

# JOSÉ LUIS MARTÍN MARÍN ARANDIA

## CURRICULUM VITAE

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### ACADEMIC DEGREES

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- 2002 –to date      **ESADE (Barcelona, Spain)**  
Ph. D. Candidate in the Management Sciences Ph. D. Program.
- 1994 – 1995        **University of Texas, At Austin**  
MBA on International Business.
- 1990 - 1993        **Monterrey Institute of Technology, Monterrey Campus**  
Master in Management.
- 1985 – 1989        **Monterrey Institute of Technology, Monterrey Campus**  
Industrial Engineering, major in Managerial Systems.

### **OTHER COURSES ON ACADEMIC TRAINING**

- **ECCH.** Writing cases workshop. WHU, Vallendar. June 2004.
- **University of Western Ontario.** Teaching with cases and writing cases program. London, Ontario, Canada. Summer 2001.
- **Harvard Business School.** Colloquium on participant-centered learning. Boston, Massachusetts, USA. Summer 2000.
- **University of North Carolina, at Chapel Hill.** Advance program on teaching management with cases and writing cases for management courses. Chapel Hill, North Carolina, U.S.A. Summer 2000.
- **University of Western Ontario.** English intensive summer program. Teaching skills and techniques program. London, Ontario, Canada. Summer 1999.
- **Thunderbird University.** International Faculty Development Program in International Business. Sedona, Arizona, U.S.A. Summer 1998.
- **University of South Carolina.** International Faculty Development Program in International Marketing. Columbia, South Carolina, U.S.A. Summer 1997
- **Banco de Comercio Exterior (BANCOMEXT) – Monterrey Institute of Technology, Mexico City Campus.** International Business Technical Program. (93 –94 )

### WORK EXPERIENCE

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- Sep 03 – to date    **ESADE**  
**Assistant Professor in the Business Policy Department**
  - Courses taught in the Undergraduate Management Program: Entrepreneurship (3 Editions); Creative problem solving for management (one edition).
- University Pompeu Fabra**  
**Assistant Professor in the Master of International Business for Latin America (MIBAL).**
  - Courses taught in the Master degree program: International Business; International Entrepreneurship and International Negotiations based on the case method (three editions)
- Apr 00 – Ago 02    **Monterrey Institute of Technology, Mexico City Campus**  
**Full time professor in the International Business Department**
  - Courses taught in the Undergraduate Program: Introduction to International Business; International Business Plan; Seminar in International Business.**National Coordinator for the Case Method Faculty Training Program.**
  - Training program for more than 50 professor developed in conjunction with University of North Carolina, Chapel Hill (U.S.A) and the University of Western Ontario (Canada).
- Jul 95- Mar 00     **Monterrey Institute of Technology, Mexico City Campus**  
**Academic Director of the International Business Degree (Undergraduate)**
  - Academic advisor for 600 hundred students.
  - National Coordinator for the Academy of International Business Bachelor (1996 – 1997)
  - Coordinator for the study trips of the International Business degree program (3 Editions)

- Jul 93 – Jul 95 **Monterrey Institute of Technology, Mexico City Campus**  
**Assistant Professor in the Entrepreneurship Department**
- Courses taught in the Undergraduate Program: Entrepreneurship; Business plan Development and Introduction to Management.
  - Coordinator of the Entrepreneurship trade shows (4 editions)
- May 91 – Dec 91 **Carnevali y Asociados. (Trade Company) Monterrey, Nuevo León, Mexico.**  
**General Manager**
- General management. Imports of jewelry supplies from U.S.A.
- Feb 90 – Apr 92 **Banco Mercantil del Norte (Bank) Monterrey, Nuevo León, Mexico.**  
**Treasury Director**
- Funds Management; Customer payments; Suppliers Payments; Control of Receivables. (Jan 90 – Apr 92)
- Systems Analyst**
- Analyst in the Systems Department developing procedures for all the bank activities (Feb 90 – Dec -90)

## **LÍNEA DE INVESTIGACIÓN**

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Born Global companies or International start-ups. International Entrepreneurship.

## **PUBLICACIONES**

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**Noves vies d'internacionalització: Les empreses nascudes globals i les empreses que es redefiniesen globals**  
 Quaderns OME, Internacionalització i competitivitat. Tendencias Aplicadas. COPCA. 2007, Barcelona, Spain.

**Las empresas “Born global” en España: sus diferencias con las empresas “Internacionalizadas en etapas”, sus características y las variables clave en su proceso de internacionalización.**

Working paper. ESADE. 2005.

**Estrategias de internacionalización de las “Born global”: Una revisión de la literatura (1989-2004)**

Working paper. ESADE. 2005

**Modos de entrada a los mercados internacionales de la Pequeña y Mediana Empresa (PYME).**

Edited: Fundación Caixa Sabadell.

Carrer d'en Font No. 25, 08201. Sabadell. 2004.

**Potzolcalli – cafetería mexicana**

Study case. Cases and Experiences Center. 2002.

Monterrey Institute of Technology, Mexico City Campus

## **CONFERENCES**

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Dec 2007 **Outward Bound from the Outset: Factors in the Internationalization of Spanish Born Globals**

Iberoamerican Academy of Management (5<sup>th</sup> International Conference)

Santo Domingo, Dominican Republic.

Jun 2007 **Going Out from Start**

Babson College Entrepreneurship Research Conference (BCERC)

Madrid, Spain.

Aug 2006 **Las empresas Born Global**

ESEN. San Salvador, El Salvador

Dec 2005 **Estrategias de internacionalización de las “Born global”: Una revision de la literature (1989-2004)**

Iberoamerican Academy of Management (4<sup>th</sup> International Conference)

Lisbon, Portugal.

Dec 2003 **Formas de entrada de las PYMES a los mercados internacionales**

Fundación Caixa Sabadell . Jornadas “Joan Sarda”

Ciclo de Jornadas Joan Sarda, de la Caixa Sabadell: Petites y mitjanes empreses y grans mercats.

## **OTHER ACADEMIC ACTIVITIES**

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May 2007 **Academic Reviewer for the Iberoamerican Academy of Management (5<sup>th</sup> International Conference). Santo Domingo, Dominican Republic.**

Dec 2005 **Doctoral Workshop. Iberoamerican Academy of Management (4<sup>th</sup> International Conference). Lisbon, Portugal.**

May 2005 **Academic Reviewer for the Iberoamerican Academy of Management (4<sup>th</sup> International Conference). Lisbon, Portugal.**

## **IDIOMAS**

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Spanish. Fluent in English (TOEFL 600). Italian (Basic)