

CURRICULUM

María José Ayala Marín

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Summary

M^a José Ayala is Assistant lecturer of Finance and Accounting since 2018 at the faculty of Economics and Business – Universidad Católica de Murcia. Academic coordinator of Bachelor Business Administration since 2019. Currently PhD in Finance and Investment, stock market forecasting, Investor behavior and Google Trend data.

Education

- PhD. in Social Sciences. Finance field: Google Trends, SVI, investor attention, stock market forecasting. (2019- present) UCAM, Spain.
- Master in Education Teacher Training. (2017- 2018) UCAM, Spain.
- Bachelor in Business Administration (2013- 2017) University of Murcia, Spain.

Teaching experience

- Lecturer in Accounting and Finances (2018- Present) UCAM, Spain.
 - Undergraduate courses: Financial Accounting, Financial Management and Cost Accounting in Bachelor of Business Administration.
 - Postgraduate courses:
 - Cost Accounting at Master Degree in Hospitality Management.
 - Financial Management module at MMSE+MBA - Master in Management Of Sports Entities
 - Education teacher training.
 - Financial Accounting and Finances at MBA.
 - Academic Coordinator of Bachelor in Business Administration (2019-present) UCAM, Spain.
 - Exchange mobility program tutor (2019-present) UCAM, Spain.
 - Academic Coordinator of Sport Marketing and Sport Communication and Protocol at
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- MMSE+MBA - Master in Management Of Sports Entities, (2019-present) UCAM, Spain.

Research lines

- Finance and Investment, stock market forecasting, Investor behavior and Google Trend data.
- Financial Behavior

Conferences

- International Congres: VIII Jornadas Investigación y Doctorado “Ética en la Investigación Científica”. UCAM, 2022.
- 5th International Conference on Advanced Research Methods and Analytics (CARMA2023) Universidad de Sevilla, Sevilla, 2023.

Projects and Scholarships:

- INTERNATIONAL ERASMUS PROJECT: LIFE17 ENV/IE/000237 LIFE ECOSENS AQUAMONITRIX – Research. 2018-2021.
- ERASMUS + Program – Teaching Mobility. Julius-Maximilians-Universität Würzburg, Germany. June 2022.
- ERASMUS + Program – Teaching Mobility. WSB Merito University of Wroclaw, Poland. May 2023.

