

# Business Administration, Marketing and Economics Research Group



UCAM  
UNIVERSIDAD CATÓLICA  
DE MURCIA

Economy and Business





## GENERAL DESCRIPTION

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 focus 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:





## 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 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 Enviromental 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.

Head of the line Social Inclusion

**Dr. Isabel Clemente Ros**  
*Research*



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

Head of the line Environmental Economy.

**Dr. Alfonso Rosa García**  
*Researcher*



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

Head of the line Human Resources Management.

**Dr. José Palao Barberá**  
*Researcher*



## RESEARCH PROJECTS



**2016-2019**

**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*



**2015-2019**

**Name Consumer emotions and claims.**

*Field: Consumer Behaviour*

*Call: Industrial PhD*

*Leader: UCAM-AMC*



**2015**

**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*



## RESEARCH PROJECTS



**2015-2017**

**Name Life from Soil.**

*Field: Education*

*Call: Erasmus+ KA2*

*Leader: SOSNA (Slovakia)*



**2016-2018**

**Name Guardian Angels of Accessible Travelers in Rural Areas (Access Angels).**

*Field: Tourism*

*Call: Erasmus+ KA2*

*Leader: Syntea S.A. (Poland)*



RESEARCH LINES



*Strategic leadership*

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*Environmental Economy*

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*Economic history*

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*Human resources management*



RESEARCH LINES



*Marketing and Consumer behaviour*

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*Innovation adoption and Dissemination*

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*Educational innovation in economics and  
business*

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*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:





# UCAM

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## OPRI

 International  
Project Office

**OPRI**

**International Project Office UCAM**  
Vice-rectorate of Research

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