



VNIVERSITAT [Q%] Facultat d'Economia
E VALÈNCIA



Welcome to the advanced knowledge

iMBA

OFFICIAL POSTGRADUATE PROGRAM
INTERNATIONAL MASTER IN
BUSINESS ADMINISTRATION


iMBA


WHO is WHO

Coordination and Staff

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	He has a doctorate in Economic and Business Sciences from the University of Valencia and an Insurance Actuary from the Complutense University of Madrid. From March 2015 to 2021 he held the position of Vice Dean of Postgraduate and Research at the Faculty of Economics of the University of Valencia.


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	His primary interests are customer value, advertising, service quality, and tourism destinations. 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. Editor of EJM&BE

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	Her primary interests are consumer behavior, tourism 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.



<i>Catalina Cabrera Izquierdo</i>	Head of School of Economics Administration Services
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	She's 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.

MAIN PROFESSORS OF CORE MODULES

Course Name: *Global Business Planning*

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Course Name: *Global Marketing Strategy*

<i>Martina G. Gallarza</i>	Professor of Marketing, Department of Marketing, School of Economics. PhD, University of Valencia, 2003.
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	Her primary research interests are Consumer Behavior (value and satisfaction) and Services Marketing (tourism, health). She has formerly taught at Universidad Católica de Valencia, where she was the Dean. 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 ESC Paris (France).
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	Her primary research interests are Online Consumer Behavior, Services Marketing (tourism) and neuromarketing. She holds a Ph.D. in Marketing and a B.A degree in Business Administration at the same university. She has been Visiting Scholar at University of Glasgow (UK) and University of North Carolina Wilmington (USA). She is Associate editor at Electronic Commerce Research and Applications


Course Name: *Global Strategic Analysis*

<i>M. Carmen Saorín Iborra</i>	Associate Professor of Business Management, Department of Business Management, School of Economics. PhD, Universitat de València, 2002.
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	Her main research fields are negotiation behavior, strategic alliances, mergers & acquisitions and employability. She holds a Ph.D. in Business Administration and B.A. degree in the same field. She has been visiting Scholar at Schulich Business School (York University, Toronto, Canada), École de Management de Lyon (Lyon, France) and Universitat Jaume I (Castellón, Spain).




Course Name: *Human Resource Management in the Global Environment*


<i>Manuela Pardo del Val</i>	Associate Professor of Management, Department of Management, School of Economics. Universitat de València. PhD, Universitat de València, 2002.
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	Her main research fields are organizational behavior, change management and entrepreneurship. She holds a Ph.D. in Business Administration, B.A. degree in the same field and a Masters Degree in Tourism. She has been visiting Scholar at Exeter University, Universität zu Köln, Universidad de Zaragoza and Universidad Carlos III Madrid.

Course Name: *International Finance*

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	Her primary interests are Corporate Governance, Corporate Social Responsibility and Gender Diversity. She holds a Ph.D. in Finance and Accounting, B.A. degree in the same field and a Masters Degree in Financial Management and Advanced Accounting. She has been visiting Scholar at Friedrich-Alexander-Universität Erlangen-Nürnberg (Nuremberg, Germany) and School of Economics and Management (University of Minho, Braga, Portugal).

Course Name: *International Business Analytics*


<i>Rafael Currás Pérez</i>	Associate Professor of Marketing, Department of Marketing, School of Economics. PhD, University of Valencia, 2007
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	His primary interests are corporate social responsibility, consumer behavior, and digital marketing. He has made numerous contributions to international conferences and journals.
<i>María Caballer Tarazona</i>	Associate Professor of Applied Economics. PhD, Polytechnic University of Valencia, 2014
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	Her primary interests are quantitative methods for business and economics. She holds a Ph.D. on Health Economics at the Polytechnic University of Valencia. She was research fellow at the University of Bologna and taught statistics for the University of Modena and Reggio-Emilia (Italy). Nowadays she is Associated Professor at the Faculty of Economics in the Universitat de València
<i>Juan D. Montoro Pons</i>	Associate Professor of Quantitative Methods, Department of Applied Economics. PhD, University of Valencia, 1996
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	His primary interests are the economic analysis of the cultural and creative industries, applied microeconometrics and socioeconomic applications of big data analytics. He holds a PhD. In Economics. He has been visiting scholar at George Mason University, HEC Montreal, The University of Amsterdam, the London School of Economics and Political Science and IKM at Universität für Musik und darstellende Kunst Wien.


<i>Yeamduan Narangajavana Kaosiri</i>	Lecturer of Marketing, Department of Marketing, School of Economics. University of Valencia. PhD.
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	Her primary interests are about social media, market research, and tourism. She has made numerous contributions to international conferences and international journals. She holds a Ph.D. in Marketing, Universitat Jaume I (Spain), Master in Tourism Management and Marketing, Bournemouth University (UK). B.A. in Business Administration, Chiang Mai University (Thailand).

MAIN PROFESSORS OF ESPECIALIZATION MODULES:


INTERNATIONAL MARKETING


Course name: International marketing communications (IMC):

<i>Enrique Bigné</i>	Professor of Marketing, Department of Marketing, School of Economics. PhD, University of Valencia, 1989
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	His primary interests are customer value, advertising, service quality, and tourism destinations. 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. Editor of EJM&BE


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	Her primary research interests are advertising, consumer behavior and private label, in which she has published numerous papers and chapter books. 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)


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

<i>Marta Frasset</i>	Professor of Marketing, Department of Marketing, School of Economics. PhD, University of Valencia, 1999
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	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.)

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	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*

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	<p>Her primary interests are consumer behavior, tourism and health marketing.</p> <p>She has made numerous contributions to international conferences and also to international journals.</p> <p>She holds a Ph.D. in Business Administration and a Master degree in Pharmaceutical Marketing. She's recently done a research stay in ESSCA (Paris).</p>

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	<p>Her primary interests are cause-related marketing, viral advertising and social networks.</p> <p>She has made some contributions to international conferences and international journals.</p> <p>She holds a Ph.D. in Marketing including a research stay at Bournemouth University (UK).</p>

Course Name: Service Marketing Management

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Course Name: Master Thesis**Module coordinators:**

Luisa Andreu and Carmen Pérez Cabañero