

Beatriz Plaza*Brief Curriculum Vitae*

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1.- Academic Studies:

Graduated in Economics from the Faculty of Economics (University of the Basque Country)

Master in Business Administration (EMBA) from *Iese Business School*.

PhD in Economics from the Faculty of Economics (University of the Basque Country) in 1992

Common European Framework level for English: C1

2.- Present Position: Professor in Applied and Regional Economics

3.- Research Interests: Urban Revitalisation; Economic Impact of Museums; Creative economies and Innovation; Regional Policy; Measurement and Economic Analysis of Regional Economics, Place Brand, Internet, Google Analytics

4.- Selected Scholarly Journal Articles & Discussion Papers:

Web of Science: ResearcherID: C-7117-2011 URL: <http://www.researcherid.com/rid/C-7117-2011>

Plaza, B. (1999) The Guggenheim-Bilbao Museum Effect. *International Journal of Urban and Regional Research*, 23(3), 589-592.

Plaza, B. (2000) Evaluating the Influence of a Large Cultural Artifact in the Attraction of Tourism: The Guggenheim Museum Bilbao Case. *Urban Affairs Review*, 36(2), 264-274.

Plaza, B. (2000) The Guggenheim Museum Bilbao and Basque High Cuisine: An Approach to the Transmission of Know-How. *Tourism and Hospitality Management*, 6(1-2), 119-126. EconLit Access Number: 0576433

Plaza, B. (2000) Política Industrial de la Comunidad Autónoma del País Vasco: 1981-2001. *Economía Industrial* 0(5-6): 299-314. EconLit Access Number: 0616714

Velasco, R. and Plaza, B. (2003) La Industria Española en Democracia, 1978-2003. *Economía Industrial* 349/350, 155-180. EconLit Access Number: 0735679

Massam, B.H. and Plaza, B. (2003) *The Museum as a Public Good. Guggenheim Museum Bilbao*. Discussion Paper #55, Department of Geography, York University, Toronto, Canada.

Plaza, B. (2006) The Return on Investment of the Guggenheim Museum Bilbao. *International Journal of Urban and Regional Research*, 30(2), 452-467.

Plaza, B. (2007) The Bilbao Effect. *Museum News*, 86(5). American Association of Museums.

Plaza, B. (2008) On Some Challenges and Conditions for the Guggenheim to be an Effective Economic Re-activator. *International Journal of Urban and Regional Research*, 32(2), pp. 506–517.

Plaza, B and SN Haarich (2009) Museums for urban regeneration? Exploring conditions for their effectiveness. *Journal of Urban Regeneration and Renewal* 2(3), 259-271.

Plaza B, Tironi M and Haarich SN (2009) Bilbao's Art Scene and the "Guggenheim effect" revisited. *European Planning Studies* 17(11), 1713-1731.

Plaza, B (2009) Monitoring web traffic source effectiveness with Google Analytics An experiment with time series. *Aslib Proceedings* 61(5), 474-482.

Plaza, B (2010) Valuing Museums as Economic Engines: Willingness to Pay or Discounting of Cash Flows? *Journal of Cultural Heritage*, 11(2), 155-162.

Plaza, B. and Haarich, SN. (2010) A Guggenheim-Hermitage Museum as an Economic Engine? Some Preliminary Ingredients for its Effectiveness. *Transformations in Business & Economics*, 9(2), 128-138.

Plaza, B. (2010) Google Analytics Intelligence for Information Professionals. *Online* 34(5), 33-37.

Plaza, B. (2011) Google Analytics for measuring website performance. *Tourism Management* 32(3), 477-481.

Plaza B, Gonzalez-Flores A, Galvez-Galvez C (2011) Testing the Employment Impact of the Guggenheim Museum Bilbao via Tourism Satellite Accounts. *Tourism Economics* 17(1), 223-229.

5.- Current Projects

EUROPEAN COMMISSION – CULTURE. (2012) *Assessing effective tools to enhance cultural participation*. EU Culture Programme (2007-2013). Brussels.

SCOTTISH GOVERNMENT (2008-2013) *V&A Dundee* [Victoria and Albert Museum partnership in Dundee]. UK: Scotland.

6.- Selected Recent Presentations:

STERN BUSINESS SCHOOL- NEW YORK UNIVERSITY (2009) *Architecture & Urban Development as Engines for Economic Growth* Panel. Barcelona: Stern's 2009 Global Alumni Conference, June 11-13, 2009.

RECOURSE PROJECT - POLAND (2009) *The Guggenheim Museum Bilbao as an Instrument of Regional Policy*. 20th May 2009. Poland: University of Gdansk.

V&A AT DUNDEE (2009) *Making it Happen Conference*, 25th April 2009. Scotland: V&A at Dundee Partnership.

MINISTRY OF CULTURE-LITHUANIA (2008) *Does Vilnius need a Guggenheim-Hermitage Museum?* 24th October 2008. Lithuania: Vilnius.

CETRO- Jean Monnet Centre for Europeanization and Transnational Regulations (2011) *Global Museums in Europe*. 12. April 2011. Germany: Oldenburg. <http://www.cetro.uni-oldenburg.de/52598.html>

POLISH PRESIDENCY OF THE EU COUNCIL-MINISTRY OF REGIONAL DEVELOPMENT (2011) *Urban regeneration: from industry to knowledge services and culture*. In the Conference "Cohesion Policy and Catching-up Regions". Lublin 17-18 Nov 2011.

EUROMEETING (2011) *University Brands for Destination Branding: Some Preliminary Data from the Basque Country*. Regional Policies for Sustainable and Competitive European Tourism. 14 December 2011. ERNEST www.ernestproject.eu/

7.- Referee (Peer Reviewer) for Scientific Journals:

Journal of Cultural Heritage (2009-), International Journal of Urban and Regional Research (2002-), Urban Studies (2006-), Tourism Management (2009-), European Planning Studies (2009-), European Urban and Regional Studies (2009-), Hacienda Publica Española (2010-), Journal of Cultural Economics (2011-), International Journal of Information Management (2011-), Environment and Planning C (2012-).

8.- Selected Citations in Public Reports:

EUROPEAN COMMISSION (2004): *Study on the European Cities and Capitals of Culture*.

OFFICE OF THE DEPUTY PRIME MINISTER (UK) (2004): *Competitive European Cities: Where do the Core Cities Stand?*

DEPARTMENT FOR CULTURE MEDIA AND SPORTS (UK) (2004): *The Contribution of Culture to Regeneration in the UK: A Review of Evidence*.

DATAR-FRANCE (2004): *Pour un rayonnement Européen des métropoles Françaises*.

SOUTH AFRICAN CITIES NETWORK (2003): *Urban Renewal Report*.

UNITED NATIONS-HABITAT (2004) [State of the World's Cities 2004/2005 - Globalization and Urban Culture](#). NY.

PARLIAMENT OF HONG KONG (2005): [Management, Operation and Financing of a Cultural District: The Case of Abandoibarra in Spain](#). Legislative Council Secretariat IN25/04-05.

WORLD TOURISM ORGANIZATION Y EUROPEAN TRAVEL COMMISSION (2005) *City Tourism & Culture: The European Experience*. Madrid: WTO.

STAATSKANZLEI DES LANDES NORDRHEIN-WESTFALEN (2009) *Strukturwandel durch Kultur: Städte und Regionen im postindustriellen Wandel*. Germany.

DEPARTMENT FOR CULTURE MEDIA AND SPORTS (UK) (2011): [The Art of the Possible: Using secondary data to detect social and economic impacts from investments in culture and sport: A feasibility study](#). London.

9.- Selected Citations in Newspapers and Media:

TIME (2010) [Can the Pompidou Center Revive a Fading French Town?](#) 18.05.2010

LE MONDE-PARIS (2007) [Guggenheim : le premier musée aux ambitions planétaires](#). 25.01.07

THE ART NEWSPAPER (LONDON) (2006) Basques will not recoup Guggenheim investments until 2010.

HELSINGIN SANOMAT (FINLAND'S LARGEST NEWSPAPER) (2006) Helsinki voi oppia Bilbaon kokemuksista. 11.8.2006.

LE JOURNAL DES ARTS (2006) La facture Guggenheim. n° 245. 30.10.2006.

STATYBA IR ARCHITEKTURA (Lithuania) (2007) [Ar verta sostinėje steigti Guggenheimo ir Ermitažo muziejų filialą?](#) 1.12.07.

LA VANGUARDIA (BARCELONA) (2007) [¿Qué es más macho?](#) 7.02.07

EL CORREO (BILBAO) (2007) [Símbolo de regeneración.](#) 17.10.07.

ARCHITECTURE TODAY (UK PROFESSIONAL ARCHITECTURAL MAGAZINE) (2008) Frank Gehry: Guggenheim, Bilbao, Spain. 2.01.2008.

THE STRAITS TIMES (SINGAPUR'S LARGEST NEWSPAPER) (2010) A derelict city is rejuvenated. 30.06.2010.

HELSINGIN SANOMAT (FINLAND'S LARGEST NEWSPAPER) (2011) Hinoittele osaamisesi, Helsinki!. 30.7.2011

AFTENPOSTEN (NORWAY'S LARGEST NEWSPAPER) (2011) Kulturhus lønner seg ikke. 6.10.2011.

SUOMEN KUVALEHTI (a weekly Finnish magazine) (2011) Guggenheim, pelottava rakkaamme. No 50/2011.

HUFVUDSTADSBLADET (the highest-circulation Swedish-language newspaper in Finland) (2012) Vi finansierade inte Bilbao. 1.02.2012.

YLE (Finland's national public-broadcasting company) (2012) Bilbaoborna har sin syn på Guggenheim. OBS TV programme 09.02.2012,

10.- Visiting Academic at:

ECONOMIC AND SOCIAL COHESION LABORATORY-LONDON SCHOOL OF ECONOMICS (1997) Title of the performed research: *Competitive Regions and Cities*.

SCHOOL OF ENVIRONMENT AND DEVELOPMENT-UNIVERSITY OF MANCHESTER (2005) Title of the performed research: *Urban Cultural Policy as Development Policy: Evidence from the European Union*.

AALTO UNIVERSITY SCHOOL OF ECONOMICS (2011) Title of the performed research: *A Guggenheim Museum in Helsinki? A Strategic Approach*.

11.- Other Activities:

- *Fullbright* Scholar to the Salzburg Seminar (Fullbright Commission, 1993).
- Co-director [with Ana Gonzalez Flores] of the Doctorate Programme entitled "Public Policies in the European Union" -"Políticas Públicas en la Unión Europea", University of the Basque Country, Bilbao- (2004-2008).
- Beatriz Plaza is also involved at a practical level in the *art4pax Foundation* [http://www.art4pax.org/], for the promotion of cooperative arts.