

Luz PARRONDO

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Bio

Professor and head of the finance department and Director of the Postgraduate in Blockchain and other DLT at the UPF Barcelona School of Management. I also lecture accounting and international finance at the Pompeu Fabra University.

PhD in Economics, Finance and Management by Pompeu Fabra University (UPF). As a researcher, I specialize in the study of management and accounting, with particular focus on the impact of new technologies in the financial and accounting sector. Member of multidisciplinary academic working group on the DLT BAWG – Blockchain & Academia Working Group.

I coordinate La Revista de Contabilidad y Dirección, a biannual professional publication, devoted to advances in accounting and business management, and I am Member of the REA technology commission to promote, and incentivize the implementation of new technologies in the auditing sector.

Education

PhD in Economics, Finance and Business, Univ. Pompeu Fabra

Master of Science in Management, 2010, Univ. Pompeu Fabra

B.A Economics, 1996, Univ. Alicante

Research interests

Main: Impact of new technologies in the financial and accounting sector;

Detailed: Blockchain and financial sector, Earnings management, Risk management, Corporate Social Responsibility

Working papers

“DLT-based tokens classification towards accounting regulation” Forthcoming Accounting in Europe

“Determinants for Distributed Digital Business Model in 4.0 Firms” with Andrei Boar

“Is Initiation of CSR disclosure a signal of Corporate Social Behavior?” with Javier Gomez-Biscarri

“The relationship between corporate communication strategies: are social and financial transparency aligned?” with Javier Gomez-Biscarri

“Enterprise Risk Management Committee: Effect on Sub-optimal Transactions and Financial Transparency” with Javier Gomez-Biscarri and Oriol Amat

“CEO and CFO Gender, Enforcement and Earnings Management: a lab experiment” with Javier Gomez-Biscarri

Other publications

“Indústria 4.0. Impacte en els models de negoci de les empreses de l'Euram” 2019. Econòmia, Empresa i pensament

“Blockchain nos brinda una contabilidad alternativa más transparente” 2019. El Gestor

“Tres retos para el modelo descentralizado que propone Blockchain”. 2019. Harvard Deusto Business Review

“Blockchain en la Auditoría” March 2019. REA

“Ecosistemas empresariales y financieros en Blockchain” June 2019. Revista Econòmica de Catalunya

“Blockchain-based tokens towards accounting regulation” 2018. El Auditor.

“Blockchain, a new era for business” 2018. Revista de Contabilidad y Dirección (ACCID)

“Earnings Management under IFRS and PGC” September 2013. Revista de Contabilidad y Dirección (ACCID)

Teaching Experience

Director of Posgrado en Blockchain y otras DLT at UPF Barcelona School of Management

Professor at UPF Barcelona School of Management: Managerial and financial accounting and International Financial Management

Univ. Pompeu Fabra (UPF): Managerial accounting, Economy and Analytical instruments.

Toulouse Business School: ABC/ABM costing methods and Budgeting

IES Abroad: International Finance Management

Other activities related wit Education and Research

- Member of multidisciplinary academic working group on the DLT BAWG – Blockchain & Academia Working Group
- Member of the technological comisión at REA
- Assistant director at the Revista de Contabilidad y Dirección (RCD)
- PROGRAMA STEM professor to encourage the study of science in secondary school students.
- Member of research group ACME (Accounting, Control, Management and Education) at UPF

Conference and Seminar presentations

Convergence. The Global Blockchain Congress, Malaga, Spain. Novembre 2019

II Jornada Técnica de Auditoría y Contabilidad. Valencia, Spain. September 2019.

VII foro Nacional REA Auditores, Cadiz, Spain. September 2019

8th EIASM Workshop on Accounting and Regulation, Siena, Italy. June 2019

XI Workshop on Empirical Research in Financial Accounting, Córdoba, 2015

Universitat Pompeu Fabra and Universidad Autonoma de Barcelona , Spain, 2015 (PhD Jamboree)

Universitat Pompeu Fabra, Barcelona, Spain, 2015 (Management and Behavioral Research Seminars)

37th Annual Congress of the European Accounting Association, Tallinn, Estonia, 2014

X Workshop on Empirical Research in Financial Accounting, A Coruña, Spain, 2014

Universitat Pompeu Fabra, Barcelona, Spain, 2013 (Management and Behavioral Research Seminars)

IESE Business School Barcelona, Spain, 2013 (Barcelona Accounting Seminars)

Universitat Pompeu Fabra, Barcelona, Spain, 2012 (Management and Behavioral Research Seminars)

Universitat Pompeu Fabra, Barcelona, Spain, 2011 (Management and Behavioral Research Seminars)

Professional Experience

I have worked for several companies as external financial advisor since 2009. My previous professional experience is Financial Manager in a technological start-up and a product design company, and Financial Controller and Financial Manager Assistant in a multinational engineering company in Barcelona.