

CURRICULUM

Mayo de Juan Vigaray

CV Resume

Associate professor in Marketing and Market Research at the University of Alicante (UA). Author of several books on marketing, among them 'Comercialización y retailing' (Marketing and retailing) and 'Valores de los consumidores' (Consumer values), as well as articles on retailing. Research work focused on shopping behaviour, retailing, experiential marketing and educational innovation research, fields in which she has published several high-impact articles. Her teaching hours are shared between UA and the IÉSEG at the University of Lille (Lille and Paris, France).