



Vice-Rector for Social Innovation, Employability and Entrepreneurship



Esteban Romero Frías

Esteban Romero Frías is a Professor (Catedrático) at the UGR's Department of Accountancy and Finance. He holds a Doctoral Degree in Accounting. In recent years, his teaching on the undergraduate degrees offered at the Faculty of Economics and Business has focused on the field of entrepreneurship and business creation. In addition, he lectures on several official master's degrees at the Granada, Ceuta and Melilla Campuses, focusing on entrepreneurship and the digital transformation of organisations.

His research focuses on public and social innovation, digital learning, new paradigms of social sciences and digital humanities, and social media analysis. He has published articles in journals including Plos One, Journal of Informetrics, Scientometrics, Journal of the Association for Information Science and Technology (JASIST), Neurocomputing, and Journal of Educational Computing Research, among others. He has obtained recognition for 3 sexenios (six-year research periods), consisting of 2 research periods and 1 knowledge transfer period, accredited by the National Commission for the Evaluation of Research Activity (CNEAI). Moreover, he has participated as a research group member and as Principal Investigator in regional, national and international projects, as well as in programmes funded by private organisations.

Dr Romero Frías has carried out several research stays at international institutions in Canada, France, the Netherlands, the United Kingdom and Mexico, including at King's College London, Paris Descartes University and the National Autonomous University of Mexico (UNAM). He has also taught master's degree classes and delivered conferences at universities such as Carlos III University of Madrid (UC3M), Autonomous University of Madrid, University of Graz, National Autonomous University of Mexico (UNAM), King's College London and UniNetZ (Vienna).

Moreover, he has been Director of the UGR MediaLab Research Laboratory for Digital Culture and Society since its foundation in 2015, and has also been Director for Participation and Social Innovation at the University of Granada since 2019. Through MediaLab, he has led projects such as [Impronta Granada](#), a partnership between the UGR and the Provincial Council of Granada that aims to address challenges affecting the province; [LabINGranada](#) - Citizen Innovation Laboratory; [Laboratory 717](#) - Laboratory of Participation and Democratic Innovation of Andalusia; and [UnInPública](#) - Iberoamerican Network of Universities for Public Innovation.

In the professional sphere, he is Chair of the Special Body for Digital Transformation and Economy ([ReDigital](#)), which belongs to the General Council of Economists of Spain.