

CV Summary

Name: M^a Mercedes Carmona Martínez



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Education:

- PhD in Economy. University of Murcia (Spain), 2005.
- Bachelor's Degree in Economy. University of Murcia (Spain), 1999.

Research Experience:

Her research activity was initially focused on modeling the diffusion of innovations, a subject in which she has written several scientific articles and developed her PhD. She was awarded a grant from the Fundación Ramón Areces for performing such research from 2001 to 2005. Recently, she has continued and extended this research line towards the analysis of adopter behaviour, regarding a wide range of innovations, including those in the educational context. She has also taken part in several research projects and contracts. Since 2010, she is the Academic Coordinator of the Research Methodology Module of the Official Doctorate Program in Social Sciences at UCAM. Since 2011, she is the Academic Coordinator of the International Business Certificate, a joint title from UCAM and the University Hochschule für Oekonomie & Management (FOM) in Germany.

Teaching Experience:

She has been a lecturer (1999-2005) and an associate professor (2006-2014) at the Business Department at UCAM, teaching Microeconomics, General Economics, Data Analysis, Statistics and Econometrics in the Business Degree. She also teaches Innovation Strategies in the MBA at UCAM, and Statistics and Result Analysis at the Research Methodology Module of the Official Doctorate Program in Social Sciences at UCAM. She has advised several Final Master's Thesis, two PhD students and is currently advising five more pre-doctoral students. She coordinates the Business Degree, MBA and Marketing Master internships, as well as the Business Final Degree's Thesis and MBA Final Master's Thesis.