



UNIVERSITAT
DE VALÈNCIA (Q%) Facultat d'Economia




iMBA


WHO is WHO


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Coordination and Staff

<i>José M. Pastor</i>	Dean of the School of Economics
Contact details	jmpastor@uv.es (+34) 96 3828531
Office hours	By appointment
	<p>Graduate and doctorate (Honours) in Economic and Business (University of Valencia).</p> <p>His research areas are banking economics, regional economics and the economics of education. He has been a visiting scholar at Florida State University and University of Bangor external consultant and the World Bank. He has published more than 40 books and book chapters and more than 40 articles in national and international journals. Manager of several competitive projects with companies and public institutions.</p>

<i>Enrique Bigné</i>	<p>Professor of Marketing, Department of Marketing, School of Economics.</p> <p>PhD, University of Valencia, 1989</p>
Role at iMBA	iMBA Chair
Contact details	Enrique.bigne@uv.es , www.uv.es/marketing , 96 382 8312;
Office hours	Tuesday: 12-15h; Other days by appointment Office 1F12, main building.
	<p>His primary interests are customer value, advertising, service quality, and tourism destinations.</p> <p>He holds a Ph.D. in Business Administration, B.A. degree in Business Administration, and in Law. He has been a Visiting Scholar at the University of Maryland and Berkeley.</p> <p>Editor of EJM&BE, associate editor of Journal of Management Modeling, Journal of Global Marketing and PASOS</p>

<i>Carmen Pérez</i>	<p>Associate Professor of Marketing, Department of Marketing, School of Economics.</p> <p>PhD, University of Valencia, 2001</p>
Role at iMBA	iMBA Chair
Contact details	perezcar@uv.es , 963828860
Office hours	Tuesdays 10:00-13:00. Office 1E11, main building. Other days by appointment
	<p>Her primary interests are consumer behavior, strategic marketing and health marketing. She has made numerous contributions to international conferences and also in international journals.</p> <p>She holds a Ph.D. in Business Administration and a Master degree in Pharmaceutical Marketing.</p>


Administrative Staff

<i>Catalina Cabrera-Izquierdo</i>	Head of School of Economics Administration Services
Role at iMBA	Coordination of the Administrative staff
Contact details	Catalina.Cabrera@uv.es, 96 382 8543
Office hours	Mondays To Fridays: 9:00-14:00; Office of Secretary, main building
	She got a B.A. in Administration and Public Affairs Management and a MS on Quality Management. She has been involved in promoting the internationalization of the School of Economics from her responsibility in the Administration Department. iMBA programme is one of the consequences of this task.

<i>Ana Aroca-Mengual</i>	Senior specialist for Financial Management
Role at iMBA	Program administrator
Contact details	Ana.aroca@uv.es , 96 382 8607
Office hours	Monday To Friday: 9:00-14:00; Office of Secretary, main building
	Her interests in educational programs have been developed since 2003 from her job in the Faculty of Economy in a multicultural context. She's got a B.A. in Political Sciences and she's been involved in undergraduate and graduate international programs management dealing with European funded programs such as Tempus and Atlantis.

Courses and Professors


Course Name: *Integrated Marketing Communication*

<i>Enrique Bigne</i>	Professor of Marketing, Department of Marketing, School of Economics. PhD, University of Valencia, 1989
Role at iMBA	IMC Module Coordinator & Faculty Member
Contact details	Enrique.bigne@uv.es , www.uv.es/marketing , 96 382 8312;
Office hours	Tuesday 12:00-15:00; Other days by appointment. Office 1F12, main building.
	<p>His primary interests are customer value, advertising, service quality, and tourism destinations.</p> <p>He holds a Ph.D. in Business Administration, B.A. degree in the same field, a Degree in Law, and post graduate diplomas in Market Research and in Operations Research. He was a Visiting Scholar at the University of Maryland (USA), Regent's University of London (UK) and Berkeley (USA). Editor of EJM&BE, associate editor of Journal of Management Modeling, Journal of Global Marketing and PASOS</p>


<i>María José Miquel</i>	Associate Professor of Marketing, Department of Marketing, School of Economics. PhD, University of Valencia, 1997
Role at iMBA	IMC Instructor & Faculty Member
Contact details	maria.j.miquel@uv.es , www.uv.es/marketing , 96 382 8699;
Office hours	Monday: 9.30-12.15 & Tuesday: 9.30-10.15 & 12.30-14.00; Office 1E08, main building.
	<p>Her primary research interests are advertising, consumer behavior and private label, in which she has published numerous papers and chapter books.</p> <p>She holds a Ph.D. in Business Administration. She was a Visiting Scholar at the University of Glasgow (UK) and at the University of Salford - Manchester (UK)</p>

Course Name: *International Distribution and Logistics (IDL)*

<i>Marta Frasquet</i>	Associate Professor of Marketing, Department of Marketing, School of Economics. PhD, University of Valencia, 1999
Role at iMBA	IDL Module Leader and Lecturer
Contact details	marta.frasquet@uv.es , 963828959
Office hours	Wednesday: 9.00-12.00. Office 1F04, main building. Other days by appointment
	<p>Her main teaching and research interests are in the field of distribution channels, retailing, logistics and consumer behaviour. She has taught these topics in undergraduate and postgraduate courses. She has a significant number of contributions to international Conferences and papers published in international journals. She has been invited professor at the University of Edinburgh (UK), at the Università Bocconi, Milan (Italy), at Regent's College, London (UK), at Dublin Institute of Technology (Ireland), and at the University of North Carolina (EE.UU.)</p>


<i>Eugenia Ruiz</i>	Associate Professor of Marketing, Department of Marketing, School of Economics. PhD, University of Valencia, 2007
Role at iMBA	IDL Module Lecturer & Faculty Member
Contact details	ruizmaeu@uv.es , 961625177
Office hours	Thursday 9-12h. Office 1F02, main building. Other days by appointment
	Her primary interests are retailing, services marketing and consumer behavior. She has made numerous contributions to international conferences and also in international journals.

Course Name: *International Marketing Research*


<i>Joaquin Aldas</i>	Associate Professor of Marketing, Department of Marketing, School of Economics. PhD, University of Valencia, 1998
Role at iMBA	IMR Module Leader and Lecturer
Contact details	joaquin.aldas@uv.es , www.uv.es/aldas , 96 382 8312
Office hours	Fridays: 15-17. Office 1P11, main building. Other days by appointment
	His research interests are consumer behaviour and quantitative methods in marketing in which he has published numerous papers and books. He is associate researcher of the Valencia Institute for Economic Research (Ivie) and was a Visiting Scholar at the University of Glasgow (UK)


<i>Marcelo Royo Vela</i>	Professor of Marketing, Department of Marketing, School of Economics. PhD, University of Valencia, 1995
Role at iMBA	Professor
Contact details	Marcelo.royo@uv.es , www.uv.es/marketing , www.uv.es/mroyo 96 382 8315;
Office hours	Friday 10:30- 13:30 am; Other days by appointment Office 1E7, main building.
	His primary interests are advertising and marketing communications, research methodology, tourist marketing, branding, consumer behaviour and industrial marketing in clusters. He holds a Ph.D. in Business Administration, B.A. and Master degree in Business Administration. He has been a Visiting Scholar at the University of North Carolina at Chapel Hill, Erasmus University in The Netherlands, University of Pittsburgh, High Institute for Tourism Research in Catalunya, Spain and University of Hertfordshire, England. Marketing Professor in the University of Girona, Catalunya, 2001-2005 Marketing Head in the Tourism School, University of Girona IMBA Course Leader 2005-2009

<i>Carmen Pérez</i>	Associate Professor of Marketing, Department of Marketing, School of
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	Economics. PhD, University of Valencia, 2001
Role at iMBA	IMR Instructor & Faculty Member
Contact details	perezcar@uv.es , 963828860
Office hours	Tuesdays 10:00-13:00. Office 1E11, main building. Other days by appointment
	Her primary interests are consumer behavior, strategic marketing and health marketing. She has made numerous contributions to international conferences and also in international journals. She holds a Ph.D. in Business Administration and a Master degree in Pharmaceutical Marketing.

Course Name: Service Marketing Management

<i>Luisa Andreu Simó</i>	Associate Professor of Marketing, Department of Marketing, School of Economics. PhD, University of Valencia, 2002.
Role at iMBA	SMM Module Coordinator & Faculty Member Master Thesis Module Coordinator
Contact details	Luisa.Andreu@uv.es (+34) 963828957; Office: 1-E04, main building
Office hours	Wednesdays: 9:30-11:30h. Other days by appointment
	Her primary research interests are Services Marketing, Consumer Behaviour and Tourism Marketing. She holds a Ph.D. in Business Administration (University of Valencia) and a Masters Degree in Tourism Marketing & Management (Bournemouth University, UK). She has been visiting Scholar at Penn State University (USA) and University of Cambridge (UK).

<i>Martina G.Gallarza</i>	Associate Professor of Marketing, Department of Marketing, School of Economics. PhD, University of Valencia, 2003.
Role at iMBA	SMM Module Lecturer & Faculty Member
Contact details	Martina.gallarza@uv.es (+34) 96 383 83 80
Office hours	Thursdays 11.30-14.30h. Other days by appointment
	Her primary research interests are Consumer Behavior (value and satisfaction) and Services Marketing (tourism, education , health, retailing...). She has formerly taught at Universidad Católica de Valencia, where she was Dean of the Business Faculty. She holds a Ph.D. in Marketing and a B.A degree in Business by ICADE (Universidad Pontificia de Comillas. Madrid). She has been Visiting Scholar at Columbia University (NYC), Sassari University (Italy) and ESCParis (France).

Webs:

<http://www.uv.es/imba>

<http://www.ibsa-master.com/>

Email: imba@uv.es