

July 19, 2021

Fernando Angulo-Ruiz, PhD

Department of International Business, Marketing, Strategy & Law

School of Business, MacEwan University

Room 5-252E, 10700 104 Avenue

Edmonton, AB, T5J 4S2, Canada

Phone: (+1) 780-633-3511

Twitter: @lucinante

E-mail: Fernando.AnguloRuiz@macewan.ca

Website: <http://academic.macewan.ca/anguloruiz/>

Research Gate: http://www.researchgate.net/profile/Fernando_Angulo-Ruiz

Google Scholar: <https://scholar.google.ca/citations?user=mOe-qHkAAAAJ&hl=en&oi=ao>

CURRICULUM VITAE

EDUCATION

- 10/2004-07/2010** Ph.D. with a specialization in Marketing and Market Research at Autonomous University of Barcelona. European Doctoral Program in Entrepreneurship and Small Business Management, UAB and Växjö University – Sweden. Dissertation Title: “Marketing capability and financial performance”. Awarded ‘*Doctor Europaeus*’
- 10/2004-07/2007** Master of Research (M. Phil) in Business Economics at Autonomous University of Barcelona. Master Thesis Title: “The interplay between cumulative customer satisfaction and brand value: its effect on cash flow, ROI and Tobin’s q”
- 04/1997-09/2002** Licentiate in Business Administration and Honours Bachelor Degree in Administrative Sciences at César Vallejo University, Peru. Major: Finance. Undergraduate Thesis Title: “Model for the financial management re-orientation based on the expectations of the most profitable customers: A study of the León XIII Credit Union, Trujillo, Peru”

PROFESSIONAL DESIGNATION

- 12/2017** Certified Marketing Research Professional (CMRP) Designation, by the former Marketing Research and Intelligence Association, Canada. Now called Certified Analytics and Insights Professional (CAIP) Designation by the CAIP Association (granted on October 8, 2019)

ACADEMIC APPOINTMENTS

- 07/2014-** Associate Professor, tenured, Department of International Business, Marketing, Strategy & Law, School of Business, MacEwan University
- 07/2011-06/2014** Assistant Professor, School of Business, MacEwan University
- 12/2009-06/2011** Full Time Instructor, School of Business, MacEwan University

ACADEMIC RECOGNITIONS

- 2020** **Board of Governors Research Chair, MacEwan University** (July 2020 to June 2022)
- 2019** **Commendable Research Paper**, a distinction awarded to the best paper within a track, for the paper entitled: On the internationalization of hybrid firms, **2019 Eastern Academy of Management Annual Meeting, Wilmington, Delaware.**
- 2017** Dale Meyer **Best Paper Award** for the Most Relevant Research in Social Entrepreneurship, for the paper entitled: Entrepreneurship As Change-Creation: Testing The Emancipation Perspective And Its Outcomes, **2017 Babson College Entrepreneurship Research Conference, US\$2,500.**
- 2017** **Best paper award** for the paper entitled "Government Influence and the Internationalization of Emerging Market Firms" presented at the *China Goes Global Conference 2017*", Kristiansand (Norway), 15-17 June 2017.
- 2015** **2015 MacEwan Distinguished Teaching Award**, presented by MacEwan University, May 6, 2015.
- 2015** **Honourable Mention, Outstanding Faculty Mentor award**, presented by MacEwan University's Undergraduate Student Research Initiative, January 30, 2015.
- 2014-2019** **Meritorious Research award**, granted by the Dean of the School of Business, MacEwan University.
- 2012** **Best paper in track award** for the paper entitled "The Student Retention Puzzle Revisited: Differentiating between System Dropout and Institutional Dropout and the Role of Institutional Image" presented at the *Academy of Marketing Annual Conference 2012: track "Marketing of Higher Education"*, Southampton (UK), 3-5 July 2012.
- 2009** **Best paper in track award** for the paper entitled "Linking Marketing Capability and Organizational Learning to Financial Performance" presented at the *Academy of Marketing Annual Conference 2009: track "Marketing Strategy and NPD"*, Leeds (UK), 7-9 July 2009.

- 2008** **Best paper in track award** for the paper entitled “A Market Segmentation approach for higher education based on Rational and Emotional Factors” presented at the *Academy of Marketing Annual Conference 2008: track “Marketing of Higher Education”*, Aberdeen (UK), 8-10 July 2008.
- 2006** **Consolation Prize** for the paper presented at the III Conference of Preliminary Papers to Congresses, Department of Business Economics, *Autonomous University of Barcelona*, Spain, 29 June, 2006.
- 2002** Top tier (**First place**) of the 2002 class of graduates in Business Administration studies of Cesar Vallejo University, Peru.

RESEARCH GRANTS (\$244,535.16)

- 2021** Grant for a project on “Hybrid Organizations: A Secondary Data Analysis” PI: Dr. Fernando Angulo-Ruiz. School of Business Research Fund. Amount: \$6,960.
- 2020** Grant as part of Board of Governors Research Chair, project “Hybrid Organizations” PI: Dr. Fernando Angulo-Ruiz. School of Business Research Fund. Amount: \$5,000.
- 2019** Grant for a project on “International Marketing for Higher Education Institutions” PI: Dr. Fernando Angulo-Ruiz. Co-applicant: Kelly Cartwright (Bcom honours student). School of Business Research Fund. Amount: \$2,208.
- 2018** Grant for a project on “Under what conditions do hybrid forms internationalize? Evidence from an extreme setting” PI: Dr. Fernando Angulo-Ruiz. School of Business Research Fund. Amount: \$2,600.
- 2017-2020** Strategic Research Grant for a project on “How do Indigenous businesses manage the challenges of internationalization? The role of institutions, organizational capabilities and entrepreneurs’ characteristics” Co-applicants: Dr. Fernando Angulo-Ruiz, Dr. Leo-Paul Dana, Dr. Albena Pergelova, Max Skudra and Jean Paul Gladu. MacEwan University Research Fund. Amount: \$22,500.
- 2017-2020** Grant for a project on “Dynamic Capabilities and Institutions as Determinants of International Entrepreneurship” PI: Dr. David Urbano and Dr. Alex Rialp, Autonomous University of Barcelona. Granted by: Spanish Ministry of Economy and Competitiveness. Amount: 29,400 euros (Aprox. \$42,500)
- 2016** Grant for a project on “Indigenous Entrepreneurship: Internationalization and Marketing Capabilities” Co-applicants: Dr. Fernando Angulo-Ruiz & Dr. Albena Pergelova; Max Skudra and Jean Paul Gladu also participate in this project. School of Business Research Fund. Amount: \$8,000.
- 2014-2016** Grant for a project on “Determinant Factors of International Entrepreneurship: Institutions, Organizational Capabilities and Networks.” PI: Dr. Alex Rialp and Dr. David Urbano, Autonomous University of Barcelona. Granted by: Spanish Ministry of Science and Innovation. Amount: 20,600 euros (Aprox. \$29,000)

- 2013** Grant for a project on “Which organizational capabilities are critical for the success of new ventures? An examination of low and high technologies sectors” Co-applicants: Dr. Fernando Angulo-Ruiz & Dr. Albená Pergelova. Research, Scholarly Activity, and Creative Achievement fund, call October 2013, granted by MacEwan University Research Council. Amount: \$6,449.14
- 2013** Grant for a project on “Empowering vulnerable consumers: How to enhance healthy financial decisions among lower income youth?” Co-applicants: Dr. Albená Pergelova & Dr. Fernando Angulo-Ruiz. Research, Scholarly Activity, and Creative Achievement fund, call October 2013, granted by MacEwan University Research Council. Amount: \$6,558.62
- 2013** Grant for conference presentation, Research, Scholarly Activity, and Creative Achievement fund, call March 2013, by MacEwan University Research Council, Amount: \$3,500.00
- 2013** Grant for a 1-year project on “How Do Students Choose a University? A Cross-Country Investigation”, Co-applicants: Dr. Fernando Angulo-Ruiz & Dr. Albená Pergelova. Granted by MacEwan University, Institute for Innovation in Management Education, Amount: \$3,363.55
- 2013** Grant for a 1-year project on “New Ventures Internationalization in Developing Countries: Drivers and Challenges”, Co-applicants: Dr. Albená Pergelova & Dr. Fernando Angulo-Ruiz. Granted by MacEwan University, School of Business. Amount: \$2,263.55
- 2012** Grant for conference presentation, Research, Scholarly Activity, and Creative Achievement fund, call March 2012, by MacEwan University Research Council, Amount: \$3,432.30
- 2010-2014** Grant for a Project on “Entrepreneurship, Internationalization and Performance of New Ventures (SMEs) in a Globalized Context.” PI: Dr. Alex Rialp, Autonomous University of Barcelona. Granted by: Spanish Ministry of Science and Innovation. Amount: 43,560 euros (Aprox. \$54,000)
- 2008-2011** Pre-Doctoral Research Grant, *Generalitat de Catalunya, AGAUR*, 2008-2011. Amount: 37,800 euros (Aprox. \$47,000)
- 2009** Grant for a Research Sojourn in Georgia State University, Department of Marketing, *Generalitat de Catalunya, AGAUR*, April-September 2009. Amount: 5,975 euros (Aprox. \$7,400)

RESEARCH INTERESTS

- Hybrid Organizations
- Marketing Capabilities
- Marketing of Higher Education Institutions

RESEARCH OUTPUT

REFEREED PUBLICATIONS

Book

1. Angulo-Ruiz, Fernando (2020) "New Frontiers in the Internationalization of Businesses: Empirical Evidence from Indigenous Businesses in Canada". 1st Edition. Routledge, Taylor & Francis Group. Available at: <https://www.routledge.com/New-Frontiers-in-the-Internationalization-of-Businesses-Empirical-Evidence/Angulo-Ruiz/p/book/9780815370710>

I have written 8 empirical chapters in this book:

- a. Why Do Indigenous Businesses Decide to Pursue International Opportunities? The Influence of Networks, Motivations, and Identity on the Degree, Scope, and Speed of Internationalization
- b. How Do Businesses Enter International Markets? An Empirical Analysis of Indigenous Businesses in Alberta and British Columbia
- c. Does the Firm's Internationalization Influence Entrepreneurs' Well-Being? No, the Firm's Internationalization Influences Economic Outcomes
- d. Do Entrepreneurs' Cultural Values Influence Firms' Internationalization? Comparing Indigenous with Non-Indigenous Businesses in Canada
- e. The Influence of Innovation and Marketing Capabilities on the Performance of International Businesses: A Comparison between Indigenous and Mainstream Firms in Western Canada
- f. The Internationalization of Home-Based Businesses: An Exploration of Indigenous Businesses in Canada
- g. The Internationalization of Services: An Empirical Analysis of Indigenous Businesses in Canada
- h. The Internationalization of First Nations and Métis-Owned Businesses

Peer-reviewed Journals

Angulo-Ruiz, Fernando, Naveen Donthu, Diego Prior, and Josep Rialp "Under what conditions do companies fund marketing resources and capabilities during a recession? An empirical examination of top advertisers". **European Journal of Marketing, under second round review**. Journal listed in the Journal Citation Report Web of Science (JCR), the Association of Business Schools Academic Journal guide (ABS), ABDC journal list, Scopus and others.

Angulo-Ruiz, Fernando, Juraj Cheben, Alben Pergelova, and Eladio Angulo-Altamirano "How do marketing activities influence organizational reputation in higher education institutions? An impression management perspective across countries," **International Marketing Review, revise and resubmit**. Journal listed in the JCR, ABS, ABDC journal list, Scopus and others.

Angulo-Ruiz, Fernando, and Etayankara Muralidharan, "Imprinting degree of hybridity: The influence of entrepreneurs' cultural value orientations and ethnicity," **Journal of Business Ethics, under review**. Journal

listed in the FT list, JCR, ABS, ABDC journal list, Scopus and others.

Pergelova, Albena, Desislava Yordanova, Fernando Angulo-Ruiz, and Tatiana Manolova, "The Path from Entrepreneurship Education to Entrepreneurial Intentions in STEM: A Test of Gender Effects," **Technovation**, **under review**. Journal listed in JCR, ABS, ABDC journal list, Scopus and others.

Angulo-Ruiz, Fernando and Kelly Cartwright (Bcom student) "Influence of relationship marketing, social media and traditional advertising on reputation and loyalty," **Canadian Journal of Administrative Sciences**, **under review**. Journal listed in the JCR, ABS, ABDC journal list, Scopus and others.

2. Pergelova, Albena, Fernando Angulo-Ruiz, and Leo-Paul Dana "The Entrepreneurial Quest for Emancipation: Trade-Offs, Practices, and Outcomes in an Indigenous Context," **Journal of Business Ethics**, **forthcoming**. DOI: <https://doi.org/10.1007/s10551-021-04894-1> . Journal listed in the FT list, Journal Citation Report Web of Science (JCR), the Association of Business Schools Academic Journal guide (ABS), ABDC journal list, Scopus and others.
3. Angulo-Ruiz, Fernando, Albena Pergelova, and William Wei (2021) "The influence of motivations on international location choice in least developed, emerging and developed countries: evidence from Chinese MNEs," **Chinese Management Studies**, ahead of print. DOI: <https://doi.org/10.1108/CMS-05-2020-0182> . Journal listed JCR, ABS, ABDC journal list, Scopus and others.
4. Angulo-Ruiz, Fernando, Albena Pergelova, and Leo-Paul Dana (2020) "The internationalization of social hybrid firms," **Journal of Business Research**, 113 (May), 266-278. DOI: <https://doi.org/10.1016/j.jbusres.2019.10.017>. Journal listed in JCR, ABS academic journal guide, ABDC journal list, Scopus and others.
5. Angulo-Ruiz, Fernando, Albena Pergelova, and William Wei (2019) "How does home government influence the internationalization of emerging market firms? The mediating role of strategic intents to internationalize," **International Journal of Emerging Markets**, 14 (1), 187-206. DOI: <http://dx.doi.org/10.1108/IJoEM-08-2017-0274>. Journal listed in the JCR, ABS, ABDC journal list, Scopus and others.
6. Pergelova, Albena, Fernando Angulo-Ruiz, and Desislava Yordanova (2018) "Gender and international entry mode," **International Small Business Journal**, 36 (6), 662-685. DOI: <http://dx.doi.org/10.1177/0266242618763012>. Journal listed in JCR, ABS, ABDC journal list, Scopus and others.
7. Angulo-Ruiz, Fernando, Naveen Donthu, Diego Prior, and Josep Rialp (2018) "How does marketing capability impact abnormal stock returns? The mediating role of growth". **Journal of Business Research**, 82, 19-30. DOI: <http://dx.doi.org/10.1016/j.jbusres.2017.08.020>. Journal listed in the JCR, ABS, ABDC journal list, Scopus and others.
8. Pergelova, Albena, Fernando Angulo-Ruiz, and Leo-Paul Dana (2017) "Entrepreneurship as Change-Creation: Testing the Emancipation Perspective and Its Outcomes," **Frontiers of Entrepreneurship Research**, 37, Chapter 16, 352-357. Paper selected among top 40 papers of 2017 Babson College Entrepreneurship Research Conference. Available at: <https://cdm16793.contentdm.oclc.org/digital/collection/ferpapers/id/32/rec/1>

9. Pergelova, Albena, and Fernando Angulo-Ruiz (2017) "Comparing Advertising Effectiveness in South-American and North-American Contexts: Testing Hofstede's and Inglehart's Cultural Dimensions in the Higher Education Sector." *International Journal of Advertising*, 36 (6), 870-892. DOI: <http://dx.doi.org/10.1080/02650487.2017.1364032>. Journal listed in JCR, ABS, ABDC journal list, Scopus and others.
10. Angulo-Ruiz, Fernando, Albena Pergelova, Juraj Cheben, and Eladio Angulo-Altamirano (2016) "A Cross-Country Study of Marketing Effectiveness in High-Credence Services." *Journal of Business Research*, 69 (9), 3636-3644. DOI: <http://dx.doi.org/10.1016/j.ibusres.2016.03.024>. Journal listed in JCR, ABS, ABDC journal list, Scopus and others.
11. Angulo-Ruiz, Fernando, Albena Pergelova, Max Skudra, and J. P. Gladu (2016) "Internationalization of Indigenous Businesses: A Comparison between New Ventures and Older Firms (Interactive Paper)." *Frontiers of Entrepreneurship Research*, 36 (12), Article 8, 263. Available at: <https://pdfs.semanticscholar.org/4c3a/0c82a49d74a03252d5b11b4678df8231429b.pdf>
12. Angulo-Ruiz, Fernando, and Albena Pergelova (2015) "An empowerment model of youth financial behavior," *Journal of Consumer Affairs*, 49 (3), 550-575. DOI: <http://dx.doi.org/10.1111/joca.12086>. Journal listed in JCR, ABS academic journal guide, ABDC journal list, Scopus and others.
13. Pergelova, Albena, and Fernando Angulo-Ruiz (2014) "The impact of government financial support on the performance of new firms: The role of competitive advantage as an intermediate outcome," *Entrepreneurship & Regional Development*, 26 (9-10), 663-705. DOI: <http://dx.doi.org/10.1080/08985626.2014.980757>. Journal listed in JCR, ABS, ABDC journal list, Scopus and others.
14. Angulo-Ruiz, Fernando, Naveen Donthu, Diego Prior, and Josep Rialp (2014), "The financial contribution of customer-oriented marketing capability," *Journal of the Academy of Marketing Science*, 42 (4), 380-399. DOI: <http://dx.doi.org/10.1007/s11747-013-0353-6>. Journal listed in the Financial Times Research Rank, JCR, ABS, ABDC journal list, Scopus and others.
15. Angulo-Ruiz, Fernando, and Albena Pergelova (2013), "The student retention puzzle revisited: the role of institutional image," *Journal of Nonprofit & Public Sector Marketing*, 25 (4), 334-353. DOI: <http://dx.doi.org/10.1080/10495142.2013.830545>. Journal listed in JCR, ABS, ABDC journal list, Scopus and others.
16. Pergelova, Albena, and Fernando Angulo-Ruiz (2013), "Marketing and Corporate Social Performance: Steering the Wheel towards Marketing's Impact on Society," *Social Business*, 3 (3), 201-224. DOI: <http://dx.doi.org/10.1362/204440813X13778729134282>. Journal listed in ABS, ABDC journal list, Scopus and others.
17. Angulo-Ruiz, Fernando, Albena Pergelova, and Josep Rialp (2010), "A Market Segmentation Approach for Higher Education Based on Rational and Emotional Factors," *Journal of Marketing for Higher Education*, 20 (1), 1-17. DOI: <http://dx.doi.org/10.1080/08841241003788029>. Journal listed in the ABS, ABDC journal list, Scopus and others.

Book Chapters

18. Pergelova, Albena, and Fernando Angulo-Ruiz (2017) "Measuring the Efficiency of Digital Advertising." In Rodgers, Shelly and Thorson, Esther "Digital Advertising," Third Edition, Routledge, Taylor and Francis Group. ISBN: 978-1-138-65442-6 (<https://www.routledge.com/Digital-Advertising-Theory-and-Research-3rd-Edition/Rodgers-Thorson/p/book/9781138654457>)
19. Angulo-Ruiz, Fernando, Albena Pergelova, and Juraj Cheben (2016) "The relevance of marketing activities for higher education institutions across developed economies." In Wu, Terry and Naidoo, Vik "International Marketing of Higher Education," Palgrave MacMillan. ISBN: 978-1-137-54290-8 (<http://www.palgrave.com/us/book/9781137542908#aboutBook>).
20. Angulo-Ruiz, Fernando and Josep Rialp (2007), *The effect of Marketing Efficiency, Brand Equity and Customer Satisfaction on Firm Performance: An Econometric Model and Data Envelopment Approach*, page 609-720. Book: *Improving Business reporting: new rules, new opportunities, new trends*, Giuffrè Editore (Milano), ISBN: 8814135800.

PUBLICATION OF CASES AND TEACHING NOTES

21. Angulo Ruiz, L. F. (2017). Update of case: Famoso Neapolitan Pizzeria: A Case of Restaurant Marketing. Running Case and Teaching Note prepared for the book Crane, F., Kerin, R., Hartley, S., and Rudelius, W. (2017). *Marketing*. 9th Canadian Edition, McGraw-Hill Ryerson Limited, Whitby: ON.
22. Angulo Ruiz, L. F. (2014). Famoso Neapolitan Pizzeria: A Case of Restaurant Marketing. Running Case and Teaching Note prepared for the book Crane, F., Kerin, R., Hartley, S., and Rudelius, W. (2014). *Marketing*. 9th Canadian Edition, McGraw-Hill Ryerson Limited, Whitby: ON.
 - a. Chapter 1: How Marketing Discovers and Satisfies Needs?
 - b. Chapter 2: Famoso Inc. Marketing Strategy
 - c. Chapter 3: What Are the Opportunities and Threats for Famoso Inc.? An Environmental Scanning
 - d. Chapter 4: How Can Famoso Inc. Integrate Social Responsibility in its Marketing Strategy? The Role of Personal Moral Philosophy
 - e. Chapter 5: The Purchase Decision Process of Famoso's Consumers
 - f. Chapter 6: How Can Famoso Inc. Seize the Opportunity of Targeting Corporate Buyers?
 - g. Chapter 7: Famoso Inc. Targets US Consumers
 - h. Chapter 8: How Can Famoso Leverage Social Media for Marketing Research? Are They Doing Enough?
 - i. Chapter 9: What is the Target Market of Famoso Neapolitan Pizzeria?
 - j. Chapter 10: Concept Test of a New Product
 - k. Chapter 11: What is the Brand Personality of Famoso Neapolitan Pizzeria?
 - l. Chapter 12: Guest Experiences at Famoso Neapolitan Pizzeria
 - m. Chapter 13: Pricing Strategy of Famoso Inc.

- n. Chapter 14: Location Strategies of Famoso Inc.
 - o. Chapter 15: Understanding the Franchise Model Better: The Example of Famoso Inc.
 - p. Chapter 16: Developing an IMC Program for Famoso Inc.
 - q. Chapter 17: Is Advertising Valuable for Famoso Inc.?
 - r. Chapter 18: The Famoso Personal Selling Process
 - s. Chapter 19: Performance Metrics of Famoso Inc.
 - t. Chapter 20: Famoso Experience in Using Social Media to Connect with Consumers
23. Angulo Ruiz, L.F. (2011). Hewlett-Packard and the Personal Computer Market. Case and Teaching Note. McGraw-Hill Ryerson Limited, Whitby: ON.
 24. Angulo Ruiz, L.F. (2011). Why Dell Inc. lost market share in the US personal computer market during 2006-2010? Case and Teaching Note. McGraw-Hill Ryerson Limited, Whitby: ON.
 25. Angulo Ruiz, L.F. (2011). The Smartphone Market and its Consumers. Case and Teaching Note. McGraw-Hill Ryerson Limited, Whitby: ON.
 26. Angulo Ruiz, L.F. (2011). Segmenting Markets: the case of 2012 Honda Civic "To Each His Own". Case and Teaching Note. McGraw-Hill Ryerson Limited, Whitby: ON.
 27. Angulo Ruiz, L.F. (2011). Prices in the Shampoo and Conditioner Categories. Case and Teaching Note. McGraw-Hill Ryerson Limited, Whitby: ON.
 28. Angulo Ruiz, L.F. (2011). Effectiveness of the Distribution System: Ice Cream Category. Case and Teaching Note. McGraw-Hill Ryerson Limited, Whitby: ON.
 29. Angulo Ruiz, L.F. (2011). Sales Force Effectiveness in the Electronics and Appliances Stores Industry. Case and Teaching Note. McGraw-Hill Ryerson Limited, Whitby: ON.
 30. Angulo Ruiz, L.F. (2011). Promotion Effectiveness in the Clothing Stores Industry. Case and Teaching Note. McGraw-Hill Ryerson Limited, Whitby: ON.
 31. Angulo Ruiz, L.F. (2011). Advertising Effectiveness in the Book, Periodicals and Music Stores Industry. Case and Teaching Note. McGraw-Hill Ryerson Limited, Whitby: ON.
 32. Angulo Ruiz, L.F. (2011). Marketing planning in the consumer packaged goods market. Case and Teaching Note. McGraw-Hill Ryerson Limited, Whitby: ON.

OTHER REFEREED WORK

Works Accepted by / Submitted to Academic Conferences

33. Angulo-Ruiz, Fernando, and Etayankara Muralidharan. 2021. Imprinting degree of hybridity in international businesses: The influence of entrepreneurs' cultural value orientations and ethnicity. Academy of International Business Conference.
34. Angulo-Ruiz, Fernando and Leo-Paul Dana. 2021. Home-based businesses and their internationalization from Canada: Focus on Indigenous firms. Administrative Sciences Association of Canada Conference.
35. Angulo-Ruiz, Fernando, Albena Pergelova, and William Wei. 2021. Motivations and international location choice in least developed, emerging and developed countries: evidence from Chinese firms. 21st Academy of African Business and Development conference.

36. Angulo-Ruiz, Fernando, and Etayankara Muralidharan. 2021. Imprinting degree of hybridity in international businesses: The influence of entrepreneurs' cultural value orientations and ethnicity. Emerging Topics in Indigenous Business Conference.
37. Angulo-Ruiz, Fernando, and Etayankara Muralidharan. 2020. Imprinting firms' degree of hybridity: The influence of entrepreneurs' cultural value orientations and ethnicity. Administrative Sciences Association of Canada Conference.
38. Cartwright, Kelly, and Fernando Angulo-Ruiz. 2020. An investigation of the university selection process by international students. Administrative Sciences Association of Canada Conference.
39. Angulo-Ruiz, F., Donthu, N., Prior, D., & Rialp, J. 2019. Financing marketing capabilities. Administrative Sciences Association of Canada Conference, Brock University, Saint Catherines.
40. Huckell, Travis & Angulo-Ruiz, Fernando. 2019. Does the legal form of business influence firm's performance? Administrative Sciences Association of Canada Conference, Brock University, Saint Catherines.
41. Angulo-Ruiz, F., Pergelova, A., & Dana, L.-P. 2019. On the Internationalization of Hybrid Firms. 56th Eastern Academy of Management Annual Meeting, Wilmington, Delaware. (**Commendable Research Paper**)
42. Pergelova, A., Yordanova, D., & Angulo-Ruiz, F. 2019. The Path from Entrepreneurship Education to Entrepreneurial Intentions in STEM: A Test of Gender Effects. Diana International Conference on Women's Entrepreneurship Research. Babson College.
43. Angulo-Ruiz, Fernando, Albena Pergelova, and Leo-Paul Dana "Under what conditions do hybrid firms internationalize? Towards an Attention-Based Model of Internationalization," 2018 Academy of International Business, Minneapolis.
44. Angulo-Ruiz, Fernando, Albena Pergelova, and William Wei "Is Seeking Strategic Brand Assets a Motivation for Emerging Market Firms to Internationalize? Evidence from Chinese Firms," 2018 Academy of International Business, Minneapolis.
45. Angulo-Ruiz, Fernando, Juraj Cheben, Albena Pergelova, and Eladio Angulo-Altamirano "How do marketing activities influence organizational reputation? An impression management perspective across countries," 2018 Academy of International Business, Minneapolis.
46. Angulo-Ruiz, Fernando, Albena Pergelova, and Leo-Paul Dana "Under what conditions do hybrid firms internationalize? Evidence from an extreme context," 2018 Sustainability, Ethics and Entrepreneurship Conference, Washington DC.
47. Pergelova, Albena, Fernando Angulo-Ruiz, and Leo-Paul Dana "Entrepreneurship as Change-Creation: Testing the Emancipation Perspective and Its Outcomes," 2017 Babson College Entrepreneurship Research Conference. (**Best paper award**)
48. Angulo-Ruiz, Fernando, Naveen Donthu, Diego Prior, and Josep Rialp "Financing Marketing Capabilities?" 2017 AMA Global Marketing SIG Special Conference.
49. Angulo-Ruiz, Fernando, Albena Pergelova, and William Wei "Government influence and the internationalization of emerging market firms" 2017 China Goes Global Conference. (**Best paper award**)
50. Angulo-Ruiz, Fernando, Albena Pergelova, Max Skudra, and JP Gladu (2016) "Internationalization of Indigenous Businesses: A Comparison between New Ventures and Older Firms," 2016 Babson College Entrepreneurship Research Conference.
51. Pergelova, Albena, Fernando Angulo-Ruiz, and Desislava Yordanova (2016) "Internationalizing from a Transition Economy: Do Men and Women Take Different Paths?," 2016 Diana International Research Conference.
52. Angulo-Ruiz, Fernando, Albena Pergelova, and William Wei (2016) "The Role of Brand Capabilities in the Internationalization of Firms from Emerging Markets," China Goes Global, Macerata, Italy.
53. Angulo-Ruiz, Fernando, Naveen Donthu, Diego Prior, and Josep Rialp (2015) "Re-investment on the development of marketing capabilities," European Marketing Academy Conference, Leuven (Belgium).

54. Pergelova, Albena and Fernando Angulo-Ruiz (2015) "Capabilities development and performance of new and small retailers: does gender matter?," European Marketing Academy Conference, Leuven (Belgium).
55. Pergelova, Albena and Fernando Angulo-Ruiz (2015) "Capabilities development and performance of new and small retailers: does gender matter?," Academy Management Conference, Vancouver.
56. Angulo-Ruiz, Fernando, Albena Pergelova, and William Wei (2015) "How do brand capabilities facilitate the internationalization of firms from emerging to developed economies?," Academy of International Business, India.
57. Angulo-Ruiz, Fernando, Albena Pergelova, and Juraj Cheben (2014), "Short and long term impact of marketing in higher education institutions: a study in developed, transition, and developing economies," *European Marketing Academy Regional Conference*, Poland.
58. Angulo-Ruiz, Fernando, Albena Pergelova (2014), "The definitions and constructs of consumer empowerment in marketing: a review and a way forward," *European Marketing Academy Conference*, Valencia (Spain).
59. Pergelova, Albena, and Fernando Angulo-Ruiz (2014) "Internationalization of SMEs from emerging markets: The role of marketing capabilities," *Administrative Sciences Association of Canada Conference*, Muskoka, Canada.
60. Angulo-Ruiz, Fernando and Albena Pergelova (2013), "Consumer Empowerment in the Financial Industry: A Focus on Youth Financial Literacy," *European Marketing Academy Conference*, Istanbul (Turkey).
61. Pergelova, Albena, and Fernando Angulo-Ruiz (2013), "The Role of Brand Development in the Internationalization and Performance of New Ventures," *European Marketing Academy Conference*, Istanbul (Turkey).
62. Angulo-Ruiz, Fernando and Albena Pergelova (2012), "The Student Retention Puzzle Revisited: Differentiating Between System Dropout and Institutional Dropout and the Role of Institutional Image," *Academy of Marketing Annual Conference*, Southampton (UK). **(Best paper in track award)**
63. Pergelova, Albena and Fernando Angulo-Ruiz (2012), "Marketing and Corporate Social Performance: Steering the Wheel towards Marketing's Impact on Society," *Academy of Marketing Annual Conference*, Southampton (UK).
64. Angulo-Ruiz, Fernando and Albena Pergelova (2011), "Who Is the Customer of the Business School? A Marketing Perspective," *Academy of Marketing Annual Conference*, Liverpool (UK).
65. Pergelova, Albena and Fernando Angulo-Ruiz (2011), "Place Marketing Performance: Benchmarking European Cities as Business Destinations," *Academy of Marketing Annual Conference*, Liverpool (UK).
66. Angulo-Ruiz, Fernando, Daniel Bello, Diego Prior, and Josep Rialp (2010), "How Do Institutional Pillars Moderate the Effectiveness of Firms' Customer-based Marketing Capability Across Countries," *American Marketing Association Winter Marketing Educators' Conference*, New Orleans, USA.
67. Angulo-Ruiz, Fernando, Diego Prior, and Josep Rialp (2009), "Linking Marketing Capability and Organizational Learning to Financial Performance," *American Marketing Association Summer Marketing Educators' Conference*, Chicago, USA.
68. Angulo-Ruiz, Fernando, Diego Prior, and Josep Rialp (2009), "Linking Marketing Capability and Organizational Learning to Financial Performance," *Academy of Marketing Annual Conference*, Leeds, UK. **(Best paper in track award)**
69. Angulo-Ruiz, Fernando and Josep Rialp (2008), "Linking Brand Value and Cumulative Customer Satisfaction to Cash Flows and Tobin's Q," *American Marketing Association Summer Marketing Educators' Conference*, San Diego, USA.
70. Angulo-Ruiz, Fernando, Albena Pergelova, and Josep Rialp (2008), "A Market Segmentation approach for higher education based on Rational and Emotional Factors," *Academy of Marketing Annual Conference*, Aberdeen (UK). **(Best paper in track award)**
71. Pergelova, Albena and Fernando Angulo-Ruiz (2008), "The Brand of Gnosjö: Place Marketing Strategy to Brand a (Mainly) Manufacturing Region in an (Increasingly) Service World," *Academy of Marketing Annual Conference*, Aberdeen (UK).

72. Angulo-Ruiz, Fernando, Alben Pergelova, and Josep Rialp (2007), "An Integrated Model to managing the trade-off between Customer and Brand Management," *European Academy of Management*, Paris (France).
73. Pergelova, Alben and Fernando Angulo-Ruiz (2007), "Measuring the efficiency of public policies related to entrepreneurship," *International Council for Small Business World Conference*, Turku (Finland).
74. Angulo-Ruiz, Fernando and Josep Rialp (2006), "The effect of Marketing Efficiency, Brand Equity and Customer Satisfaction on Firm Performance: An Econometric Model and Data Envelopment Approach," *VIII International Conference AIDEA-GIOVANI*, Milan (Italy).

Working Papers and Works in Progress
(Available on request)

PRESENTATIONS

Competitive Presentations

- | | |
|------------|---|
| 2021-06-30 | "Imprinting degree of hybridity in international businesses: The influence of entrepreneurs' cultural value orientations and ethnicity," 2021 Academy of International Business Conference, virtual. |
| 2021-06-14 | "Home-based businesses and their internationalization from Canada: Focus on Indigenous firms," 2021 Administrative Sciences Association of Canada Conference, virtual. |
| 2021-03-19 | "Imprinting degree of hybridity in international businesses: The influence of entrepreneurs' cultural value orientations and ethnicity," 2021 Emerging Topics in Indigenous Business Conference, virtual. |
| 2020-06-14 | "Imprinting firms' degree of hybridity: The influence of entrepreneurs' cultural value orientations and ethnicity," 2020 Administrative Sciences Association of Canada Conference, virtual. |
| 2019-05-27 | "Financing marketing capabilities," 2019 Administrative Sciences Association of Canada Conference, St. Catherines, Ontario. |
| 2019-05-26 | "Does the legal form of business influence firm's performance?," 2019 Administrative Sciences Association of Canada Conference, St. Catherines, Ontario. |
| 2018-06-28 | "Under what conditions do hybrid firms internationalize? Towards an Attention-Based Model of Internationalization," 2018 Academy of International Business Conference, Minneapolis. |
| 2018-06-28 | "Is Seeking Strategic Brand Assets a Motivation for Emerging Market Firms to Internationalize? Evidence from Chinese Firms," 2018 Academy of International Business Conference, Minneapolis. |
| 2018-06-26 | "How do marketing activities influence organizational reputation? An impression management perspective across countries," 2018 Academy of International Business Conference, Minneapolis. |
| 2018-03-04 | "Under what conditions do hybrid firms internationalize? Evidence from an extreme context," 2018 Sustainability, Ethics and Entrepreneurship Conference, Washington DC. |
| 2017-06-16 | "Government influence and the internationalization of emerging market firms" 2017 China Goes Global Conference. |
| 2016-06-09 | "Internationalization of Indigenous Businesses: A Comparison between New Ventures and Older Firms," 2016 Babson College Entrepreneurship Research Conference, Bodo, Norway. |
| 2015-08-10 | "Capabilities development and performance of new and small retailers: does gender matter?," <i>Academy Management Conference</i> , Vancouver. |

- 2015-05-28 "Re-investment on the development of marketing capabilities," *European Marketing Academy Conference*, Leuven (Belgium).
- 2014-06-06 "The Definitions and Constructs of Consumer Empowerment in Marketing: A Review and a way forward," *European Marketing Academy Conference*, Valencia (Spain).
- 2014-05-12 "Internationalization of SMEs from Emerging Markets: The Role of Marketing Capabilities," *Administrative Sciences Association of Canada Conference*, Muskoka, Canada.
- 2013-06-06 "Consumer Empowerment in the Financial Industry: A Focus on Youth Financial Literacy", European Marketing Academy Conference, Turkey, Istanbul.
- 2012-07-04 "The Student Retention Puzzle Revisited: Differentiating Between System Dropout and Institutional Dropout and the Role of Institutional Image", Academy of Marketing Annual Conference, United Kingdom, Southampton.
- 2011-07-06 "Place Marketing Performance: Benchmarking European Cities as Business Destinations", Academy of Marketing Annual Conference, United Kingdom, Liverpool.
- 2009-08-08 "Linking Marketing Capability and Organizational Learning to Financial Performance", American Marketing Association Summer Marketing Educators' Conference, United States, Illinois, Chicago.
- 2008-07-08 "A Market Segmentation approach for higher education based on Rational and Emotional Factors", Academy of Marketing Annual Conference, United Kingdom, Aberdeen.
- 2007 "An Integrated Model to managing the trade-off between Customer and Brand Management," European Academy of Management, Paris (France).
- 2006 The effect of Marketing Efficiency, Brand Equity and Customer Satisfaction on Firm Performance: An Econometric Model and Data Envelopment Approach," VIII International Conference AIDEA-GIOVANI, Milan (Italy).

Invited Presentations

- 2021-05-18 "Motivations and international location choice in least developed, emerging and developed countries: evidence from Chinese firms,". Panelist at the 21st Academy of African Business and Development conference.
- 2018-02-21 "Under what conditions do hybrid firms internationalize? Evidence from an extreme context," MacEwan School of Business, Research Seminar.
- 2016-04-07 "The Impact of Kaltura Videos on Learning Marketing Research", Center for the Advancement of Faculty Excellence. Main Audience: Academic and University Staff.
- 2016-03-10 "Project Based Learning", Distinguished Teaching Award Series, Center for the Advancement of Faculty Excellence. Main Audience: Academic and University Staff.
- 2015-10-23 "The Internationalization of Aboriginal Businesses", Aboriginal Business in Alberta Conference. Main Audience: Practitioners.
- 2015-06-22 "Chairs' Panel for Chair PD Day", Center for the Advancement of Faculty Excellence. Main Audience: Academic and University Staff.
- 2015-03-20 "An Empowerment Model of Youth Financial Behaviour", MacEwan University BRIEF. Main Audience: Practitioners.
- 2014-08-27 "Community-based Research", Center for the Advancement of Faculty Excellence. Main Audience: Academic and University Staff.
- 2014-02-28 "Consumer Empowerment in the Financial Industry: A Focus on Youth Financial Literacy", MacEwan University Research. Main Audience: Academic, Staff, Undergraduate Students.

- 2013-03-21 "Born Local or Born Global", Student Business Conference, MacEwan University. Main Audience: Undergraduate Students.
- 2012-12-21 "The Role of Brand Development in the Internationalization and Performance of New Ventures", Universidad Autonoma del Peru, Lima. Main Audience: Undergraduate Students.
- 2012-10-26 "Competitive Advantage Formation for New Firms: The Missing Link Between Public Policy Support and Performance Outcomes", Research Forum with Athabasca University. Main Audience: Researcher.
- 2011-01-28 "Linking Marketing Capability and Organizational Learning to Financial Performance", Research Forum with Athabasca University. Main Audience: Researcher.

SUPERVISORY ACTIVITIES (15 students)

- 2020/2 - Roy McKenzie, MBA in Community Economic Development (in progress). Project Title: What can we do to increase the information technology infrastructure for the Lac La Ronge Indian Band?, Cape Breton University.
- 2019/9 - 2019/12 Alexis Rowell, Bcom degree completed. Independent studies. Project Title: Marketing Research as a Basis for Creating a Model Based Approach to Directing Marketing Activities for SMEs. MacEwan University.
- 2019/1 - 2019/4 Kelly Cartwright, Bcom Honours. Thesis Title: Oh the places you'll go: a study of the consumer decision making process for international students at a Canadian university. MacEwan University.
- 2016/1 - 2016/4 Jason Letwin, Bcom degree completed. Independent studies. Project Title: The Impact of Social Marketing During Community Events: Case Study of the Edmonton Events Industry. MacEwan University.
- 2015/9 - 2016/3 Jon Heinz, Bcom degree completed. Independent studies. Project Title: Bringing Canadian Innovation to Chile. MacEwan University.
- 2015/1 - 2015/5 Matthew Rube, Bcom degree completed. Independent studies. Project Title: The University Culture Effect: Stimulating Student Engagement in the University Environment. MacEwan University.
- 2014/9 - 2014/12 Huy Do, Bcom degree completed. Independent studies. Project Title: Consumer Empowerment among youth within the Telecommunication Industry. MacEwan University.
- 2014/1 - 2014/4 Brien Davis, Bcom degree completed. Independent studies. Project developed for Blue Isle Landscaping. Title: Blue Isle Landscaping: Comprehensive Marketing Report. MacEwan University.
- 2013/7 - 2013/9 Krista Miles, Bcom degree completed. Independent studies. Project developed for Alberta

Investment Management Corporation. Title: Increasing Efficiencies in Project Management. MacEwan University.

2013/3 - 2013/5 Justine Bugasto, Anna Chow, Jonathan Erickson, Robert Garcia, John Murray, Bcom degree completed. Independent studies. Project developed for Gem Gallerie. Title: Gem Gallerie Strategic Marketing Recommendations. MacEwan University.

2013/1 - 2013/4 Bradley Roy, Bcom degree completed. Independent studies. Project developed for FPAdvantage, a financial planning software company. Title: Sustainable Marketing Innovation for a High Technology Company, The Case of FPAdvantage. MacEwan University.

MENTORING STUDENTS TO PUBLISH (82 students; 12 papers; 7 proceedings)

- Kiltz, Landon, Annie Huynh and Dawson Wallace. (2021). "Copywriter Salary Trends: Past, Present, and Future". 2021 MacEwan Student Research Day.
- Antonio Alyssa, Mark Finlaison, Jayden Hagemann, Sarah MacIsaac, and Kieran McCloskey-Becker (2021). "Marketing Resolutions for Boutique Fitness Gyms: Assessing Marketing Solutions with Quantitative and Qualitative Methods". 2021 MacEwan Student Research Day.
- Salmas, Vasiliki, Adam El-Sayah, Alexander Keefe, and Sebastian Hatcher (2021). "Event Essentials Strategic Marketing Plan: Marketing Options for Event Management Services & Software Providers in the COVID Digital Age". 2021 MacEwan Student Research Day.
- Cartwright, Kelly, Kai Hesthammer, and Davin Stener (2020). Spreading the Word: How to Increase Interest in a Career Development Course for University Students. *MacEwan University Student e-Journal*, 4 (1). Available at: <https://journals.macewan.ca/muse/article/view/1262/1211>
- Sklar, Kyra, Nicole Lakhram, Sarah Ellis, and Amanda Julio (2020). Student Engagement in MacEwan Career Development and Experiential Learning Services. *MacEwan University Student e-Journal*, 4 (1). Available at: <https://journals.macewan.ca/muse/article/view/1269/1216>
- Wurban, Luke, Wesley Amundson, Albert Ho Si, Morgan Bosgoed, and Antonio Makardajh (2020). The effect of increasing student involvement with career development services: The integration of faculty members & fostering student/faculty relationships. *MacEwan University Student e-Journal*, 4 (1). Available at: <https://journals.macewan.ca/muse/article/view/1259/1213>
- Thomson, Kyle, Nicole Block, Camille Labrie, Michaela Pichert, Daniel Zahr (2020). Attracting University-educated Job Seekers: Challenges and Recommendations for the Auto Sales Industry. *MacEwan University Student e-Journal*, 4 (1). Available at: <https://journals.macewan.ca/muse/article/view/1261/1212>
- Kasawski, Trisha, Sunaina Singh, Kanwarbir (Kenny) Bhullar, Gurman Bath, and Gurman Sidhu (2020). The Value of Certified Pre-Owned Vehicles for Lexus of Edmonton. *MacEwan University Student e-Journal*, 4 (1). Available at: <https://journals.macewan.ca/muse/article/view/864/1198>
- Aarbo, Joshua, Kennedy Anderson, Marco F Bruni, Julia Liosis, and Madison Lang (2020). Tire Purchasing: Does it Have a Place Online? *MacEwan University Student e-Journal*, 4 (1). Available at: <https://journals.macewan.ca/muse/article/view/863/1199>
- Cartwright, Kelly (2019). "Oh the places you'll go: a study of the consumer decision making process for international students at a Canadian university". 2019 MacEwan Student Research Day – Student Talks, 4 (1). Available at: <https://journals.macewan.ca/studentresearch/article/view/1728>

- Sedani, Sujay, Jordan Mayers, and Andrei Roman (2019). "Improving Email Marketing Campaigns: Bridging the gap Between Business and Consumers". 2019 MacEwan Student Research Day – Student Talks, 4 (1). Available at: <https://journals.macewan.ca/studentresearch/article/view/1794>
- Capito, Sabrina, Maria Garcia, Xie'En Hu, Marla Santiago, and Teagan Zwierink (2019). "E-commerce and Zapato Sanchez, Custom Shoes: Research and Exploration". 2019 MacEwan Student Research Day – Student Talks, 4 (1). Available at: <https://journals.macewan.ca/studentresearch/article/view/1727>
- Ainsworth, Nicolaas, Justin Julio, Josh Kabat, Noel Babylon, and A. Bjornsen (2019). "An analysis of the needs and wants of MacEwan University students in regard to an on-campus food delivery service". 2019 MacEwan Student Research Day – Student Posters & Projects, 4 (2). Available at: <https://journals.macewan.ca/studentresearch/article/view/1614>
- Jason Letwin, James Cuvilier, Tristan Donnelly, Jessicah Adeniken, and Ghee Chana (2016). The Effect of Traditional Media on Young Adults: Research on the Edmonton Valley Zoo Development Society. *MacEwan University Student e-Journal*, 3 (1). Available at: <https://journals.macewan.ca/index.php/muse/article/view/296/816>
- Schick, Tracey, Marla Stephen, William Oatway, and Adam Phillips (2015). Relevant Restaurant Interests to Partnering with Non-Profit Organizations. *MacEwan University Student e-Journal*, 2 (1), 91-132. Available at: <https://journals.macewan.ca/index.php/muse/article/view/236/223>
- Doyle, Colby, Rob Schaeffer, Matt Gaudet, Amber McLeod, and Dominic Lay (2014). Marketing responsible drinking effectively to young adults. *MacEwan University Student e-Journal*, 1 (1), 82-110. Available at: <https://journals.macewan.ca/index.php/muse/article/view/209/177>
- Brodie, Sarah, Sarah Hunter, Victoria McNeilly, Sarah Takla, Amanda Zirk (2014). To cheat or not to cheat: A study focused on student and professor perspectives about academic dishonesty. *MacEwan University Student e-Journal*, 1 (1), 54-80. Available at: <https://journals.macewan.ca/index.php/muse/article/view/182/172>
- Thai, Leon, Conor Overwater, Mark Vydra, Chris Prezanowsky, and Subhaan Patel. Facing your Career, Can We Help? **Accepted**. *MacEwan University Student e-Journal*.
- Baert, Wesley, Sejal Tiwari, Sergio Gomez, April-Marie McHardy, and Hayden Kim. How to connect to students: The bittersweet medicine of marketing MacEwan self-help services. **Accepted**. *MacEwan University Student e-Journal*.

TEACHING EXPERIENCE

In Canada

Graduate Level, Cape Breton University

- MBAC 6124: International Business, Shannon School of Business, Cape Breton University
- MBAC 5104: Fundamentals of Marketing, Shannon School of Business, Cape Breton University

Undergraduate Level, University of Alberta

- MARK 312: Marketing Research, School of Business, University of Alberta

Undergraduate Level, MacEwan University

- BUSN 450: Strategic Management, School of Business, MacEwan University
- MARK 440: Strategic Marketing, School of Business, MacEwan University
- MARK 498: Independent Studies in Marketing, School of Business, MacEwan University
- INTB 413: International Entrepreneurship, School of Business, MacEwan University
- BUSN 396: Advanced Quantitative Research Methods for Business, MacEwan University
- MARK 314: Marketing Metrics, School of Business, MacEwan University
- MARK 312: Marketing Research, School of Business, MacEwan University
- MARK 301: Fundamentals of Marketing, School of Business, MacEwan University
- MGTS 103: Statistics & Probability I, School of Business, MacEwan University

Average¹ student evaluation for teaching effectiveness: 4.56 out of 5. In Table 2, 89.45% of my students agree (18.57%) or strongly agree (70.89%) with the statement “overall, the instructor was effective”.

Table 1: Student Evaluations at MacEwan University since Winter 2010

Term	Course code	Course name	#Responses received in total	Total students in the class	Response Rate	Overall the instructor was effective
W2010	MGTS 103-136	Probability and Statistics I	23	39	58.97%	4.70
W2010	MGTS 103-183	Probability and Statistics I	11	37	29.73%	4.00
W2010	MGTS 103-220	Probability and Statistics I	16	38	42.11%	4.50
F2010	MGTS 103-180	Probability and Statistics I	20	38	52.63%	4.80
F2010	MGTS 103-310	Probability and Statistics I	18	37	48.65%	4.80
F2010	MARK 301-126	Fundamentals of Marketing	18	40	45.00%	4.20
W2011	MGTS 103-220	Probability and Statistics I	16	35	45.71%	4.70

¹ Weighted average based on the number of responses to each wave of student surveys for all courses I taught starting in Winter 2010.

Term	Course code	Course name	#Responses received in total	Total students in the class	Response Rate	Overall the instructor was effective
W2011	MGTS 103-471	Probability and Statistics I	16	38	42.11%	4.70
W2011	MARK 312-370	Marketing Research	10	24	41.67%	4.80
F2011	MGTS 103-CU04	Probability and Statistics I	14	37	37.84%	4.80
F2011	MARK 301-CU01	Fundamentals of Marketing	16	40	40.00%	4.80
W2012	MARK 312-CU01	Marketing Research	4	14	28.57%	4.50
W2012	MGTS 103-CU03	Probability and Statistics I	15	37	40.54%	4.90
W2012	MGTS 103-CU05	Probability and Statistics I	19	37	51.35%	4.80
F2012	MARK-301 CU02	Fundamentals of Marketing	21	39	53.85%	4.30
F2012	MARK-312 CU01	Marketing Research	12	27	44.44%	4.50
F2012	MARK-314 CC01	Marketing Metrics	8	23	34.78%	4.60
W2013	MARK-312-CU01	Marketing Research	16	28	57.14%	4.80
W2013	MARK-440-CU01	Strategic Marketing	3	9	33.33%	5.00
F2013	MARK-312-CU01	Marketing Research	18	39	46.15%	4.40
F2013	MARK-314 CU01	Marketing Metrics	14	39	35.90%	5.00
F2013	MARK-440-CU01	Strategic Marketing	2	18	11.11%	5.00
W2014	MARK 312-CU01	Marketing Research	9	35	25.71%	4.33
F2014	MARK-301-OP91	Fundamentals of Marketing	2	20	10.00%	4.50
F2014	MARK-312-CU01	Marketing Research	19	34	55.88%	4.89
W2015	MARK-312-CU01	Marketing Research	9	36	25.00%	4.44
F2015	MARK-312-CC01	Marketing Research	14	39	35.90%	3.70
F2015	MARK-312-OP51	Marketing Research	3	31	9.68%	3.00
W2016	MARK-312-CU01	Marketing Research	6	14	42.86%	4.80
W2016	MARK-312-CU02	Marketing Research	10	26	38.46%	4.10
W2016	MARK-314 CC01	Marketing Metrics	5	14	35.71%	4.00
F2017	BUSN-450-CC07	Strategic Management	6	30	20.00%	4.00
F2017	MARK-312-CC01	Marketing Research	10	39	25.64%	4.30
W2018	BUSN-450-CC01	Strategic Management	11	28	39.29%	4.60
W2018	MARK-312-CC01	Marketing Research	7	28	25.00%	4.70

Term	Course code	Course name	#Responses received in total	Total students in the class	Response Rate	Overall the instructor was effective
W2018	MARK-312-CC02	Marketing Research	4	35	11.43%	4.50
F2018	MARK-312-CC01	Marketing Research	4	15	26.67%	4.80
F2018	MARK-312-OP51	Marketing Research	7	27	25.93%	4.40
W2019	BUSN-450-CC55	Strategic Management	7	27	25.93%	4.40
W2019	MARK-312-CC02	Marketing Research	5	25	20.00%	4.40
F2019	BUSN-396-CC01	Advanced Quantitative Methods for Business	5	10	50.00%	4.60
F2019	MARK-312-OP51	Marketing Research	10	40	25.00%	4.60
W2020	BUSN-450-CC55	Strategic Management	6	29	20.69%	4.00
W2020	MARK-440-CC02	Strategic Marketing	7	32	21.88%	5.00
S2020	MARK-440-CC59	Strategic Marketing	2	14	14.29%	4.50
			478	1341	35.65%	

Simple Average	4.515
Weighted Average	4.559

Table 2: Distribution of responses to question “Overall the instructor was effective” MacEwan University since Winter 2010

Level of Agreement	# of Responses	% of Responses
Strongly disagree	5	1.05%
Disagree	12	2.53%
Neutral	33	6.96%
Agree	88	18.57%
Strongly Agree	336	70.89%
Total	474	100%

International

- Marketing Research I, Department of Business Economics, Autonomous University of Barcelona, Spain
- Global Branding, ESEC Toulouse Business School, Campus Barcelona
- Sales Forecasting, ESEC Toulouse Business School, Campus Barcelona
- Marketing Research, School of Business Administration, Cesar Vallejo University, Peru
- Management Accounting, School of Business Administration, Cesar Vallejo University, Peru
- Statistics for Business, School of Business Administration, Cesar Vallejo University, Peru

SERVICE

Service to the School of Business, MacEwan University

- Member, Hiring Committee, Canada Research Chair, Tier 2
- Member, General Faculties Council
- Member, Chancellor Search Committee
- Member, University Promotion Committee (April, 2020)
- Member and Data Liaison, Bachelor of Commerce Self-study Committee (December 2018 – March 2020)
- Member, University Promotion Committee (April, 2019)
- Member, Honors dissertation committee for Ms. Sejal Tiwari (April 2019)
- Member, MacEwan Committee on Internationalization (September 2018 - May, 2019)
- Member, Global Awareness Week subcommittee (October 2018 – February 2019)
- Member, Academic Planning and Priorities Committee (September 2018 - May, 2019)
- Member, Committee Student Research Day (October 2018 – May 2019)
- Member, Committee to draft Canada Research Chair call for the School of Business (March-April 2019)
- Member, MacEwan Business Case Committee (March, 2019)
- Member, University Promotion Committee (March, 2018)
- Jury, MacEwan Business Case for High Schools (March, 2018)
- Organizer of an Event on the Internationalization of Indigenous Businesses (October-April 2018)
- Member of the working group responsible to organize an event on “Aboriginal Education” (January-March 2016)
- Co-organizer of an Event on Aboriginal Business (June-October 2015)
- Member of the Committee on Developing a Strategic Research Plan for the School of Business (September 2015-)
- Member, MacEwan Learning Outcomes working group (October 2014-October 2015).
- Facilitator for the partnership agreement between MacEwan University and the Canadian Council for Aboriginal Business (August-September 2015).
- Chair, Department of International Business, Marketing, and Strategy, School of Business, MacEwan University (February 2013-June 2015)

- One of the developers of the Proposal for Honours Programs in Marketing, International Business and Management (September 2014- May 2015).
- Member of the Bcomm Self-study committee (March 2013-)
- Chair, Department Academic Title Applications (January-March 2014)
- Chair of the Visiting Scholars Committee (June 2010-March 2013)
- Manitoba International Marketing Competition, Faculty Advisor (2012, 2013)
- Member of the Student-Led Initiative Funding Evaluation Committee (December 2012)
- ASAC for selecting two new faculty for Statistics (March-May 2012)
- Peer-reviewer for MacEwan University Research Council (2011)
- Member of the Marketing Academic Development Committee (2010-2011).
- Member of the BCOM Promotion and Student Recruitment Committee (2010-2011).
- Member of the Aspire Magazine Editorial Committee (Fall 2010).

Editorial Review Board Member

2019 Journal of Business Research
 European Journal of Marketing

Service to the Discipline: Reviewer

2021 Journal of Business Research
 International Small Business Journal
 Administration & Society
 Chinese Management Studies

2020 Journal of Business Research
 European Journal of Marketing
 International Marketing Review
 Sustainability
 International Journal of Technologies in Higher Education

2019 Journal of Business Research
 European Journal of Marketing
 International Journal of Emerging Markets
 Canadian Journal of Administrative Sciences

2018 Journal of World Business
 International Journal of Advertising
 European Journal of Marketing
 International Marketing Review

2017 International Journal of Advertising

	European Journal of Marketing International Journal of Electronic Marketing and Retailing International Journal of Emerging Markets Journal of Business Research
2016	International Journal of Advertising International Environmental Agreements: Politics, Law and Economics Journal of Marketing for Higher Education International Journal of Electronic Marketing and Retailing European Marketing Academy Conference (EMAC)
2015	International Environmental Agreements: Politics, Law and Economics European Marketing Academy Conference (EMAC) AMA Marketing and Public Policy Conference Academy of International Business Academy of Management
2014	European Journal of Marketing AMA Summer Marketing Educators' Conference European Marketing Academy Conference (EMAC) Administrative Science Association of Canada Conference
2012&2014	International Journal of Electronic Marketing and Retailing
2010	AMA Winter Marketing Educators' Conference Administrative Science Association of Canada Conference
2009	AMA Summer Marketing Educators' Conference
2008	AMA Summer Marketing Educators' Conference European Marketing Academy Conference (EMAC)
2007	European Marketing Academy Conference (EMAC)

External Service

- Board Member, Marketing Research and Intelligence Association, Alberta Chapter (2015-2018)

Service to the Community through Marketing Courses Projects

The marketing courses I taught have had a tremendous impact on the business community. I have served more than 30 organizations from the Edmonton and surrounding area which generated more than 90 reports that organizations

have used for better understanding the issue they were interested in and to have supportive evidence for decision making and strategy development. I have also had the opportunity to supervise and advise more than 500 students. The supervision and advisement for these projects require my direct involvement so that projects to be submitted to clients show good quality.

The list of some clients' companies I have served and I have ingrained in the marketing courses I taught is listed as follows:

- Lexus of Edmonton
- Zapato Sanchez
- Students' eat
- Touchette Group, Tireland Brand
- Winnifred Stewart Association
- One Logic
- Earth's General Store
- Citie Ballet
- The Shriners
- Valley Zoo Development Society
- Alberta Health Services
- Mealshare
- Realtors Association of Edmonton
- Waterloo Ford Lincoln
- Gem gallerie
- MacEwan University, Academic Integrity Office
- Sole Revival
- MacEwan University, Retail and Campus Services, Bookstore
- Canadian Paraplegic Association of Alberta
- MacEwan University, School of Business, Marketing
- Institute of Chartered Accountants of Alberta
- MacEwan University, Faculty of Health and Community Studies, Early Childhood Diploma Program
- MacEwan University, Bachelor of Commerce Program

Details of the projects developed for these organizations available on request.

INTERVIEWS AND MEDIA RELATIONS

- 2021-04-21 Interviews, The student has become the speaker: Alumni return to share career-building experiences with students. Available at: https://www.macewan.ca/wcm/MacEwanNews/NEWS_MARKETING_ALUMNI_21
- 2020-10-06 Interviews, Why and how this prof studies businesses that balance profits with social issues. Available at: https://www.macewan.ca/wcm/MacEwanNews/FEATURE_BOG_QA_ANGULO_20
- 2020-06-09 Board of Governors Research Chairs announced. Available at:

https://www.macewan.ca/wcm/MacEwanNews/NEWS_BOG_CHAIRS_2020

- 2020-05-28 Interviews, Moving Online: Students Go Virtual. Available at:
https://www.macewan.ca/wcm/MacEwanNews/NEWS_VIRTUAL_20_MARKETING
- 2016-06 Interviews, Beyond Borders: Research aims to learn more about how Aboriginal businesses internationalize, Aspire Magazine (Spring)
- 2016-04-26 Interviews, How are youth doing at balancing their books?. Available at:
http://www.macewan.ca/wcm/MacEwanNews/STORY_FINANCIAL_LITERACY
- 2015-10-28 Interviews, Expanding Aboriginal business. Available at:
http://www.macewan.ca/wcm/MacEwanNews/STORY_ABORIGINAL_BUSINESS
- 2015-10-19 Interviews, Finding the best way to back new businesses: Do government loans actually support entrepreneurship?. Available at:
http://www.macewan.ca/wcm/MacEwanNews/BACKING_NEW_BUSINESS
- 2015-06 Interviews, Marketing Success: 2015 MacEwan University Distinguished Teaching Award, Aspire Magazine (Spring)
- 2015-01-29 Interviews, [Struggling downtown retailer turns to MacEwan business students for ideas](#), Edmonton Journal
- 2014-02 Interviews, [Real-world experience in Marketing: Student impact in the community](#), MacEwan University publication
- 2013-Winter/Spring Interviews, [Financial Wizards](#) - Aspire magazine, MacEwan University School of Business publication
- 2012-09-03 Interviews, [Beyond the bottom line](#) - Aspire magazine, MacEwan University School of Business publication

PROFESSIONAL MEMBERSHIPS AND OTHER EXPERIENCE

Professional Memberships

- Member, Academy of Management
- Member, Academy of International Business
- Board Member, Marketing Research and Intelligence Association, Alberta Chapter (2015-2018)

Other Academic Experience

2007-2009 Adjunct Professor and Pre-doctoral Researcher, Department of Business Economics, Autonomous University of Barcelona

04/2009 - 09/2009	Visiting Scholar, Department of Marketing, Georgia State University
04/2008	Adjunct Professor, ESEC Toulouse Business School, Campus Barcelona
04/2007 - 06/2007	Visiting Scholar, Department of Management and Economics, Vaxjo University, Sweden
2002-2003	Adjunct Professor, School of Business Administration, Cesar Vallejo University, Peru

Non Academic Experience

- Market Researcher/Analyst, Marketing Management, Cesar Vallejo University, Peru, January 2003-July 2004.
- Project Analyst, Center for Developing New Ventures, Cesar Vallejo University, Peru, September-December 2002

CITIZENSHIP

Hold Dual Citizenship:

- Canadian
- Peruvian

FAMILY & INTERESTS

I live with my wife Beni and son Ivan Luis in Edmonton. I love playing tennis, cooking and meeting my good friends.