

UJI Study Abroad Program 2022 #1

Course Title: International Business - Marketing and Trade

Academic Director: Javier Ordóñez, Department of Economics, Institute of International Economy (IEI), UJI and INTECO (UJI - University of Valencia joint research group for the economic integration) (javier.ordonez@uji.es)

Javier Ordóñez is Professor of Economics at the Jaume I University in Castellón. He has been president of the Spanish Association of International Economics and Finance (AEEFI) and Director of the International Economics Institute (IEI) of the Jaume I University. Javier Ordóñez is an expert evaluator for the Spanish National Research Agency, as well as a member of the Excellence Research Group, INTECO (Economic Integration).

He holds a degree in Business Administration and Management with an Award for Excellence and did his MSc in Economics and Finance at the University of Warwick. He received his doctorate in Economics from the Jaume I University with the university's Award for Excellence and European Doctorate accreditation.

He has published in Regional Studies, Economics Modelling, International Review of Economics and Finance, China Economic Review, The Energy Journal, The Energy Economics, Review of International Economics, Physica A, Energy, Empirical Economics, Structural Change and Economics Dynamics, among others. He has been a guest editor of Economic Modelling, The Energy Journal, and The World Economy.

He has also been a visiting professor at numerous universities including the University of Rome La Sapienza, the University of Bologna, the University of California Davis, the University of Sheffield, the University of Nottingham, the University of Paris North, the University of La Plata, the University of Sonora, the University of EAN Bogotá, the City University of New York, the University of Adelaide, the Korean Development Institute, the University Xi'an Jiatong-Liverpool, The Hong-Kong Polytechnic University, among others.

Some of other featured Lecturers or cooperated Institution:

Lecturer #1: **Juan Carlos Cuestas**

Juan Carlos Cuestas graduated from the University of Valencia (Spain) and gained an MSc from the University of Nottingham and a PhD from Jaume I University (Spain). He previously worked at the University of Alicante (Spain), Nottingham Trent University, the University of Sheffield (UK) and Tallinn University of Technology (Estonia) as an academic. In 2016 he joined the research group of the Bank of Estonia.

He is currently a Distinguished Research Professor at the Jaume I University accredited as a full professor by the Spanish national agency of quality assessment and accreditation (ANECA). He has participated in a number of research projects funded by the Spanish Ministry of Science and Technology on economic integration and international economics.

Juan-Carlos' research interests lie primarily in the area of applied macroeconometrics and in particular the economic integration of European transition countries and development economics.

He has published in Journal of Common Market Studies, Economics Modelling, International Journal of Economics and Finance, Review of International Economics, Economic Systems, Physica A, Energy and Empirical Economics, amongst others.

He has also been a visiting adjunct professor at Korea University during the 2015 and 2016 international summer campus held in Seoul.

Lecturer #2: **Juan Ángel Lafuente**

Juan A. Lafuente is Professor of Financial Economics at the Jaume I University in Castelló and Director of the Professorship "Ciutat de Castelló". Juan A. Lafuente is a research associate of the International Economics Institute (IEI) of the Jaume I University and expert evaluator for the Spanish National Research Agency. He received his doctorate in Quantitative Economics from the University Complutense of Madrid and currently is a member of the Excellence Research Group "Quantitative Analysis of Economic Policy: Financial Markets and Distributive Effects" at this university.

He has published in Journal and Banking and Finance, Journal of International Money and Finance, Journal of Futures Markets, Economics Modelling, International Review of Economics and Finance, Journal of Economics and Business, Journal of Multinational Financial Management, Journal of Asset Management, and the World Economy, among others. Juan A. Lafuente has been guest editor of Economic Modelling.

He has also been a visiting professor at numerous universities including the University of California Davis, the University of Lyon 2 (Lumière), the University Carlos III, The University Complutense, and the Plata Polytechnic University, among others.

Lecturer #3: **Rosa María Rodríguez Artola**

Rosa Maria Rodriguez-Artola is an associate professor in Marketing and Market Research at the Universitat Jaume I (Castellón). Bachelor Science Degree in Economics and Business from the University of Valencia. MBA in European Management from the London South Bank University in the UK. Phd in Business Administration and Marketing from the University Jaume I of Castellón. Positive evaluation research of two sections (six years) by the National Evaluation of Research Activity Committee (periods 2002-2007 and 2008-2014). Author of articles in different journals included in the Journal Citation Report: Journal of Travel Research, Annals of Tourism Research, Journal of Risk Research, Transport Reviews, European Journal of Marketing, Service Industries Journal, Tourism Management, Annals of Tourism Research, Universia Business Review, Journal of Economics and Business (CEDE). Co-author of two books and various chapters of national and international books. Participation as speaker in more than fifty national and international conferences. Participation in competitive research projects and research contracts. Various positions of university management, currently the coordinator of the Master in Marketing and Market Research, coordinator of mobility in the Tourism degree and coordinator of the research group GETUR, Gabinete de Estudios Turísticos.

Lecturer #4: Javier Sánchez García

Javier Sanchez Garcia is Full Professor of Marketing and Market Research at the University Jaume I (Castellón). Degree in Economics from the University of Valencia. Doctor of Business Administration from the Universitat Jaume I. Positive evaluation of four sections of research (4 six-year terms) by the National Evaluation of Research Activity. Author of articles in journals included in Journal Citation Report: Transport Reviews, Journal of Air Transport Management, Journal of Business-to-Business Marketing, European Journal of Marketing, Journal of Business & Industrial Marketing, Service Industries Journal, , International Journal of Aging & Human Development, , Tourism Management, Tourism Geographies, Annals of Tourism Research, , Universia Business Review, Innovar-Revista de Ciencias Administrativas y Sociales, Cuadernos de Economía y Dirección de la Empresa (CEDE). Co-author of a book and three book chapters. Participation as speaker in more than eighty national and international conferences. Directed five dissertations. Participation in competitive research projects and research contracts. Several university charges.

Lecturer #5: Luis J Callarisa Fiol

Luis J Callarisa Fiol is Associate Professor of Marketing and Marketing Research in the Department of Business Management and Marketing at the Universitat Jaume I. He earned a degree in Economics from the University of Valencia EG in 1993. MBA, Master in International Business Administration by Castellón Chamber of Commerce, Industry and Navigation, Radford University (USA) and Management Centre Europe (Belgium), in 1994. Doctor in Economics and Business Administration from the University of Valencia EG in 2004. It has fruitfully completed numerous training programs throughout his academic and professional career, including the last highlights of Internet marketing specialist and specialist in social networks ICEMD-ESIC. He has developed his research for more than 18 years in the areas of relationship marketing, brand equity, marketing communication, Industrial Marketing and Marketing Services. Founding member of IMK Marketing Innovation of the Advanced Network Research Group at the UJI since 2001. Currently assigned to the unit Polibienestar Research Institute since 2012. Positive evaluation of two sections research (2 six-year terms) by the National Evaluation of Research Activity (periods 2001-2006, 2007-2013). He is the author of numerous articles in national and international marketing journals. Speaker in more than 40 national and international conferences. He has participated in more of 30 competitive research projects and research contracts. He is a member of AEMARK and AEDEM and has been in the Technical and Scientific Committee of the Congress AEMARK 2011. He is also a member of the scientific and technical committee of international conferences as QUALICER or Marketing Trends. It is also reviewing national marketing magazines (ESIC Marketing, AEDEM and ACEDE) and international (Journal of Business and Industrial Marketing, European Journal of Marketing, International Journal of Hospitality Management). He is a member of various national and international associations of marketing (AEMARK, AEDEM, AMA,)

Lecturer #6: Diego Monferrer Tirado

Diego Monferrer holds a Bachelor's Degree in Business Administration from the Universitat Jaume I in 2004 and Phd in Business Management (Marketing) with mention of Extraordinary Doctoral Award by the same university in 2011.

Currently he is associate professor in the Area of Market Research and Marketing of the Department of Business Administration and Marketing of the Universitat Jaume I, exercising his teaching and researching work since 2007.

In terms of research, he is a member of the consolidated research group "IMK - Innovation in Marketing" (code 178) of the Universitat Jaume I. He has received a positive evaluation of two six-year research by the National Commission for the Evaluation of the Research Activity (CNEAI): 2007-2012 and 2013-2018. In this period he has developed several lines of work that include the market orientation, organizational capabilities, business networks, international entrepreneurship, international marketing, banking marketing, service quality and relationship quality. In 2014 he obtained the Young Researcher Award in the Area of Economic and Business Sciences of the IV edition of the Banco Santander Awards for the Recognition of Teaching and Research Activities of the PDI.

In the teaching area, in 2017 he obtained the University Teaching Excellence Award granted by the Social Council of the Universitat Jaume I in its VIII edition.

Lecturer #7: **Juan Carlos Fandos Roig**

Juan Carlos Fandos Roig holds the position of associate professor in the Marketing and Market Research area at the Business Administration and Marketing Department at the Universitat Jaume I (Castellón, Spain)

He is graduated in Business Administration from the Universitat Jaume I and Doctor in Business Management from the same Universitat Jaume I.

He has developed his research since 2003 at the Universitat Jaume I in the fields of Marketing Relations, Banking Marketing, Perceived Value, Satisfaction and Loyalty.

Member of IMK Marketing Innovation of the Advanced Network Research Group at the UJI since 2003. Currently attached to Polibienestar Research Institute since 2012.

He has authored several research papers in marketing in national and international scientific journals. Some of the most relevant at: International Journal of Bank Marketing, Service Industries Journal, Service Business. Speaker in more than 40 national and international conferences.

He has participated in several research projects with various national and international institutions and companies.

Objectives of the course:

To understand how marketing and trade are key determinants of international business success.

Specifically:

1. To understand the process of globalization and the main global trends and risks.
2. To critically assess the different tools for trade policy and its effects in nowadays processes of economic integration and trade flows.
3. To analyze links between exchange risk fluctuations and trade uncertainty.
4. To train the student to plan and organize a digital communication campaign internationally.
5. To learn to analyze and understand consumer behavior and the influences of internal and external factors in the purchase decision process.
6. To acquire skills into correctly handle and interpret quantitative data to turn it into useful information for decision making in marketing.

Target Students: Bachelor or master students in marketing, business, finance, economics, and related studies.

Course Duration: 80 hours (4 hours per day/ 5 days a week, including study visits)

Class Modules:

- Module 1. Globalization and international economics (16 hours)
- Module 2. Trade policies and regional integration (16 hours)
- Module 3. Exchange rate fluctuations, uncertainty and international trade (8 hours)
- Module 4. Digital and international marketing (16 hours)
- Module 5. Advanced analysis of consumers (8 hours)
- Module 6. Market research techniques (16 hours)

Study Visits options: Castellon is known as the hub of the ceramic industries nationally and internationally. Two visits will be made to remarkable companies in the ceramic sector in order to learn about their international trade and marketing policy from a practical perspective.

Methodology (theory & practice): The classes will combine lectures covering theoretical aspects and practical cases along with problem solving. The students will be required to do some further reading at their own convenience to complement the classes. These reading will be based on analyzing case studies published in the media affecting the topics covered during the course.

Course Schedule:

W	Module 1. Globalization and international economics.		
E	Session 1	Globalization: concept and evolution	Javier Ordóñez (UJI, IEI, INTECO)
E	Session 2	Globalization, growth, and inequality	
	Session 3	Global trends and risks I	

K 1	Session 4	Global trends and risks II	
	Module 2. Trade policies and regional integration.		
W E E K 2	Session 1	International Economics: a view	Juan Carlos Cuestas
	Session 2	Models of international trade	
	Session 3	Tools of trade policy	
	Session 4	Effects of the deployment of trade restrictions measures	
Module 3. Exchange rate risk in international trade.			
	Session 1	Exchange rate fluctuations, uncertainty and international trade I	Juan Ángel Lafuente
	Session 2	Exchange rate fluctuations, uncertainty and international trade II	
Module 4. Digital and international marketing.			
W E E K 3	Session 1	The role of international marketing in globalization	Diego Monferrer Tirado
	Session 2	Impact of cultural elements on international marketing	
	Session 3	Digital Marketing	Luis J Callarisa Fiol
	Session 4	Integrated marketing communication	
Module 5. Advanced analysis of consumers.			
W E E K 4	Session 1	Consumer behavior and marketing strategy.	Rosa María Rodríguez Artola
	Session 2	Types of purchases and consumer decision processes.	
Modul 6. Market research techniques.			
	Session 1	Data exploration and data cleaning techniques. Basic Univariate analysis	Juan Carlos Fandos Roig
	Session 2	Bivariate data analysis	
	Session 3	Multivariate analysis (MVA)	Javier Sánchez García
	Session 4	Big Data and Business Intelligence	

Evaluation Method: a short exam at the end of the course.