBGN, WILEY, SPRINGER).

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

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

**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 Leñena, 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.

Echanove-Franco, A., **San-Jose, L.,** & Retolaza, J. L. (2023). Design of a protocol model for the integration of social value in strategic management through social accounting. Social Responsibility Journal.

**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, Lantegibatuak 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 (Urionabarretxea, 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 Lantegibatuak 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 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