

Javier Morales Mediano

Coordinator, DBA in Management and Technology

UNIVERSIDAD PONTIFICIA COMILLAS, Madrid, Spain

Bio:

Javier Morales Mediano holds a PhD from the University of West London (UK) since 2018. He is a permanent full-time Lecturer at the Universidad Pontificia Comillas, in the Marketing Department. He regularly teaches Strategic and International Marketing and Marketing Analytics to undergraduate and master's degree students. He is also Visiting Lecturer in other international institutions. He has extensively researched about Customer Orientation and Highly Relational Services. He has published in several journals like Marketing Intelligence and Planning and the Journal of Business and Industrial Marketing and participated in several international conferences. Before joining academia in 2014, Dr. Morales Mediano worked for many years in different companies from several sectors where he held both managerial and technical positions. He achieved substantial international experience in Latin America, the Middle East and Europe, and can speak Spanish, English, Italian, and Portuguese fluently. He also holds an MBA from IESE Business School in 2007 and graduated with an MSc in Industrial Engineering in 2001.

Research interests: Service marketing, Bank marketing, Customer orientation, Servitization and Digital marketing.

Email: jmorales@comillas.edu

Links:

- <https://web.comillas.edu/profesor/jmorales>
- <https://www.linkedin.com/in/javiermoralesmediano/>

Phone: +34 915 422 800 ext.

Address: Alberto Aguilera, 23
Despacho CD-220
Madrid 28015 (Spain)