

NAME: VERONICA **SURENAME:** ROSENDO RIOS **ORGANIZATION:** CUNEF
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EDUCATION

- PHD. ECONOMICS (MARKETING); EXECUTIVE MBA (ICADE); BA. MANAGEMENT; MA. ENGLISH FPHIOLOGY; POST-DOC. QUANTATITIVE METHODS.

AREA OF EXPERTISE

- MARKET RESEARCH; RELATIONSHIP MARKETING; STRUCTURAL EQUATION; INTERNATIONAL BUSINESS

BRIEF BIO

- 1. Associate professor at CUNEF; Prior positions at Universidad Rey Juan Carlos; ESIC; Staffordshire University
- 2. Research stays at: King's College London (UK), Salento University (Italy), Hashemita University of Jordan and the Jordan University of Science and Technology
- 3. Several national and international JCR indexed publications such as the ones published in the Journal of Business Research, Cross-Cultural Management: An International Journal, European Journal of International Management; Cuadernos de Economía. Award at best international marketing paper at 42th EIBA Conference (2016). Many years of professional experience at: Sony UK, EDS UK, GTS UK or Dorling Kingdersley.

KITFEM WORK PACKAGE

- WORK PACKAGE no. 2: WORK PACKAGE LEADER

