

CURRICULUM VITAE



Antonio Pablo Ladrón de Guevara Martínez
September 2010

Industrial Engineer, PhD in Economics
Nationality: Spanish

Associate Professor since March 2008
Department of Business and Economics
Universitat Pompeu Fabra
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QUALIFICATIONS

- 1997** **PhD. Economics**, Universidad Carlos III de Madrid, Spain. Dissertation: "Real Business Cycles and Long-run Growth in Models with Human Capital Accumulation". Advisor: Dr. Manuel Santos Santos. Economics Department, Universidad Carlos III de Madrid.
Extraordinary PhD. Award: "Premio Extraordinario de Doctorado" 1997.
- 1997** **Industrial Engineer**; Universidad Nacional de Educación a Distancia, UNED, Madrid, Spain.
- 1986** **Master in Business Administration (MBA)**; Instituto de Estudios Superiores de Administración (IESA), Caracas, Venezuela.
- 1984** **Mechanical Engineer**; Univ. Simón Bolívar, Caracas, Venezuela

PRESENT POSITION

- Since 2003** **Associate professor in Marketing** Department of Business and Economics, Universitat Pompeu Fabra, C/Ramón Trías Fargas 25-27, 08005 Barcelona

PREVIOUS POSITIONS

- 1997-2003** **Assistant professor in Marketing**, Department of Business and Economics, Universitat Pompeu Fabra, C/Ramón Trías Fargas 25-27, 08005 Barcelona
- 1995-1997** **Visiting Professor in Economics**, Department of Business and Economics, Universitat Pompeu Fabra, C/Ramón Trías Fargas 25-27, 08005 Barcelona
- 1994-1995** **Visiting Professor in Economics**, Instituto Tecnológico Autónomo de México (ITAM).
- 1990-1994** **Teaching assistant in Economics**, Department of Business and Economics, Universidad Carlos III de Madrid, Economics Department.
- 1985-1988** **Associate Professor in Marketing**, Instituto de Estudios Superiores de Administración (IESA), Caracas, Venezuela.

RESEARCH

Research interests:

Consumer Choice Models.
Multi-market and International Diffusion Models
Technological Innovation and Communication Networks.

Refereed Publications:

“Development of a Model of Price Competition in the Spanish Loans Market”, with Felipe Ruiz – Moreno and Francisco Mas-Ruiz,” *International Journal of Bank Marketing*, Vol. 28 (2010/6) pp. 479-796.

“A State-Dependent Model of Hybrid Behavior with Rational Consumers in the Attribute Space,” with Sergi Jiménez-Martín. *Investigaciones Económicas*, Vol. 33 (2009/3), pp. 347-383.

“Modeling consumption patterns in the attribute space: theory and evidence of hybrid behavior,” with Sergi Jiménez-Martín, *International Journal of Research in Marketing* 24 (2007/3) pp. 242-253.

“Interacciones tecnológicas y efectos red: claves para predecir el impacto del VOIP sobre la industria de las telecomunicaciones,” with Veneta Andonova, *Universia Business Review*, N° 12, (2006/4), pp. 66-79.

“Competencia en el Mercado Español de Créditos Bancarios: Un Modelo de Variaciones Conjeturales”, with Felipe Ruiz Moreno and Francisco Más Ruiz, *Working Paper Series EC, Instituto Valenciano de Investigaciones Económicas*, (2006- N° 07).

“A Two-Sector Model of Endogenous Growth with Leisure,” with Salvador Ortigueira and Manuel Santos, *Review of Economic Studies* 66 (1999/3), pp. 609-632.

“Business Fluctuations in an Endogenous-Growth Framework,” *Working Paper Series*, Department of Business and Economics, Universitat Pompeu Fabra (1999)

“Equilibrium Dynamics in Two-Sector Models of Endogenous Growth,” with Salvador Ortigueira and Manuel Santos. *Journal of Economic Dynamics and Control* 21 (1997), pp. 115-143.

“Dinámica de Equilibrio en Modelos de Crecimiento Endógeno con dos Sectores,” with Salvador Ortigueira and Manuel Santos, *Cuadernos Económicos ICE*, N° 58 (1994/3) pp. 107-136
Any: 1994/3

Publications from International Conferences with external evaluation:

“Do consumers value Honesty? Impact of CSR communication strategies on attitude change after a crisis” with Virginie Solelhac, *AMA (Academy of Management) Annual Meeting Proceedings, 2008.*

“Impact of CSR communication strategies on attitude change after a crisis” with Virginie Solelhac, *37th EMAC European Marketing Academy Conference , Brighton, UK, 2008.*

“Market Potential Evolution for Interacting Telecommunication Technologies in the Presence of Network Effects,” with Veneta Andonova, *AMA (Academy of Management) Annual Meeting Proceedings, 2007*

“Diffusion of Complementary Products with network effects: A Model and Application,” with Anita Elberse, i William Putsis, *36th EMAC (European Marketing Academy) Conference Proceedings, 2007*

“Technology Interactions in the Presence of Network Effects: Fixed Telephony, Mobile Telephony and the Internet,” with Veneta Andonova, *AMA (Academy of Management) Annual Meeting Proceedings 2006*

“Competition in the Spanish Bank Loans Market: A Conjectural Variation Model,” with Felipe Ruiz and Francisco Mas, *35th EMAC (European Marketing Academy) Conference Proceedings 2006.*

“Perceptual mapping of practical ethics along the value chain: A multiple correspondence analysis with industry and cultural indices as supplementary variables,” with Anna Torres and Josep Tribó, *35th EMAC (European Marketing Academy) Conference Proceedings 2006.*

“Modeling Consumption Patterns in the Attribute Space: Theory and Evidence of Hybrid Behavior,” with Sergi Jiménez-Martín, *34th EMAC (European Marketing Academy) Conference Proceedings 2005.*

“Modeling Consumption Patterns in the Attribute Space: Theory and Evidence of Hybrid Behavior,” with Sergi Jiménez-Martín, *Marketing Science Conference Proceedings, 2004*

“Evaluation of Brand Extensions: How Innovativeness degree of the Product Categories fit with congruence between Images,” with Elisabete de Magalhaes and Jose Manuel Carvalho, *32nd EMAC (European Marketing Academy) Conference Proceedings 2003*

“Diffusion of Complementary Products with Network Externalities in an International Context: PC and Internet Diffusion,” with Anita Elberse and William Putsis, *Marketing Science Conference, Annual Proceedings 2002*

“Diffusion of Complementary Products with Network Externalities in an International Context: PC and Internet Diffusion,” with Anita Elberse and William Putsis, *31st EMAC (European Marketing Academy) Conference Proceedings 2002.*

“A Choice Model of Hybrid Behavior in the Attribute Space, *30th EMAC (European Marketing Academy) Conference Proceedings 2001.*

Working Papers and other publications

“Perceptual mapping of practical ethics along the value chain: A multiple correspondence analysis with industry and cultural indices as supplementary variables, with Anna Torres and Josep Tribó, *Working Paper Series, Department of Economics and Business, Pompeu Fabra University, 2006*

“La Responsabilidad Social Corporativa desde la Perspectiva del Marketing: ¿Cómo y Cuánto valora el consumidor las actuaciones de RSC?”, *Documento de Trabajo N° 24, Fundación Salud Innovación y Sociedad, Grupo Novartis, 2005 (n° 24)*

Papers under revision and work in progress

“Intra-household Heterogeneity – Measuring and Assessing ‘Occasion’ and ‘Context’ Variety Seeking” with Sergi Jiménez-Martin and William P. Putsis, being prepared for submission to *Marketing Science*, anticipated 12/2010.

“Direct, Cross-Product and Cross-Country Effects in Multi-Market New Product Diffusion”, re-submitted (second round) to the *International Journal of Research in Marketing*, 5/2010.

Ethical practices along the value chain: Perceptual mapping with sectors and cultural indices as supplementary variables,” with Anna Torres and Josep Tribó

“Market Potential Evolution for Interacting Telecommunication Technologies in the Presence of Network Effects,” with Veneta Andonova

CONFERENCES AND SEMINARS:

XXI Congreso Nacional de Marketing AEMARK 09, Bilbao, Spain 2009.

“The Impact of Direct and Indirect Network Effects in Multi-Market New Product Diffusion”

Academy of Management (AMA) Annual meeting, Philadelphia, USA 2007.

“Market Potential Evolution for Interacting Telecommunication Technologies in the Presence of Network Effects”

36th EMAC European Marketing Academy Conference, Reykjavík, Iceland 2007.

“Diffusion of Complementary Products with network effects: A Model and Application”

Academy of Management (AMA) Annual meeting, Atlanta, USA, 2006

“Technology Interactions in the Presence of Network Effects: Fixed Telephony, Mobile Telephony and the Internet”

35th EMAC European Marketing Academy Conference, Athenes, Greece 2006

“Competition in the Spanish Bank Loans Market: A Conjectural Variation Model”

35th EMAC European Marketing Academy Conference, Athenes, Greece 2006

“Perceptual mapping of practical ethics along the value chain: A multiple correspondence analysis with industry and cultural indices as supplementary variables”

14th International Symposium on Ethics, Business, and Society, Barcelona, Spain 2006

“Perceptual mapping of practical ethics along the value chain: A multiple correspondence analysis with industry and cultural indices as supplementary variables”

34th EMAC European Marketing Academy Conference, Milano, Italy 2005

“Modeling Consumption Patterns in the Attribute Space: Theory and Evidence of Hybrid Behavior”

Marketing Science Conference, Rotterdam, Netherlands 2004

“Modeling Consumption Patterns in the Attribute Space: Theory and Evidence of Hybrid Behavior”

32nd EMAC European Marketing Academy Conference, Glasgow, Scotland 2003

“Evaluation of Brand Extensions: How Innovativeness define of the Product Categories fit with congruence between Images”

Marketing Science Conference, Alberta, Canada, May 2002.

“Diffusion of Complementary Products with Network Externalities in an International Context: PC and Internet Diffusion.”

31st EMAC (European Marketing Academy Conference) Braga, Portugal, May 2002.

“Diffusion of Complementary Products with Network Externalities in an International Context: PC and Internet Diffusion.”

2001 AMA Summer Marketing Educators Conference, Washington, August 2001.

“A Consumer Choice Model of Hybrid Behavior in the Attribute Space.”

30th EMAC (European Marketing Academy Conference) Bergen, Norway, May 2001.

“A Consumer Choice Model of Hybrid Behavior in the Attribute Space.”

RESEARCH GRANTS:

Project Title: Medición de la eficiencia de las prácticas de marketing en la creación de valor de marca y de mercado

Supported by: Ministerio de Educación y Ciencia. Project Reference: SEJ 2007 – 65897 ECON.
Period: January 2008 – December 2010. Main researcher: Nora Lado Cousté, Univ. Carlos III de Madrid

Project Title: Efectos entre los distintos tipos de relaciones entre las empresas y sus mercados: Prácticas de Marketing, orientación al mercado y resultados empresariales.

Supported by: Ministerio de Educación y Ciencia. Project Reference: SEJ 2004 – 00672 ECON.
Period: January 2005 – December 2007. Main Researcher: Nora Lado Cousté, Univ. Carlos III de Madrid

Project Title: Rivalidad en Precios entre grupos estratégicos: El mercado Español de Créditos Bancarios.

Supported by: Direcció General d'Universitats i Investigació, Conselleria de Cultura, Educació i Sport. Generalitat Valenciana. Project Reference: GV04B-577. Period: January 2004 - December 2005. Investigador/a principal: Francisco Mas Ruiz, Universidad de Alicante

Beca Batista i Roca (BBR)

Comissionat per a Universitats I Recerca, Generalitat de Catalunya. January-July 2000.
Center for Marketing Research, London Business School

VISITING FELLOWS:

Center for Marketing Research, London Business School, January-September 2000.

London Business School, Marketing Department, April-August 2001.

ACADEMIC SERVICES AT THE U.P.F.:

Dean Assistant for Academic Affairs
Faculty of Business and Economics
Pompeu Fabra University
Since September 2007

Secretary of the Faculty of Business and Economics
Pompeu Fabra University
Academic year 2006-2007

Secretary of the Recruiting Committee
Department of Economics and Business
Years 2001-2009

Director of the Master in Business
Department of Economics and Business
Years 2001-2004

TEACHING EXPERIENCE

Graduate courses in Marketing:

Marketing, Master in Business Administration (MBA), Universitat Pompeu Fabra, Barcelona, Spain. (40 hour) Jan-March 2003 – Jan-March 2008.

Product Management, Master in Business Administration (MBA), Universitat Pompeu Fabra, Barcelona, Spain. (20 hour) Oct- Dec 2004 – Oct-Dec 2007.

Marketing Management, Graduate Program in Economics and Management, Universitat Pompeu Fabra, Barcelona, Spain. (40 hour) Jan-March 2002 – Jan-March 2008.

Marketing, 2nd. Year course, Graduate Program in Economics and Management, Universitat Pompeu Fabra, Barcelona, Spain. (40 hour) Sept-Dic.1999 and Sept-Dec. 2000.

Economics for Marketing, Graduate program in Management, Universidad de Alicante, Spain. (20 hour) May 2002.

Economics for Marketing, Graduate Program in Economics, Universidad de Vigo, Spain. (10 hours) April 2001.

Undergraduate courses in Marketing:

Marketing Research
Marketing Principles
Marketing Management II
Product Management.

Undergraduate courses in Economics:

Introduction to Economics
Microeconomics
Macroeconomics
Game and Decision Theory
Quantitative Techniques (Statistics).

PROFESSIONAL EXPERIENCE IN MARKETING:**Marketing Group Manager**

Owens-Illinois, Caracas, Venezuela (1989-1990)

Card-member Marketing Manager

American Express, Caracas, Venezuela (1987-1989).

Brand Assistant

Procter & Gamble, Caracas, Venezuela (1986-87).

LANGUAGES:

- **Spanish - Native language**
- **English - Very good oral, reading, and written proficiency**
- **Catalan - Good reading proficiency, fair oral and written proficiency**