

Personal information

Full name: Carmona Martínez, M^a Mercedes

Birth date: 16/08/1977

Professional status

Entity: Universidad Católica San Antonio de Murcia

Faculty: Facultad de Ciencias Jurídicas y de la Empresa

Department: Ciencias Sociales, Jurídicas y de la Empresa

Postal address: Campus de los Jerónimos, N° 135 Guadalupe 30107 (Murcia)

Phone: 968278761

Email: mcarmona@ucam.edu

Professional category: Profesor Contratado Doctor (Associate Professor)

Research lines

Innovation diffusion, innovation adoption

Academic background

Bachelor: Bachelor in Economics

Entity: Universidad de Murcia

Date: 30/06/1999

PhD: PhD in Economics

Entity: Universidad de Murcia

Date: 05/09/2005

Research projects

- **Number of projects of the National Plan:** -
- **Number of projects of the Regional Plan:** 2
- **Number of contracts with firms:** 2
- **Number of projects of the Own Plan of the University:** 6

Publications

- **Number of JCR publications:** 1
- **Number of publications indexed in other databasis:** 8
- **Number of non-indexed publications:** 1

Books and chapters

- **Number of books:** 1
- **Number of book chapters:** 11

Contributions to conferences

- **Number of contributions to national conferences:** 10
- **Number of contributions to international conferences:** 14

Doctoral Dissertations supervised

- **PhD Student:** Laura Cortés Selva
Title: La influencia de la fotografía cinematográfica en el estilo visual. Análisis del estilo de Dick Pope en las obras cinematográficas del director Mike Leigh...
Grade: Sobresaliente Cum Laude (International Doctorate)

- Defense date:** 2012
- **PhD Student: Salvador Aledo Guerao**
Title: Los Costes Indirectos en los proyectos de obras regulados por el Texto Refundido de la Ley de Contratos del Sector Público.
Grade: Sobresaliente
Defense date: 2013
- **PhD Student: Rosa Ferro Martínez**
Title: Comportamiento innovador y desempeño empresarial: un análisis de las empresas hoteleras españolas
Grade: Sobresaliente
Defense date: 2015
- **PhD Student: Jörg Muschiol**
Title: Universal Communication Model and Evaluation with the Elderly Society
Grade: Sobresaliente
Defense date: 2015
- **PhD Student: Sabrina Aschenbrenner**
Title: Intellect-based, intangible sources of German small and medium sized enterprises' success – The impact of intellectual capital on lasting competitive business performance
Grade: Sobresaliente
Defense date: 2015
- **PhD Student: Florian Wrobel**
Title: The Impact of Technological Advancements on Intermediaries in the Motion Picture Industry
Grade: Sobresaliente Cum Laude
Defense date: 2016
- **PhD Student: M^a Isabel Ros Clemente**
Title: Estudio de la inclusión laboral de las personas con discapacidad en España
Grade: Sobresaliente Cum Laude
Defense date: 2017
- **PhD Student: Francisco José Noguera Plaza**
Title: La Inteligencia Emocional y el Comportamiento Creativo e Innovador de los empleados del Sector Terciario en las PYMEs de España
Grade: Sobresaliente
Defense date: 2017
- **PhD Student: M^a Carmen Vázquez Guerrero**
Title: Atención integral y digna a las personas en situación terminal de enfermedad. Actitudes ante la muerte y opiniones sobre la atención al final de la vida en estudiantes de Ciencias de la Salud de la UCAM
Grade: Sobresaliente Cum Laude
Defense date: 2017

University teaching experience

- **Bachelor (subjects and teaching dates):**
 - **Econometrics** (Bachelor in Business Administration, UCAM): from 2000/2001
 - **Statistics for Tourism** (Bachelor in Tourism, UCAM): from 2011/2012 until 2015/2016.
 - **Microeconomics** (Bachelor in Business Administration, UCAM): 1999/2000.
 - **Statistics** (Bachelor in Business Administration, UCAM): 2006/2007.
 - **General Economics** (Bachelor in Journalism, UCAM): from 2000/2001 until 2003/2004.
 - **Business Simulation** (Bachelor in Business Administration, UCAM): from 2001/2002 until 2011/2012.
 - **Responsible for the Final Bachelor Thesis** (Bachelor in Business Administration, UCAM): from 2006/2007
 - **Responsible for the Internship** (Bachelor in Business Administration, UCAM): from 2006/2007

- **Master (subjects and teaching dates):**
 - **Innovation Management** (MBA, UCAM) from 2008/2009
 - **Applied Statistics software** (MBA, UCAM) 2014/2015.
 - **Demand Prospecting and Analysis** (Marketing and Communication Master, UCAM) 2014/2015 and 2015/2016.
 - **Innovation: A reality in the tourism sector** (Innovation and Tourism Marketing Master, UCAM), 2015/2016.
 - **Statistics and Data Analysis** (Methodology Research in the Doctorate Program) from 2011/2012
 - **Responsible for the Final Master Thesis** (MBA, UCAM): from 2008/2009
 - **Responsible for the Final Master Thesis** (Marketing and Communication Master, UCAM): from 2014/2015
 - **Responsible for the Internship** (MBA, UCAM): from 2006/2007
 - **Responsible for the Internship** (Marketing and Communication Master, UCAM): from 2014/2015

Coordination / Professional experience

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| <ul style="list-style-type: none"> ○ Vicedean of the Business Faculty, UCAM: from 2017/2018. ○ Deputy Vicedean of the Business Faculty, UCAM: from 2006/2007 to 2016/2017. ○ Erasmus Supervisor (Bachelor in Business Administration, UCAM): from 2004/2005 to 2010/2011. ○ Member of the MBA Quality Committee, UCAM: from 2009/2010. ○ Member of the Marketing and Communication Master Quality Committee, UCAM: from 2013/2014. ○ Member of the Quality Committee of the Quality Systems Master, UCAM: from 2010/2011 to 2016/2017. ○ Member of the MBA Design Committee, UCAM: 2008/2009 ○ Member of the Bachelor in Business Administration Design Committee, UCAM: 2007/2008 ○ Member of the Bachelor in Business Administration Internship Committee, UCAM: from 2006/2007. ○ Member of the MBA Internship Committee, UCAM: from 2008/2009. ○ Member of the Marketing and Communication Master Internship Committee, UCAM: from 2013/2014. ○ Member of the Bachelor in Business Administration Final Bachelor Thesis Committee, UCAM: from 2006/2007. ○ Member of the MBA Final Master Thesis Committee, UCAM: from 2008/2009. ○ Member of the Marketing and Communication Master Final Master Thesis Committee, UCAM: from 2013/2014. ○ Member of the Bachelor in Business Administration International Committee, UCAM: from 2006/2007 to 2016/2017. ○ Member of the MBA International Committee, UCAM: from 2008/2009. ○ Member of the Bachelor in Business Administration Recognition Committee, UCAM: from 2009/2010. ○ Member of the MBA Recognition Committee, UCAM: from 2008/2009. ○ Member of the MBA Admission Committee, UCAM: from 2008/2009. ○ Personal Mentoring Coordinator in the Bachelor in Business Administration, UCAM: from 2009/2010. |
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