

SUMMARY CURRICULUM VITAE

Prof. Dr. José Luis Vázquez-Burguete (September 27th, 2017)



Titular Professor on Marketing
Department on Management and Business Economics
Faculty of Economics and Business Sciences
University of León (Spain)

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Prof. Dr. José Luis Vázquez (1970) obtained his University Graduate in Economics and Business Sciences at the University of Valladolid (1992), prior to his Ph Degree in Business Sciences at the University of León (1995) on the subject “*Modelization of the New Product Projects Selection and Evaluation Process*”. He also holds a Honoris Causa Degree by the Faculty on Environmental Protection at the University of Oradea (Romania), a Honoris Causa Degree by the Faculty of Economics at the Trakia University Stara Zagora (Bulgaria) and a Senator Honirs Causa Title by the Faculty of Economics and Business Administration at the University of Szeged (Hungary).

His Academic Career has been mostly linked to the University of León, where he occupies at present a position as Titular Professor of Marketing. In recent years he served as responsible for the University Secretariats on Economic Affairs (2000-04) and Entrepreneurship (2004-08), as well as being responsible for the starting and implementation of the institutional plan on entrepreneurship at this university (2000-08) and the Bancaja Chair on Young Entrepreneurship (2007-12) and Head of the Strategic Planning Area (2012-16). At the moment, he serves as Head of the Postgraduate Courses Area (since 2016) as well as Director of the Research Group on Marketing and Operative Research.

In recent and current academic years he is teaching courses on *Strategic Marketing*, *Commercial Management*, *Product and Price Policy*, *Public Sector Marketing*, and *Communication and Information in Labour Risk Prevention*, among other subjects, as well as several Master and Doctoral Courses. He has also taught as Visitant Professor at other Spanish universities (Cantabria, Las Palmas de Gran Canaria, Oviedo, Pompeu Fabra, Salamanca, Zaragoza, National University of Distance Education, Extremadura, Málaga), as well as in Brazil (Universidade Luterana do Brasil, Universidade do Sul de Santa Catarina), France (Ecole Supérieure de Commerce de Paris de l’Institut de Préparation à l’Administration et à la Gestion IPAG-Paris), Portugal (University of Beira Interior), Romania (University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca, National School of Public Administration at Bucharest), and Hungary (University of Szeged).

His current main research topics of interest are on public and nonprofit marketing, corporate responsibility, human resources (internal) marketing, and innovation & entrepreneurship for sustainable development. In these ones and other close-related fields he has conducted 43 research projects (23 of them as team responsible) and 13 research contracts (7 as team responsible). A number of these projects were/are developed in the frame of UE (*Fifth and Seventh Framework Programmes*, *Phare*, *Leonardo*, *Interreg*, *Equal*, *COST*) or international (*AECI – Spanish National Agency for International Cooperation*–) research funding programmes, punctually serving as Evaluator Expert (UE Evaluator Expert for *Fifth Research Framework Programme* and *COST Programme*).

Also related to his research guidelines he has organized and/or participated in scientific committees of different congresses and academic meetings, as well as contributed to a number of these events, both at national and international level, being author or co-author of some 350 publications, including 25 complete books, 36 book chapters and 96 peer reviewed articles. At the time he serves in the Editorial Board of several international leading journals, including the *International Review on Public and Nonprofit Marketing*, the *Journal of Nonprofit & Public Sector Marketing*, the *International Journal of Nonprofit & Voluntary Sector Marketing*, *Modern Economy*, *Contemporary Research on Organization Management and Administration*, or *Responsibility & Sustainability*, as well as performs as reviewer *ad hoc* in other prestigious academic publications.

Prof. Vázquez is also founder and current President of the *International Association on Public and Nonprofit Marketing (AIMPN/IAPNM)*, founder and fellow member of the *Spanish Association on Academic and Professional Marketing*, as well as fellow member of the *European Marketing Academy*, the *American Marketing Association*, the *European Academy on Management and Business Economics*, the *Scientific Association on Business Economics and Management*, the *European Scientific Association on Applied Economics*, the *Regional Science Association International*, and the *Marketing in Asia Group*, among others.



Europass Curriculum Vitae

Personal information

First name(s) / Surname(s) **José-Luis Vázquez-Burguete**
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Telephone(s) (+34) 987 291751 Mobile: (+34) 699 426371
Fax(es) (+34) 987291454
E-mail jose-luis.vazquez@unileon.es
Nationality Spanish
Date of birth 18.08.1970
Gender Male

Occupational field **High (University) Education Teaching & Researching**

Work experience

Dates	May 2000 onwards
Occupation or position held	Titular Professor on Marketing
Main activities and responsibilities	Teaching and Research at University Head of the Research Group on Marketing and Operative Research Holder of the Bancaja Chair on Young Entrepreneurship (2007-2013) Head of the University Secretariat on Economic Management (2000-2004) Head of the University Secretariat on Entrepreneurship Promotion (2004-2008) Head of the University Area on Strategic Planning (2012-2016) Head of the University Area on Postgraduate Courses (2016 onwards)
Name and address of employer	Universidad de León Avda. de la Facultad 25, 24071-León, Spain
Type of business or sector	Higher Education & Research (University)
Dates	April 1996 – May 2000
Occupation or position held	Assistant professor on Marketing
Main activities and responsibilities	Teaching and Research at University
Name and address of employer	Universidad de León Avda. de la Facultad 25, 24071-León, Spain city
Type of business or sector	Higher Education & Research (University)
Dates	January 1993 – April 1996
Occupation or position held	Teaching&Research fellow scholar
Main activities and responsibilities	Teaching and Research at University
Name and address of employer	Universidad de León Avda. de la Facultad 25, 24071-León, Spain city
Type of business or sector	Higher Education & Research (University)

Education and training

Dates 1992-1995
Title of qualification awarded PhD on Business Sciences

Principal subjects/occupational skills covered	Thesis Title: <i>'Modelling the Selection and Assessment Process of New Product Projects'</i> : Empirical research that directly contributes to debates on entrepreneurship opportunities and software models.																																								
Name and type of organisation providing education and training	Universidad de León, León, Spain																																								
Level in national or international classification	ISCED 8																																								
Dates	1987-1992																																								
Title of qualification awarded	Bachelor of Economics and Business Sciences																																								
Principal subjects/occupational skills covered	- Economics: Economic Theory, Public Policies, Management in Public Sector - Business Sciences: Accountability, Finances, Management, Marketing																																								
Name and type of organisation providing education and training	Universidad de Valladolid, Valladolid, Spain																																								
Level in national or international classification	ISCED 7																																								
Personal skills and competences																																									
Mother tongue(s)	Spanish																																								
Other language(s)																																									
Self-assessment <i>European level (*)</i>																																									
English																																									
Portuguese																																									
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	<i>(*) Common European Framework of Reference for Languages</i>																																								
Social skills and competences	<ul style="list-style-type: none"> - Team work: I have worked or performed as leader in various types of research teams either at national or international level. - Mediating skills: I work on young people, youth trainers, youth policy and researchers, running not only University duties but also related to a number of extra-curricular activities; for example, I was founder and current President of the International Association on Public and Nonprofit Marketing. - Intercultural skills: I am experienced at working in an international dimension such as performing as part of teaching (e.g. Erasmus program) or research teams, as well as serving in different Editorial Boards of international scientific reviews. 																																								
Organisational skills and competences	<ul style="list-style-type: none"> - I am experienced at organising courses, seminars and activities on marketing and entrepreneurship. - I am experiences at managing partnerships with private business and public institutions. - I am experienced too at organisation of international meeting and events, both in Spain and abroad. 																																								
Technical skills and competences	Competent in designing marketing and entrepreneurship software. Good command of quality control processes and marketing plan.																																								
Computer skills and competences	Competent with most Microsoft Office programmes (specifically Word, Excel and PowerPoint). Competent with statistical software (SPSS) and graphics and illustrations (Corel Draw).																																								
Driving licence	Category B																																								

Additional information

Some examples of most recent PUBLICATIONS

- Lanero A, Vázquez JL, Gutiérrez P (2017): Young adult propensity to join voluntary associations: the role of civic engagement and motivations. *Nonprofit and Voluntary Sector Quarterly* (online first article April 12th, 2017), DOI: 10.1177/0899764017703706.
- Gutiérrez P, Cuesta P, Vázquez JL (2017): The effects of corporate social responsibility on customer brand equity: Spanish hypermarket case. *Economic Research-Ekonomska Istraživanja* (online first published article April 07th, 2017).
- Vázquez JL, Sahelices C, Lanero A (2017): Corporate social responsibility and consumer behavior in the cosmetics sector: a study in the Spanish context. *International Review on Public and Nonprofit Marketing* (online first article March 24th 2017), 1-16, DOI: 10.1007/s12208-017-0178-y.
- Sahelices C, Lanero A, Vázquez JL, Gutiérrez P (2017): eWoM and 2.0 opinion leaders in the food context: a study with a sample of Spanish food-related weblogs. *Journal of Food Products Marketing* (online first article March 8th, 2017), 1-20, DOI: 10.1080/10454446.2017.1266561.
- Vázquez JL, López-Aza C, Lanero A. (2016): Citizen perceptions on social responsibility in public administration organizations: a study in Spain. *Transylvanian Review of Administrative Sciences* 48:166-183.
- López-Aza C, Vázquez JL, Lanero A (2016): The influence of students' perceptions of university social responsibility on satisfaction, perceived quality of service and credibility. *Review of Innovation and Competitiveness* 2(2):47-66.
- Sánchez MI, Vázquez JL, García MP (2016): New tools fostering human potential through internal social responsibility. *Human Resources Management and Ergonomics* X(1):86-96.
- Vázquez JL, López-Aza C, Lanero A (2016): University social responsibility as antecedent of students' satisfaction. *International Review on Public and Nonprofit Marketing* 13(2):137-149, DOI: 10.1007/s12208-016-0157-8.
- Lanero A, Vázquez JL, López-Aza C (2016): Social cognitive models of entrepreneurial career choice in university students. *International Small Business Journal* 34(8):1053-1075, DOI: 10.1177/0266242615612882.

SCIENTIFIC ACADEMIES AND ASSOCIATIONS MEMBERSHIP

- International Association on Public and Non Profit Marketing (AIMPN/IAPNM).
- Spanish Association of Academic and Professional Marketing (AEMARK).
- European Marketing Academy (EMAC).
- American Marketing Association (AMA).
- Marketing in Asia Group (MAG Scholar).
- European Academy of Management and Business Economics (AEDEM).
- Scientific Association of Economics and Business Management (ACEDE).
- European Scientific Association of Applied Economics (ASEPELT-Spain).
- Spanish Association of Regional Sciences (AECR).
- Regional Science Association International (RSAI).

Current SCIENTIFIC EDITORIAL BOARDS MEMBERSHIP

- *International Review on Public and Nonprofit Marketing* (Springer). Founder and Former Editor, currently Honorary Editor.
- *Responsibility & Sustainability. Socioeconomic, Political and Legal Issues* (Research Group on Marketing and Operative Research – University of León, Research Unit in Business Sciences – University of Beira Interior, and Institute of Business Studies – University of Szeged). Editor.
- *International Journal of Nonprofit and Voluntary Sector Marketing* (Wiley-Blackwell). EB Member.
- *Journal of Nonprofit & Public Sector Marketing* (Taylor&Francis). EB Member.
- *AAFL Bioflux Aquaculture, Aquarium, Conservation & Legislation* (Bioflux SRL). Honorary Editor and Scientific Reviewer.
- *Contemporary Research on Organization Management and Administration* (Academic Association of Management and Administration). EB Member.
- *Agricultura. Revistă de Știință și Practică Agricolă* (Editura Academic Press). EB Member.
- *Buletinul Universitatii de Stiinte Agricole si Medicina Veterinara Cluj-Napoca. Seria Horticulture* (Editura Academic Press). EB Member.

SCIENTIFIC AWARDS

- Doctor Honoris Causa by the Faculty of Environmental Protection, University of Oradea, Romania (November 14th, 2008).
- Doctor Honoris Causa by the Faculty of Economics, Trakia University Stara Zagora, Bulgaria (May 19th, 2011).
- Senator Honoris Causa by the Faculty of Economics and Business Administration, University of Szeged, Hungary (July 3rd, 2015).