

Mark D. Groza, PhD

Online Program Director
Associate Professor of Marketing
University of Idaho
College of Business and Economics
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ACADEMIC POSITIONS

- 8/2022 – present **Associate Professor of Marketing**, University of Idaho
- 8/2017 – 8/2022 **Associate Professor of Marketing**, Northern Illinois University
- 8/2012 – 8/2017 **Assistant Professor of Marketing**, Northern Illinois University
- 8/2008 – 5/2012 **Graduate Research Assistant**, University of Massachusetts Amherst

ADMINISTRATIVE POSITIONS

- 8/2022 – present **Online Program Director**, University of Idaho
- 6/2017 – 8/2022 **NCAA Faculty Athletics Representative**, Northern Illinois University
- 8/2014 – 8/2022 **Enterprise Holdings Professor of Sales**, Northern Illinois University

EDUCATION

PhD, Business Management, University of Massachusetts Amherst, Isenberg SOM
Dissertation: *Leveraging Marketing Resources to Strengthen Stakeholder-Company Identification* (chaired by: Thomas G. Brashear Alejandro, PhD)

Master of Business Administration, University of Cincinnati, College of Business

Bachelor of Science in Economics, University of Akron, Buchtel College of Arts and Sciences

AWARDS AND HONORS

- 2022: Challenges in Managing Smart Products and Services, Best Paper Award
- 2021: Department of Marketing Research Productivity Award, Northern Illinois University
- 2019: Dean's Instructional Innovation Summer Fellow, Northern Illinois University
- 2017: Appointed NCAA Faculty Athletics Representative at Northern Illinois University
- 2016: Direct Selling Education Foundation Fellow
- 2015: Anthony and Christine Speiser Research Fellow
- 2014: Named Enterprise Holdings Professor of Sales at Northern Illinois University
- 2013: National Conference in Sales Management Best Paper Award
- 2012: Isenberg School of Management Doctoral Student Research Award
- 2012: Isenberg School of Management Doctoral Student Teaching Award
- 2012: Academy of Marketing Science Mary Kay Dissertation Award Winner
- 2011: Academy of Marketing Science Doctoral Consortium Fellow

2011: Best Paper, Retailing and Pricing Track, Summer AMA Conference

2009: Best Conference Paper, Sport Marketing Association Conference

RESEARCH INTERESTS AND IMPACT

- Sales Management
- Marketing Management
- Stakeholder Identification
- Corporate Sponsorship
- Corporate Social Responsibility
- Salesperson Performance

Research portfolio has amassed over 1900 Google Citations with the following indices: h-index 15, i10-index 17. Has published a total of 22 peer reviewed articles including six articles in marketing journals ranked in top 11 (Steward & Lewis, 2010) and one in the Financial Times Top 50. Nine publications with 50 or more citations, fourteen publications with 20 or more citations. In the top 50 in terms of Google Scholar's cited by for 'sales.' Has published peer reviewed journal articles with over 20 unique co-authors including research mentees and doctoral students.

PUBLISHED MANUSCRIPTS

22. Groza, M.P. & **Groza, M.D.** (2022), "Leveraging Organizational Reputation to Enhance Volunteer Pride and Retention Rates" *Journal of Nonprofit & Public Sector Marketing*. {ABCD - B}¹
21. **Groza, M.D.**, Zmich, L.² & Groza, M.P. (2022), "Growing the Talent Pool: How Sponsorship of Professional Sales Programs Enhances Employer Branding" *Journal of Marketing Education*, 44(1), p. 72-84. {ABCD - B}
20. Cobbs, J. & **Groza, M.D.** (2022), "Reverse Effects of Sponsorship: Establishing Sport Brand Equity" *Managing Sport and Leisure*
19. **Groza, M.D.**, Zmich, L. & Rajabi, R. (2021) "Organizational Innovativeness and Firm Performance: Does Sales Management Matter?" *Industrial Marketing Management*, 97, p. 10-20. {ABCD - A*}
18. Groza, M.P., **Groza, M. D.** & Barral, L.M.³ (2020), "Women Backing Women: The Role of Crowdfunding in Empowering Female Consumer-Investors and Entrepreneurs," *Journal of Business Research*, 117, p. 432-442. {ABCD - A}
17. Cobbs, J., Schaefer T. & **Groza M.D.** (2020), "Construal Level Effects in Sponsorship-Linked Marketing: Informativeness and Timing of Announcement" *Journal of Marketing Theory and Practice*, 28(4) 357-372. {ABCD - B}
16. **Groza M.D.** & Groza M.P. (2018) "Salesperson regulatory knowledge and sales performance" *Journal of Business Research*, 89, p. 37-46. {ABCD - A}

¹ **ABCD**: Indicates journal ranking per the Australian Business Dean's Council Journal Quality List

² Graduate Student at Northern Illinois University at beginning of project; doctoral student in marketing at Louisiana Tech University at time of publication.

³ Research Mentee from ENAE Business School, Murcia Spain.

15. **Groza, M.D.**, Locander, D. & Howlett, C.H. (2016) "Linking Thinking Styles to Sales Performance: The Importance of Creativity and Subjective Knowledge" *Journal of Business Research*, 69(10), p. 4185-4193. {ABCD – A}
14. Brashear-Alejandro, T., Kang, J., & **Groza, M. D.** (2016) "Leveraging Loyalty Programs to Build Customer-Company Identification" *Journal of Business Research*, 69(3), p. 1190-1198. {ABCD – A}
13. Cobbs, J., **Groza, M.D.** & Rich G. (2015) "Brand Spillover Effects within a Sponsor Portfolio: The Interaction of Image Congruence and Portfolio Size" *Marketing Management Journal*, 25(2), p. 107-122.
12. Kang, J., Brashear-Alejandro, T. & **Groza, M. D.** (2015) "Customer-Company Identification and the Effectiveness of Loyalty Programs" *Journal of Business Research*, 68(2), p. 464-471. {ABCD – A}
11. Krishnan, V., **Groza, M.D.**, Groza, M.P., Peterson, R.M. & Fredericks, E. (2014) "Linking Customer Relationship Management (CRM) Processes to Sales Performance: The Role of CRM Technology Effectiveness" *Marketing Management Journal*, 24 (2), p. 162-171.
10. Jensen, J., Cobbs, J.B. & **Groza, M.D.** (2014) "The Niche Strategy to Global Sport Growth: The Influence of Niche-based Resources on the Demand for Formula One Racing" *Journal of Global Marketing*, 27 (4), p. 247-261. {ABCD – B}
9. Krishnan, V., Sullivan, U.Y., **Groza, M. D.** & Aurand, T. (2013) "The Brand Recall Index: A Metric for Assessing Value" *Journal of Consumer Marketing*, 30 (5) p. 415-426. {ABCD – A}
8. **Groza, M. D.**, Peterson, R.M., Sullivan, U.Y. & Krishnan, V. (2012) "Social Media and the Sales Force: The Importance of Intra-Organizational Cooperation and Training on Performance" *Marketing Management Journal*, 22 (2) p. 118-130.
7. Pronschinske M., **Groza, M. D.** & Walker M. (2012) "Attracting Facebook "Fans": The Importance of Authenticity and Engagement as a Social Networking Strategy for Professional Sport Teams." *Sport Marketing Quarterly*, 21 (4) p. 221-231. {ABCD – B}
6. Filo, K., **Groza, M. D.** & Fairley, S. (2012) "An Examination of Empowerment as an Outcome of Charity Sport Event Participation" *Journal of Nonprofit & Public Sector Marketing*, 24 (2) p. 123-140. {ABCD – B}
5. Cobbs, J., **Groza, M. D.** & Pruitt, S. (2012) "The Global Markets' Verdict on F1 Sponsorship" *Journal of Advertising Research*, 52 (1) p. 74-86. {ABCD – A}
4. **Groza, M. D.**, Cobbs, J., & Schaefer, T. (2012) "Managing a Sponsored Brand: The Importance of Sponsorship Portfolio Congruence" *International Journal of Advertising*, 31(1) p. 63-84. {ABCD – A}

3. **Groza, M. D.**, Pronschinske M., & Walker, M. (2011) “Organizational Motives and Consumer Responses to Proactive and Reactive CSR” *Journal of Business Ethics*, 102 (4) p. 639-652. {ABCD – A, Financial Times Top 50}
2. **Groza, M. D.**, (2010). NCAA Conference Realignment and Football Game Day Attendance. *Managerial and Decision Economics*, 31(8) p. 517-529. {ABCD – B}
1. McKelvey, S., Fairley, S. & **Groza, M.D.** (2010) Caught in the Web?: The Communication of Trademark Rights and Licensing Policy on University Official Athletic Websites” *Journal of Legal Aspects of Sport*, 20(1) p. 1-33. {ABCD – C}

MANUSCRIPTS UNDER REVIEW AND IN PREPARATION

Groza, M.D., Brashear-Alejandro, T, & Cobbs J.B. “Leveraging Corporate Sponsorship to Enhance Sales Performance: The Role of Salespeople’s Organizational Identification”

Schafers, T. & **Groza, M.D.** From Selling Ownership to Selling Access: Investigating Sales Transformation Processes (target: *Journal of Academy of Marketing Science*).

Crawford, J., Zmich L. & **Groza, M.D.** Service Providers and their Online Reviews: Do Salesperson Influences Tactics Matter? (target: *Journal of Interactive Marketing*)

REFEREED CONFERENCE PRESENTATIONS AND PAPERS

35. Crawford, J., **Groza, M.D.**, Groza, M.P. & Zmich, L. (2022). “Quality Matters: Service Providers use of Influence Tactics and Customer Online Review” *Marketing Management Association Fall Educators Conference*; San Antonio, TX, September 21 – 23.
34. Schafers, T. & **Groza, M.D.** (2022) “Selling Ownership or Selling Access? Examining Salespersons’ Preferences and Capabilities” *International Conference on Challenges in Managing Smart Products and Services*; Bielefeld, Germany August 25-26. (**Selected for Best Paper Award**)
33. Groza, M.D. & Howlett C.H. (2022) “Filling the Advanced Professional Sales Class Funnel – A Cross-Course Mentorship Program” *National Conference in Sales Management*; Minneapolis, MN, March 23-25.
32. **Groza, M.D.** & Zmich L. (2021) “Developing Sales Skills while Collecting Sales Research Data - A B2B Calling Project” *National Conference in Sales Management*; St. Louis, MO, April 7 -9.
31. Zmich, L., Groza M.P. & **Groza, M.D** (2020) “Organizational Innovativeness and Firm Performance: Does Sales Management Matter?” *Academy of Marketing Science Conference*; Miami, FL, May 20 – 22.
30. Zmich, L., Dwyer S. & **Groza, M.D.** (2020) “Splitting Grit: Differentiating Between Perseverance and Passion on Sales Performance” *National Conference in Sales Management*; Norfolk, VA, April 1 -3.

29. **Groza, M.D.**, Groza, M.P. & Gordon, G.L., (2019) “Let’s be Friends: Examining the Importance of Sales-Firm Integration” *Marketing Management Association Fall Educators Conference*; Santa Fe, New Mexico, September 18-20.
28. Gordon, G.L., Groza, M.P., Schoenbachler, D.D. & **Groza, M.D.** (2019) “Challenging Environments may lead to Strange Bedfellows; The Evolution of an Online Master of Science in Digital Marketing Program” *Marketing Management Association Fall Educators Conference*; Santa Fe, New Mexico, September 18-20.
27. Zmich, L, Groza, M.P., Schaefers, T. & **Groza, M.D.** (2018) “Abstract Thinking and Salesperson Entrepreneurial Orientation” *Academy of Marketing Science Conference*; New Orleans, LA, May 23 – 25.
26. **Groza, M.D.**, Zmich, L., & Groza, M.P. (2018) “Sponsoring the Professional Sales Program: A Win-Win for Students and Companies” *National Conference in Sales Management*; San Diego, CA, April 11 -13.
25. Groza, M.P., **Groza, M.D.**, & Gordon, G.L. (2017) “Adventures in Team Teaching an MBA Course” *Marketing Management Association Fall Educators Conference*; Pittsburgh, Pennsylvania, September 20 -22.
24. Groza, M.P., **Groza M.D.**, Barral, L.M. & Rodero, J.A. (2016) "The Role of Pride in Retaining Sport Event Volunteers" *Academy of Marketing Science Conference*; Lake Buena, Florida, May 18 - 21.
23. Locander, D. A., Obilo, O.O., & **Groza, M. D.** (2016) “Innovation, Product Customizability, and Creativity” *National Conference in Sales Management*; Milwaukee, WI, March 22 – March 25.
22. **Groza, M.D.**, Rodero, J.A. & Gambin Lopez, J. (2015) “The Effect of Salesperson Attitude toward Change on Self-Efficacy and Sales Performance” *European Marketing Academy Conference*, Leuven, Belgium, May 26 – May 29.
21. Groza, M.P., **Groza, M.D.** & Barral, L.M. (2015) “A Preliminary Examination into the Motivating Factors of Crowdfunding Backers” *Academy of Marketing Science Conference*; Denver, CO, May 12 – May 14.
20. Locander, D. A., Babin, B. J., **Groza, M. D.** & Weinberg, F. J. (2015) “Customer Focus, Passive Deviance and Selling Orientation – Their Impact on Creative Selling and Performance” *National Conference in Sales Management*; Houston, TX, April 16 – April 18
19. **Groza, M. D.** & Cobbs, J. (2014) “Corporate Sponsorship Effects in Business-to-Business Markets” *Academy of Marketing Science World Marketing Congress*; Lima, Peru, August 5 – August 8.
18. Jensen, J., Cobbs, J.B. & **Groza, M.D.** (2014) "Global Growth in International Sport: A Niche Portfolio Strategy" *Academy of Marketing Science Conference*; Indianapolis, IN, May 21 – May 23.

17. **Groza, M.D.**, Locander, D. & Howlett, C.H. (2014) “Thinking Styles and Sales Performance: The Mediating Role of Creative Selling” *National Conference in Sales Management*; Miami, FL, April 9 – April 12.
16. Schaefers, T., Cobbs, J. & **Groza, M. D.** (2013) “Construal Level Effects in Sponsorship Announcements” *Academy of Marketing Science World Marketing Congress*; Melbourne, Australia, July 17 - July 20.
15. Krishnan, V., Peterson, R.M. & **Groza, M.D.**, (2013) “The Effect of Salespeople, Processes and Provisions on Performance: The 4P-Sales Management Model” *Academy of Marketing Science Conference*; Monterrey, CA, May 15 – May 18.
14. Chakraborti, R., **Groza, M.D.** & Cobbs, J. (2013) “The Influence of Sponsorship on Brand and Event Attitudes: Understanding the Role of Emotions” *Academy of Marketing Science Conference*; Monterrey, CA, May 15 – May 18.
13. Schaefers, T., Cobbs, J. & **Groza, M. D.** (2013) “Timing of Sponsorship Announcements: A Test of Temporal Distance and Construal Level Effects.” *Academy of Marketing Science Conference*; Monterrey, CA, May 15 – May 18.
12. **Groza, M.D.** & Peterson, R.M. (2013) “Encouraging the Sales Force to Leverage Social Media” *National Conference in Sales Management*; San Diego, CA, April 3 – April 6. **(Selected as Pearson Best Overall Paper Award)**
11. Pronschinske, M.P., **Groza, M.D.** & Peterson, M. (2012) “Without the Volunteers the Event Cannot Go On: Examining Retention with a Behavioral Reasoning Theory Approach” *American Marketing Association Summer Educators’ Conference*; Chicago, IL, August 17- August 19.
10. **Groza, M.D.** (2012) “Leveraging Marketing Resources to Strengthen Stakeholder-Company Identification” *Academy of Marketing Science Conference*; New Orleans, Louisiana, May 16 – May 19. **(Selected as 2012 Mary Kay Dissertation Award Winner)**
9. Brashear-Alejandro, T., Jiang, L., Kang, J., **Groza, M.D.** & Zhang, B. (2011) “Are Loyalty Programs Effective? The Role of Customer-Company Identification” *American Marketing Association Summer Educators’ Conference*; San Francisco, CA, August 5-August 7. **(Selected as best paper: Retailing and Pricing Track)**
8. **Groza, M. D.**, Cobbs, J., Schaefers, T. & Pronschinske, M. (2011) “The Effect of Multiple Sponsor Congruence on the Brand Equity of a Sponsored Enterprise” *Academy of Marketing Science World Marketing Congress*; Reims, France, July 19-July 23.
7. **Groza, M. D.** & Cobbs, J. (2011) “Attenuating the Negative Effects of a Low-fit Sponsorship: The Role of Concurrent Sponsors” *Academy of Marketing Science Conference*; Coral Gables, Florida, May 24- May 27.

6. Cobbs, J., **Groza, M. D.** & Pruitt, S. (2010) “A Global Markets’ Perspective of International Commercial Sponsorship” *American Marketing Association Summer Educators’ Conference*; Boston, MA, August 13-August 16.
5. Filo, K., **Groza, M. D.** & Fairley, S. (2010) “Making a Difference: Empowerment as an Outcome of Charity Sport Event Participation” *American Marketing Association Summer Educators’ Conference*; Boston, MA, August 13-August 16.
4. **Groza, M. D.** & Cobbs, J. (2010) “A Portfolio Approach to Sponsorship Alliances: Challenging Unilateral Brand Spillover Effects” *Academy of Marketing Science Conference*; Portland, OR, May 26-May 29.
3. Pronschinske M., **Groza, M. D.** & Walker M. (2010) “Communicating CSR: The Effect of Source and Valence of Message on Consumers’ Perceptions” *International Public Relations Research Conference*; Miami, FL, March 10-March 14.
2. Cobbs, J. & **Groza, M. D.** (2010) “The Spillover of Brand Equity within a Corporate Sponsorship Portfolio” *American Marketing Association Winter Educators’ Conference*; New Orleans, LA, February 19-February 22.
1. Filo, K., **Groza, M. D.** & Fairley S. (2009) “Turning a Meaningful Charity Sport Event Experience into Social Change” *Sport Marketing Association Conference*; Cleveland, OH, October 28- October 30. **Selected as best paper of the conference**

SPECIAL SESSION & PANEL PARTICIPATIONS

Session Moderator: “Industry Growth, Needs, Give Back and Student Hiring: A Senior View from Enterprise”, Special Session of the 2017 *National Conference in Sales Management*, St. Louis, MO, April 19 – April 21.

Session Panelist “Rapport Building in the Sales Process” Special Session of the 2015 *National Conference in Sales Management*; Houston, TX, April 16 – April 18

PROFESSIONAL AND ACADEMIC ACTIVITIES

Member, Academy of Marketing Science (AMS)

Member, American Marketing Association (AMA)

Selling and Sales Management SIG

Member, National Conference in Sales Management (NCSM)

Member, Pi Sigma Epsilon (PSE)

Fellow, Direct Selling Education Foundation (DSEF)

PROFESSIONAL SERVICE

NCAA Faculty Athletic Representative Association

Executive Board Member (November 2021 – August 2022)

Conference Proceedings Editor

2014 Academy of Marketing Science: World Marketing Congress

Track Chair

Updated 11/15/2022

2023 Academy of Marketing Science Annual Conference “*Sales and Sales Management*”
2022 International Society of Marketing Conference “*Branding & Product Development*”
2020 Academy of Marketing Science Annual Conference “*Sales and Sales Management*”
2018 Academy of Marketing Science Annual Conference “*Business to Business Marketing*”
2016 Academy of Marketing Science Annual Conference “*Sales and Sales Management*”
2014 Academy of marketing Science Annual Conference “*Sales and Sales Management*”

Journal Reviewer

Journal of Selling
Marketing Management Journal
European Journal of Marketing (Ad Hoc)
Journal of Business Research (Ad Hoc)
European Journal of Marketing (Ad Hoc)
Journal of Business Ethics (Ad Hoc)
Journal of Marketing Theory and Practice (Ad Hoc)
Journal of Brand Management (Ad Hoc)
Economic Inquiry (Ad Hoc)
Journal of Sport Management (Ad Hoc)

Conference Reviewer

American Marketing Association Summer Educators Conference
Academy of Marketing Science Conference
National Conference in Sales Management
Global Sales Science Institute
Academy of Marketing Science World Marketing Congress
Society for Marketing Advances

UNIVERSITY SERVICE

U of I College of Business and Economics Goal 3 Committee Member, 2022 – present
U of I Ad hoc University Advising Committee, 2022 – Present
Faculty Athletics Representative NIU, 2017 – 2022
Chair of NIU Athletic Board, 2017 – 2022
Ex officio member of the Faculty Senate NIU, 2017 – 2022
Faculty Advisor for NIU’s Pi Sigma Epsilon – Gamma Zeta, Spring 2013 – 2022
● Gamma Zeta Received 2nd Place National Top Gold Chapter, 2014
NIU Department of Marketing Personnel Committee, Fall 2019 – Spring 2021
NIU College of Business Strategic Planning Council, Fall 2018- Spring 2021
NIU Student Fee Committee, Fall, 2019, Fall 2020, Fall 2021
Northern Star Publications Board, 2013 – Spring 2019
NIU Department of Marketing Curriculum Committee Chair, 2017 – 2019
Dept. of Mktg. College Undergraduate Curriculum Committee Representative, 2017 – 2019
Search Committee Member – Northern Illinois University Head Football Coach – Spring 2019
Search Committee Member – Northern Illinois University Ethics Officer – Spring 2019
Search Committee Chair – Department of Marketing Faculty Search – Fall 2018
NIU Athletic Board Member, 2016 – 2017
NIU College of Business Research Grant Committee – 2015 – 2016, 2019
NIU Business Passport Program Faculty Advisory Board, 2013 – 2016

Updated 11/15/2022

MBA Faculty Council Board Member, 2013 - 2016
NIU Executive Club Scholarship Committee Member, Spring, 2013, 2014, 2015, 2016, 2017
NIU College of Business Dean Search Committee – 2015 - 2016 Academic Year
Faculty Coach for NIU Sales Decathlon Sales Competition Team, 2014 Calendar Year
Faculty Coach for NIU Sales Team at Indiana University Sales Competition, Fall, 2012
Faculty Coach for NIU Sales Team at Univ. of South Florida Sales Competition, Spring 2022

TEACHING EXPERIENCE

University of Idaho, College of Business and Economics, Moscow, Idaho

Marketing (MKTG 321) (face-to-face)

(From university Catalog)

Explores marketing as an integrating function of the firm. Includes the study of product, price, place, and promotions in the creation of customer value, international marketing, and the roles of corporate social responsibility and ethics in marketing decision making.

Northern Illinois University, College of Business, DeKalb, Illinois

Principles of Selling (MKTG 350) (online, face-to-face & hybrid delivery format)

(From university Catalog)

Emphasis on personal and professional development, interpersonal skills, verbal and written presentation skills, understanding sales and buying processes, and developing and maintaining customer satisfaction. Topics include developing trust and rapport, consultative selling, prospecting, and territory and account management.

Business to Business Selling (MKTG 435)

(From university Catalog)

Developing business-to-business selling processes over the telephone (inside selling) with particular emphasis on precall planning, prospecting and qualifying, developing value statements, and follow-up. Introduction to and hands-on application of a Customer Relationship Management (CRM) system and other technologies is put forth. Students build and maintain a database related to the sales program.

Selling for Managers (MKTG 650) – NIU Global MBA Program (on-campus 1 year)

(From university Catalog)

Includes basic theories and strategies for the selling of self, ideas, and proposals within the firm as well as externally to major customers and prospects. Role playing is utilized to develop skills and theoretical frameworks for the development of major accounts and the salesforce. Selling skills for both dyadic and group situations, and presentations by students in a variety of business-related selling situations.

INTERNATIONAL TEACHING AND RESEARCH MENTORSHIP EXPERIENCE

Visiting Professor of Marketing, IAE (Bordeaux University School of Management),
Bordeaux, France

- **Market Research: December 2016**

Taught in the IAE Masters of International Management and MBA Programs. Class consisted of a culturally diverse set of 37 students hailing from 23 different countries.

- **Principles of Marketing: February 2016**

Taught in the IAE Masters of International Management and MBA Programs. Class consisted of a culturally diverse set of 37 students hailing from 23 different countries.

- **Market Research: November 2014**

Taught in the IAE Masters of International Management Program. Class consisted of a culturally diverse set of 17 students hailing from 13 different countries.

- **Principles of Marketing: October 2013**

Taught in the IAE Masters of International Management and MBA Programs. Class consisted of a culturally diverse set of 28 students hailing from 13 different countries.

Visiting Professor of Marketing, ENAE Business School, Murcia Spain

- **Strategic Negotiations: March 2014**

Taught one of the four courses in ENAE's Masters of International Marketing Program. Class consisted of a culturally diverse set of 31 students hailing from Spain, the Dominican Republic, and the United States.

Research Fellow, ENAE Business School, Murcia Spain, March, 2014 – December 2015