



VNIVERSITAT [E] VALÈNCIA [E] Facultat d'Economia



iMBA

Welcome to the advanced knowledge

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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	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*

<i>José Pla Barber</i>	Professor of Management, Department of Management, School of Economics. PhD, University of Valencia, 1998.
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	His primary interests are International Business and Strategic Management. He holds a Ph.D. in Business Administration, a Master in Marketing and a B.A degree in Business Administration from the University of Valencia. He has been Visiting Scholar at Reading University (U.K.) and at the Norwegian School of Management. He has published extensively in Management and Marketing journals such as Journal of International Marketing, International Marketing Review, Journal of Business Research, Management International Review, among others. He is member of several boards in different companies.

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 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. PhD, Universitat de València, 2002.
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Course Name: *International Finance*

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Course Name: *International Business Analytics*

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	Her primary interests are quantitative methods for business and economics. She has made numerous contributions to international conferences and international journals. 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.


Main professors of International marketing (Specialization modules)


Course Name: *Integrated Marketing Communication*

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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)*

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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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Course Name: *International Marketing Research*

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