

Part A. PERSONAL INFORMATION		CV date	21/11/19
First and Family name	Joan Llonch Andreu		
Social Security, Passport, ID number	39028933A	Age	63
Researcher numbers	Researcher ID	K-7592-2017	
	Orcid code	0000-0002-1624-3133	

A.1. Current position

Name of University/Institution	Universitat Autònoma de Barcelona (UAB)		
Department	Business		
Address and Country	Edifici B, 08193, Bellaterra (Cerdanyola del Vallès)		
Phone number	0034935812269	E-mail	Joan.llonch@uab.cat
Current position	Lecturer	From	01/11/1994
Espec. cód. UNESCO	5399 – 6301 - 6307		
Palabras clave	Marketing, Market Research, Business, Management		

A.2. Education

Bachelor/PhD	University	Year
Economics and Business	Universitat Autònoma de Barcelona	1993
Economics and Business	Universitat Autònoma de Barcelona	1977

A.3. JCR articles, h Index, thesis supervised...

Number of 6-year periods of positive research evaluation from ANECA: 2 (last one in 2011)

Number of doctoral dissertations supervised during last ten years: 7

Currently, I'm supervising 3 doctoral theses

Number of academic papers published during last ten years: 17

Number of papers presented in international conferences during the last ten years: 47

Total number of citations: 654

Number of JCRs articles: 8

Average number of citations during last 5 years: 66

H-Index: 14; i 10 Index: 17

Part B. CV SUMMARY (max. 3500 characters, including spaces)

During the first part of my professional career I worked in different companies as a marketing executive. First in Frigo, S.A. (Unilever), from that I moved to another consumer goods company, Henkel KGA, as a senior product manager. Some years later I went to Agfa-Gevaert, a photographic company, as group product manager for consumer products.

As a full time marketing professor I have been in charge of the marketing department at Autonomous University for more than fifteen years. My first publications are related to the topic of my doctoral dissertation. I was the first to study market orientation in Spain and to publish in academic papers about this topic. My thesis was also published as a book as a result of the award I received from EADA to the best book in management. I have published 12 papers on this topic and I have presented a lot of papers about market orientation in many international conferences. Recently, we have applied the main concepts of market orientation but to the nonprofit sector and now as a stakeholder orientation instead of a market orientation. Some of our last publications deal

about this topic. One has been published in *Higher Education*, a Q1 journal, the other in the best journal of marketing in Spain, *Spanish Journal of Marketing* (Scopus) and we have a third paper in *International Journal of Educational Management*, a Q2 journal.

In addition, I started in Spain the research line of “Marketing metrics”, or how to assess marketing performance. We studied this issue here in Spain and we published our research in journals with good impact factor as *European Management Journal* (a comparison of marketing profitability in Spain and in UK) a Q2 journal *International Journal of Contemporary Hospitality Management*.

Another research line I have been following more recently deals about marketing in Internet and social media. We have been also one of the pioneering groups in Spain doing this type of research. Results of our research have been published in international journals as well as book chapters. I have got several citations during last three years because of this research line.

Furthermore, three years ago I began another research line that deals about globalization and brands. Here we studied how to classify local, global and glocal brands from consumer’s perspective. Thus, we designed a technique to categorize brands from this perspective that has been recently published in *International Journal of Market Research* a Q2 journal, as well as a chapter in published in a book edited by Cambridge University Press. In addition, we have been studying the antecedents of brand purchase likelihood for local and global brands, as well as the moderating effects on these relationships. A couple of papers have been prepared with this research that now are under review in international journals.

At this moment, I’m working in three separate research lines. The first one is the effect of new technologies in company communications, particularly in integrated marketing communications. A recent paper on this topic has been published in the *Journal of Marketing Communications*, a Q1 journal. The second the effect of globalization on brands, especially how born globals expand their brands in the world. Recently I have started with a new research line regarding the social, cultural and political approach to the circular economy.

Part C. RELEVANT MERITS

C.1. Publications (including books)

Lopez-Lomelí, M. Á., Llonch-Andreu, J., and Rialp-Criado, J. (2019). Local, global and glocal consumer brand relationships. *Spanish Journal of Marketing-ESIC* (in press). **Q2**

Butkouskaya, V., Llonch, J. and Alarcón-Del-Amo, M^a.C. (2019). Strategic antecedents and organisational consequences of IMC in different economy types. *Journal of Marketing Communications*, 1-22 [published online]. **Q1**

López-Lomelí, M. Á., Alarcón-del-Amo, M^a. C. and Llonch-Andreu, J. (2019). Segmenting Consumers Based on Their Evaluation of Local, Global and Glocal Brands. *Journal of International Consumer Marketing*, 31 (5), pp. 395-407. **Q2**

Casablancas-Segura, C.; Alarcón-del-Amo, M^a.C; Llonch, J. (2019) Segmenting Public Universities Based on their Stakeholder Orientation. *International Journal of Educational Management*. 33 (4) pp. 614-628. **Q2**

López, M.A.; Llonch, J. (2018). MultiMexicans in the Agriculture Industry: SuKarne and Bachoco. Álvaro Cuervo-Cazurra and Miguel Ángel Montoya editors. In *Mexican Multinationals: Building Multinationals in Emerging Markets*. Cambridge University Press. 978-1-108-48061-1

- Llonch, J.; Casablanacas-Segura, S.; Alarcón del Amo, M^a.C. (2016). Stakeholder orientation in public universities: A conceptual discussion and a scale development. *Spanish Journal of Marketing*. 20. pp. 41 – 57. **Q2**
- Alarcón-del-Amo, M^a. C.; Casablanacas-Segura, C.; Llonch, J. (2016). Responsive and proactive stakeholder orientation in public universities: antecedents and consequences. *Higher Education*. 72. pp. 131 – 151. **Q1**
- Llonch, J.; López, M.A.; Gómez, J. (2016). How local/Global is your Brand? A technique to assess brand categorization. *International Journal of Market Research*, 58, 6, pp. 795-813. **Q2**
- Uribe, F.; Llonch, J.; Rialp, J. (2014). El efecto de los comentarios online sobre la intención de compra y la confianza en la marca: el rol moderador del conocimiento de la marca y el tipo de producto. Rodolfo Vázquez Casielles. *Experiencia y comportamiento del cliente en un entorno multicanal : claves de éxito para fabricantes y detallistas*. 1 ed. Oviedo. Cátedra Fundación Ramón Areces de Distribución Comercial; pp. 461 - 478. 978-84-8367-469-7
- Alarcón del Amo, M^a. C.; Gómez, J.; Llonch, J.; Rialp, J. (2014). Strategic orientations and new venture performance in the hospitality industry. *International Journal of Business Environment*, 6, pp. 266 – 283.
- Uribe, F.; Rialp, J.; Llonch, J. (2013). El uso de las redes sociales digitales como herramienta de marketing en el desempeño de la empresa. *Cuadernos de Administración*. 26. pp. 205 – 231. **Q4**
- Uribe, F.; Rialp, J.; Llonch, J. (2013). Is social Media Marketing Really Working? Its Impact on the Relationships among Market Orientation, Entrepreneurial Orientation, and Business Performance. AA.VV.. *E-Marketing in Developed and Developing Countries: Emerging Practices*. 1 ed. Hershey. IGI Global; pp. 174 - 193. 978-1-4666-3954-6
- Llonch, J.; Rialp, J.; Rialp, A. (2011). Marketing capabilities, enterprise optimization programs and performance in early transition economies: the case of Cuban SOEs. *Transformations in Business and Economics*. 10. pp. 45 – 71. **Q2**
- Gómez, J.; Llonch, J.; Rialp, J. (2010). Orientación estratégica, innovación y resultados en PYMES de nueva creación: el rol del marketing. *Cuadernos de Gestión*. 10. pp. 85 – 110. **Q3**
- Gómez, J.; Rialp, J.; Llonch, J. (2008). Influencia de la orientación al mercado en la función empresarial: su impacto en la capacidad de innovación y en los resultados de la PYME española. *Revista Internacional de la Pequeña y Mediana Empresa*. 1. pp. 63 – 85
- Eusebio, R.; Llonch, J.; López, P. (2007). Internal key factors in export performance: a comparative analysis in the Italian and Spanish textile-clothing sector. *Journal of Fashion Marketing and Management*. 11. pp. 9-23. **Q2**
- Llonch, J.; López, P.; Eusebio, (2007). Orientación al aprendizaje, orientación al mercado, y el efecto moderador de la procedencia funcional del Director General en dicha relación. *Cuadernos de Economía y Dirección de la Empresa*. 33. pp. 63-93

Eusebio, R.; Llonch, J.; López, P. (2007). Management perception & marketing strategy in export performance: a comparative analysis in Italian and Spanish textile-clothing. *Journal of Fashion Marketing and Management*. 11. pp. 24-40. **Q2**

C.2. Research projects and grants

- 2014SGR1626. Grup de Recerca sobre avaluació de les organitzacions. Convocatòria d'ajuts per donar suport a les activitats dels grups de recerca (SGR 2014). Prior Jiménez, Diego. Universitat Autònoma de Barcelona (UAB). 01/01/2014 - 30/04/2017. Investigador.

- ECO2013-44115-P. Evaluación de resultados en las organizaciones. Proyectos I+D 2013 correspondientes al Programa Estatal de Fomento de la Investigación Científica y Técnica de Excelencia. Prior Jiménez, Diego. Universitat Autònoma de Barcelona (UAB). 01/01/2014 - 31/12/2016. 28000 €. Investigador.

- ECO2010-21242-C03-01. Análisis del Desempeño Económico (AEP). Ministerio de Ciencia e Innovación. Subprograma de Proyectos de Investigación Fundamental no orientada. Ayudas para la realización de Proyectos de investigación y acciones complementarias dentro del Programa Nacional de Proyectos de Investigación Fundamental, en el marco del VI Plan Nacional de Investigación Científica, Desarrollo e Innovación Tecnológica 2008-2011.. Grifell-Tatjé, Emili. Universitat Autònoma de Barcelona (UAB). 01/01/2011 - 31/12/2014. 100000 €. Investigador.

- SEJ2007-67737-C03-01. Management and Firm Performance: Profits and Beyond. Ministerio de Educación y Ciencia. Ajuts per a la realització de projectes d'investigació en el marc d'alguns Programes Nacionals del Pla Nacional d'Investigació Científica, Desenvolupament i Innovació Tecnològica 2004-2007. Grifell-Tatjé, Emili. Universitat Autònoma de Barcelona (UAB). 01/10/2007 - 30/09/2010. 179685 €. Investigador.

C.6. Participation in scientific activities

Reviewer in journals and in international conferences (among others):

- Higher Education
- Journal of Product & Brand Management
- Journal of Brand Management
- Spanish Journal of Marketing
- Revista Innovar
- Estudios Gerenciales
- Cuadernos de Economía y Dirección de Empresas
- EMAC (European Marketing Academy Conference)
- World Marketing Congress (Academy of marketing Science)
- Global Brand Conference (Academy of Marketing)
- International Consumer Brand Relationship
- Congreso Internacional de Marketing AEMARK

Chairman of the organizing committee of the XXX International Marketing Conference AEMARK 2018 held in Barcelona

C.7. Memberships of scientific societies

- He has been member of the executive committee of AEMARK (Spanish Association of Academic Marketing) during 4 years

C.8. Editorial committees

- Member of the Editorial Review Board of the Journal of Product & Brand Management

C.9. Research awards

- AECOC (Spanish Consumer Goods Association) research award for the best paper in Trade Marketing. Madrid, 2016.
- Distinguished research award from the Academy of Marketing Studies, Allied Academies, in San Antonio (USA), 2013
- Sanchis Alcover best research paper award in the ACEDE Conference in Universidad de La Laguna (Tenerife, Spain), 2005
- EADA award for the best book in management: "Orientación al Mercado y Competitividad de la Empresa". Barcelona, 1993.