

CV

Pablo Ledesma Chaves

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Resume Summary

PhD in Strategic Management and International Business, with over six years of teaching experience and more than 1,600 teaching hours at Universidad de Sevilla. Strong research background in dynamic capabilities, technological acceptance, and teaching innovation. Author of 20 JCR-indexed articles (14 in Q1, 10 in D1), with notable publications in journals such as Technological Forecasting and Social Change or Journal of Innovation & Knowledge. Active member of the research group SEJ-634 (Analytical and Digital Marketing). In parallel to his academic career, he leads a family-owned business founded over 50 years ago, where he has been responsible for strategic marketing, pricing, product portfolio management, and digital transformation. His dual profile as academic and entrepreneur enriches his teaching with practical insights and real-world business application. Committed to educational innovation, he has designed and implemented multiple classroom improvement initiatives (CIMA) and actively participates in continuous teaching development programs

Academic Background

- PhD in Strategic Management and International Business, Universidad de Sevilla, 2021 (Cum Laude). Thesis title: "Dynamic Capabilities and International Success: Spanish Firms in Times of Economic Crisis."
- Licentiate in Market Research and Techniques, Universidad de Sevilla, 2005 Write your text here. This section is reserved for content that will be added later. Please provide relevant information according to the heading.
- Licentiate in Business Administration, Universidad de Sevilla, 2003

Academic Teaching Experience

- Lecturer at Universidad de Sevilla (2018–present) in courses including Consumer Behavior, Sales Management, Marketing, Commercial Distribution, and Strategic Management in Tourism.
- Teaching experience in Master's programs at UCAM: 'Trade Management and Marketing' and 'Prospecting and Demand Analysis'.

Research Areas

- Dynamic Capabilities and Competitive Advantage: Study of how dynamic capabilities (sensing, seizing, and reconfiguring) influence the performance and international success of firms, particularly in contexts of economic crisis or volatility. Research integrates qualitative comparative analysis (fsQCA) and structural equation modeling (PLS-SEM) to identify strategic patterns in exporting firms. Key publication: Technological Forecasting and Social Change (Q1, D1).
- Technology Adoption and Consumer Behavior: Exploration of the behavioral intention to adopt emerging technologies, such as AI tools, chatbots, and crypto-wallets. Research focuses on perceived risk, trust, innovation resistance, and generational digital gaps. Applied to sectors like fintech and online services. Key publications: International Journal of Bank Marketing and International Journal of Entrepreneurial Behavior & Research.
- Metaverse and Strategic Digitalization in SMEs: Analysis of how small and medium-sized enterprises approach disruptive environments such as the metaverse. Studies behavioral, strategic, and technological readiness. Employs mixed-method approaches to examine innovation potential and competitive positioning.
- Innovation in Higher Education and Teaching Effectiveness: Design, implementation, and evaluation of teaching innovation projects (e.g., classroom improvement cycles – CIMA). Focus on gamification, active methodologies, and assessment of learning outcomes in marketing and business subjects. Research published in specialized books and educational innovation congresses.
- Internationalization Strategies and Export Behavior: Study of the strategic orientation and capability development of Spanish firms in foreign markets. Includes resource-based and dynamic perspectives, exploring international success factors in volatile

environments.

Publications

- Gil-Cordero, E., Maldonado-López, B., & Ledesma-Chaves, P. (2025). Metaverse and overtourism: positive and negative impacts of tourism development on local residents. *Journal of Management Development*.
- Arenas-Gaitán, J., Ramírez-Correa, P. E., Ledesma-Chaves, P., & Callarisa Fiol, L. J. (2025). Medical teleconsultation from the patient's perspective. A demographic segmentation. *The European Journal of Health Economics*, 1-17.
- Gil-Cordero, E., Ledesma-Chaves, P., Arteaga Sánchez, R., & Mariano, A. M. (2024). Crypto-wallets revolution! Key factors driving behavioral intention to adopt the Coinbase Wallet using mixed PLS-SEM/fsQCA methodology in the Spanish environment. *International Journal of Bank Marketing*, 42(3), 536-570.
- Gil-Cordero, E., Maldonado-López, B., Ledesma-Chaves, P., & García-Guzmán, A. (2024). Do small-and medium-sized companies intend to use the Metaverse as part of their strategy? A behavioral intention analysis. *International Journal of Entrepreneurial Behavior & Research*, 30(2/3), 421-449.
- Gil-Cordero, E., Ledesma-Chaves, P., & Baena-Luna, P. (2023). Acceptance factors of Zara's shopping app among fashion consumers during COVID-19. *Journal of Consumer Behaviour*, 22(4), 955-970.
- Maldonado-López, B., Ledesma-Chaves, P., & Gil-Cordero, E. (2024). Personality, loneliness and the metaverse: exploring their interaction for higher education in marketing. *Journal of International Education in Business*.
- De-Juan-Vigaray, M. D., Ledesma-Chaves, P., González-Gascón, E., & Gil-Cordero, E. (2024). Student satisfaction: Examining capacity development and environmental factors in higher education institutions. *Heliyon*, 10(17)
- Ledesma-Chaves, P., Gil-Cordero, E., Navarro-García, A., & Maldonado-López, B. (2024). Satisfaction and performance expectations for the adoption of the metaverse in tourism SMEs. *Journal of Innovation & Knowledge*, 9(3), 100535.

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- Ledesma-Chaves, P., Gil-Cordero, E., & Maldonado-López, B. (2024). Consumer behavioral factors of the new EU regulatory framework for the feeding of insect-derived products. *Future Foods*, 9, 100383.
 - Maldonado-López, B., Ledesma-Chaves, P., & Gil-Cordero, E. (2024). Cross-border destination image for sustainable tourism development in peripheral areas. *Journal of Travel & Tourism Marketing*, 41(4), 614-639.
 - Ledesma-Chaves, P., & Arenas-Gaitán, J. (2023). Dynamic capabilities in times of economic crisis. A vision of success in international markets. *Heliyon*, 9(12).
 - Navarro-García, A., Ledesma-Chaves, P., Gil-Cordero, E., & De-Juan-Vigaray, M. D. (2024). Intangible resources, static and dynamic capabilities and perceived competitive advantage in exporting firms. A PLS-SEM/fsQCA approach. *Technological Forecasting and Social Change*, 198, 123001.
 - Gil-Cordero, E., Ledesma-Chaves, P., Yoo, S., & Han, H. (2023). Luxury tourism and purchase intention factors: a mixed approach applied to luxury goods. *Humanities and Social Sciences Communications*, 10(1), 1-20.
 - Gil-Cordero, E., Ledesma-Chaves, P., Ortega-Gutierrez, J., & Han, H. (2023). Organizational value and participatory leadership for sustaining the competitive advantages of hospitality and tourism companies. *Humanities and Social Sciences Communications*, 10(1), 1-17.
 - Gil-Cordero, E., Rodriguez-Rad, C., Ledesma-Chaves, P., & del Río-Vázquez, M. E. S. (2023). Analysis of factors affecting the effectiveness of face-to-face marketing learning via TikTok, YouTube and video conferencing. *Heliyon*, 9(7).
 - López, B. M., Chaves, P. L., & Cordero, E. G. (2023). Visual thinking and cooperative learning in higher education: HOW does its implementation affect marketing and management disciplines after COVID-19?. *The International Journal of Management Education*, 21(2), 100797.
 - Gil Cordero, E., Ledesma Chaves, P., Han, H., & Ariza Montes, J. A. (2023). Analysis of university professors in economic sciences: PMH scale and technostress as main antecedents of academic self-perception. *Journal of Men's Health*, 2(19), 17-28.
 - Ledesma-Chaves, P., & Arenas-Gaitán, J. (2022). Dynamic innovation capabilities and their impact on export performance in times of economic crisis. *Revista Brasileira de Gestao de Negocios*, 24, 351-365.

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- Ledesma-Chaves, P., Arenas-Gaitán, J., & Garcia-Cruz, R. (2020). International expansion: mediation of dynamic capabilities. *Marketing Intelligence & Planning*, 38(5), 637-652.

Coordination of Courses and Scientific Committees

- Coordinator of multiple improvement cycles (CIMA) on teaching innovation.
- Member of the Scientific Committee of the Advanced Business and Marketing Research in the Malay and Spanish Contexts.
- Member of the Scientific Committee 17th Equality Diversity Inclusion Conference, 2024
- Member of the Organizing Committee at the 16th Academy of Innovation, Entrepreneurship, and Knowledge (ACIEK) Conference
- Member of the Scientific Committee of the Association of Young Researchers in Economic Sciences and Business Management (AJICEDE)
- Participation in scientific dissemination through book chapters and conferences.

Talks and Conferences Delivered

- Speaker at over 12 national and international conferences.
- Awarded in 3 international conferences for outstanding research presentations.

Professional Experience

- With over 20 years of hands-on experience in a family-owned business, he brings a deep understanding of strategic marketing and business management to the academic environment. His background in administration, resource allocation, team coordination, and budgeting provides students with real-world insight into the integration of key business functions, skills that are essential for future marketing professionals. His direct involvement in pricing strategies, margin analysis, and

competitive benchmarking offers an applied perspective on pricing theories and competitive dynamics, enriching courses such as Strategic Marketing and Market Research. Furthermore, his leadership in the digital transformation of the company and the development of omnichannel strategies positions him as a practical reference in digital innovation, a crucial area in today's marketing education. Additionally, his experience in coordinating distribution and promotion policies with professional clients supports the teaching of subjects like Commercial Logistics and Sales Management. Managing a product portfolio of over 8,000 items has also enabled him to illustrate key concepts such as portfolio strategy, product life cycle analysis, and market segmentation, bridging theory and practice in a meaningful way for students.

- Business-university collaboration in 8 transfer projects supervised by Universidad de Sevilla.

Other Noteworthy Mentions

- **Best Paper Award** granted at the international conference “XXX Luso-Spanish Conference on Scientific Management”, held in Bragança (Portugal), from February 5th to 8th, 2020, for the paper titled “*The dynamic capability of innovation: mediation on the strategy of expanding international markets in times of economic crisis.*”
- **Outstanding Scientific Publication Award 2023** from the Faculty of Economic and Business Sciences at the University of Seville, for the publication: Maldonado López, B., Ledesma Chaves, P., & Gil Cordero, E. (2023). *Visual thinking and cooperative learning in higher education: HOW does its implementation affect marketing and management disciplines after COVID-19? The International Journal of Management Education*, 21(2), 100797. Award funded by the VII Research Promotion Plan of the University of Seville.
- **Recognition by Wiley Publishing** as a “Top Viewed Article” of 2023 for the publication: Gil-Cordero, E., Ledesma-Chaves, P., & Baena-Luna, P. (2023). *Acceptance factors of Zara's shopping app among fashion consumers during COVID-19. Journal of Consumer Behaviour*, 22(4), 955–970.