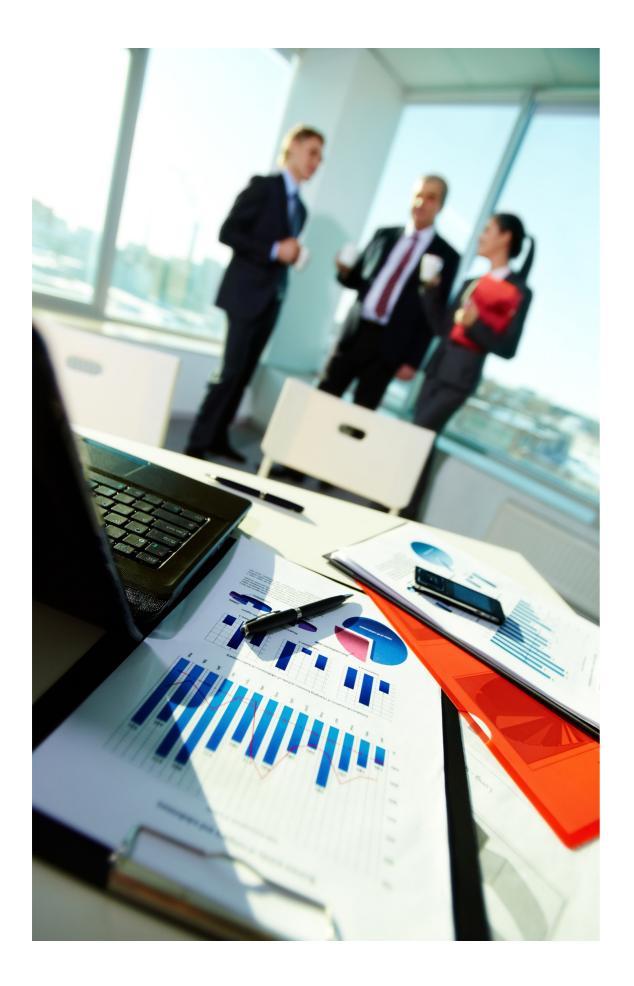
Business Administration, Marketing and Economics Research Group



Economy and Business





The Business Administration, Marketing and Economy research group was created by several investigators that joint their different study interest to combine forces in these fields. Therefore the whole team is able to launch the study of several issues as process improvement following economic consideration, consumer behavior, job satisfaction, company communication, tourism and environmental marketing, experimental economy, gender issues in the business sector, optimization methods, upgrading of business, cluster creation, business plan, benchmark studies and statistics.

The expertise of the research group is focuse in the economic data analysis: descriptive, univariate and multivariate. They are also able to design and validate questionnaires to test the behavior of different types of population, and studying the survey's results, they draw conclusions regarding the related issue

Partners:









AMCGROUP

# **GENERAL DESCRIPTION**





#### STAFF



Business Administration Professor, Catholic University of Murcia. PhD in Business Administration, University of UCAM, Murcia. Degree in Economic and Business Sciences, University of UCAM, Murcia.

#### Head of the line Marketing and Consumer Behaviour.

Dr. María Concepción Parra Meroño Research Head



Business Administration Professor, Catholic University of Murcia. PhD in Economy and Management of SMEs, . Polytechnical University of Cartagena . MBA. University of University of Navarra (IESE). Degree in Economic and Business Sciences, University of Pontifical University of Comillas. (ICADE).

#### Head of the line Strategic Leadership.

Dr. Gonzalo Wandosell Fernández de Bobadilla Researcher



Business Administration Professor, Catholic University of Murcia. PhD in Agri-food and Environmental Economics Polytechnical University of Valencia. Degree in Economic and Business Sciences, University of Valencia. Head of the line Environmental Economy.

> Dr. María del Pilar Flores Asenjo Researcher



Business Administration Professor, Catholic University of Murcia. PhD in Economics, University of Murcia. Degree in Economics, University of Murcia.

Head of the line Innovation Adoption and Dissemination.

Dr. Mercedes Carmona Martínez Researcher

### STAFF



Business Administration Professor, Catholic University of Murcia. PhD in Business Administration, University of UCAM, Murcia. Degree in Economic and Business Sciences, University of UCAM, Murcia.



Business Administration Professor, Catholic University of Murcia. Degree in Economics from the University of Murcia Doctor of Economics from the Polytechnic University of Valencia.



Secretary of the Business Adminstration Degree Business Administration Professor, Catholic University of Murcia. Telecommunications EngineerUniversidad Complutense de Madrid Doctor of Business Administration, Catholic University of Murcia.



Head of the line Social Inclusion

**Dr. Isabel Clemente Ros** Research

Head of the line Environmental Economy.

Dr. Alfonso Rosa García Researcher

Head of the lineHuman Resources Management.

Dr. José Palao Barberá Researcher

# 5

#### **RESEARCH PROJECTS**



**RESEARCH PROJECTS** 

Name Design and analysis of methodologies for the implementation of new marketing channels based on the Internet of Things (IoT). Field: IoT and Marketing Call: Industrial PhD Leader: UCAM-HOPU Obiquitous



Name Life from Soil. Field: Education Call: Erasmus+ KA2 Leader: SOSNA (Slovakia)



Name Consumer emotions and claims. Field: Consumer Behaviour Call: Industrial PhD Leader: UCAM-AMC

2016-2018

Rural Areas (Access Angels). Field: Tourism *Call: Erasmus+ KA2* Leader: Syntea S.A. (Poland)



Name Analysis of the location of sports facilities in the Region of Murcia. Field: Optimization of Sport Management Call: High Performance Center (CAR)

Leader: CAR



Name Guardian Angels of Accessible Travelers in





Marketing and Consumer behaviour

Innovation adoption and Dissemination

Educational innovation in economics and business

Social Inclusion

# WHAT IS THE OPRI

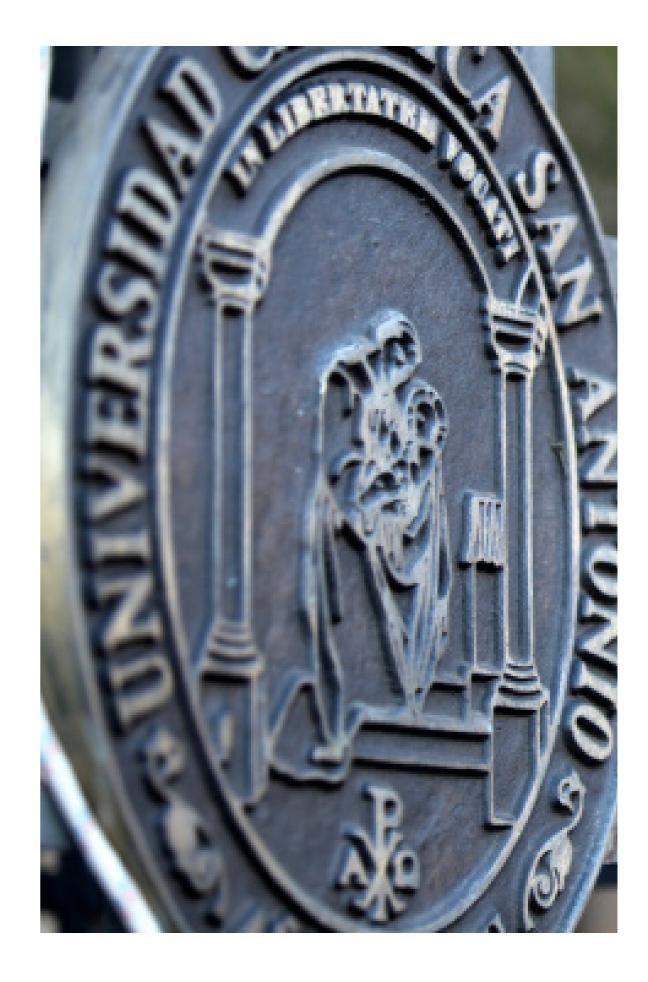
The International Project Office (OPRI) is an office linked to the Vice-rectorate of Research, and is responsible for the management of international research projects at UCAM.

The OPRI was founded to strengthen the collaboration between our partners all around the world in the field of research. The unit was established in 2012 and has built strong alliances in 36 countries in which the university has to date participated in 41 projects.

The internationalization of the Catholic University of Saint Anthony, through the OPRI, is directed towards all of the university community, researchers as well as students. A total of 160 students have participated already in projects in a variety of countries all over the continent.

#### CALLS:







OPRI International Project Office UCAM Vice-rectorate of Research

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