

## CURRICULUM VITAE

Irene Garcia Medina

**Areas of research:** Marketing, International Marketing, Retail Marketing, Digital Marketing, Digital Interactive Communication, e-Branding, Consumption of New Technologies and Social Media.

**International background.**

**Languages:** Spanish (native). Fluent in: English, French, Italian, German, Catalan and Portuguese

**Spanish accreditation (ANECA)** in teaching/researching in the higher education sector. 2012

### QUALIFICATIONS

**Ph.D. International Relations**, University of Vienna, *Austria*

Thesis: *The international relations of Cuba* (1997-2005)

**Ph.D. Marketing**, University of Sophia Antipolis, Nice, *France*

Thesis: *Business Intelligence* (1998–2003)

**BA and MA in Communication Science**, University Complutense of Madrid, *Spain*  
(1990–1995)

(Erasmus Year: University of Rome), *Italy* (1994–1995)

### ACADEMIC EXPERIENCE

09-2013/ Present

**Lecturer** at Glasgow's School for Business and Society, Glasgow Caledonian University, Glasgow, *Great Britain*

Subjects: Integrated Fashion Brand Communication, Global Marketing, Consumer Led Marketing, Consumer Buyer Behaviour, E-Marketing, Research Methods and Investigative Methods for Research

09-2006/09- 2012

**Lecturer** at the University of Vic, Barcelona, *Spain*

Subjects in the area of Marketing at undergraduate, M.Sc. and MBA levels in the Faculty of Business and Communication (Marketing I, Marketing II, Marketing Management, Interactive and Digital Marketing, e-Branding, Mobile Communication, Theories of Business Communication, Social Media, Advertising, Retail Marketing, International Marketing,... )

Active member of the Digital Interactions Research Group (GRID)

01-2009/09-2011

**Lecturer** at the University Pompeu Fabra, Barcelona, *Spain*

Subjects in the area of Marketing at undergraduate, M.Sc. and MBA levels in the Faculty of Business and Communication

09-2006/12-2006

**Lecturer** at the European University, Barcelona, *Spain*

Subjects in the area of Marketing at undergraduate, M.Sc. and MBA levels in the Faculty of Business

09-2003/09-2006

**Lecturer** at the University of Madeira, *Portugal*

Subjects: Marketing and International Marketing at graduate level and master's degree in the Faculty of Management and Economics

**Invited Lecturer** at the University of Nanyang (*Singapur*), University of Campinas (*Brasil*), Shensu University (*Japan*) and at the University of Bangalore (*India*).

## PROFESSIONAL EXPERIENCE

11-2003/11-2004

**Senior Consultant:** *PIAME-CR* (Program for small and medium enterprises) ACIF-CCIM, Chamber of Commerce, Madeira, *Portugal*

Auditing and consultancy in marketing

02-2002/11-2003

**Marketing Director:** *ONBOARD*, Madeira, *Portugal*

A project commissioned by the Regional Secretary of Tourism to develop a strategy to create, introduce and promote an official discount card for foreign tourists that is recognized throughout the region.

12-2000/01-2002

**Overseas Market Manager:** *Artformance, Alliance Madeleine* (French company involving different areas as e-training, auditing, IT solutions), Paris, *France*

Responsible for opening new markets for consulting services within Latin America and Europe and sales of consulting services.

12-1998 /12-2000

**Marketing Director:** *VTDIM* (Technological Research and Monitoring), Sophia Antipolis, *France*

Advertising Strategy Manager for patent-based Market Intelligence Software

Creation of promotional material, contracts negotiation and conferences, events

Covering France, Germany, Italy, Mexico, Spain and Switzerland

11-1997/11-1998

**Head of Communication:** *European Commission, DG XIII, Luxembourg*

Responsible for promotion of **CORDIS** (Community Research and Development Information Service). Implementation of the strategy, budget administration, co-ordination of the Innovation Relay Centres, creation of promotion material and events co-ordination.

10-1996 /10-1997

**Project co-ordinator:** *DANUBE* (Innovation Relay Centre), Vienna, *Austria*  
Support for technology transfer between European Companies. Projects in R&D,  
Socrates, Leonardo.

## SELECTED PUBLICATIONS

Correia, P., Garcia, I., “Digital social media: an interactive technology incorporated as a competitive advantage for business”, *International Journal of Interactive Mobile Technologies iJIM*, Vol. 8, Issue 2, 2014, ISSN: 1865-7923

Correia, P., Garcia I., Gonzalez Z., Contreras, R., “The importance of Facebook as an online social networking tool for companies”, *International Journal of Accounting & Information Management*, Vol. 22, n. 4, 2014, pp 295-320, Emerald Group, UK, ISSN 1834-7649

Roman, D. and Garcia, I., “Los factores clave del exito de las promociones realizadas con dispositivos moviles de ultima generacion: un analisis teorico. *Pensar la Publicidad*, Vol. 7, n.1., Spain, 2013, ISSN: 1887-8598 and 1989-5143

Coelho, P., Contreras, R. Garcia, I., “O game Cityville: uma nova tendencia da Web/ The City Ville Game: a new trend on the Web”, *Revista Portal Educaonline, Educomunicacao, educacao e novas tecnologias*, vol. 7, n.2, Brasil, 2013, ISSN:1983-2664

Garcia, I., Correia, P., “Social media: a way of activism in digital marketing communication”, *Revista GEMINIS*, N.1 (3), Brasil, 2012. ISSN: 2179-1465

Garcia, I, Coelho, P., Costa, M., “Narrativa digital: els blocs”, *Revista Obra digital*, vol. 3, n. 2, Barcelona, 2012. ISSN: 2014-5039

Navarro, H., Gonzalez, Z., Massana, E., Garcia, I., Contreras, R., “El consumo multipantalla. Estudio sobre el uso de medios tradicionales y nuevos por parte de ninos, jovenes, adultos y personas mayores en Catalunya”. *Quaderns del CAC*, n. 38, Vol XV (1), Barcelona, 2012. ISSN: 1138-9761

Garcia, I., “Tendencies i oportunitats de la mobilitat digital”, *Revista Obra digital*, n. 2 Barcelona, 2012. ISSN: 2014-5039

Garcia, I., Correia, P., “The importance of social media for commerce. A case study in Madeira (Portugal)”, *International Journal of Interactive Mobile Technologies (IJIM)*, vol. 6, nº 1, 2012. ISSN: 1865-7923

Contreras, R., Garcia, I., Gonzalez, Z., Massana, E., “Convergencia mediatica digital: el consum de continguts i l'us de nous mitjans per dones a Catalunya”, *Revista Obra digital*, n. 1, Barcelona, 2011. ISSN: 2014-5039

Contreras, R., Garcia, I., “Learning in digital media; the legacy of McLuhan and his impact on formal education”. *International Journal of Mc Luhan Studies*. November 2011. ISBN 978-84-938802-5-5

Contreras, R., Farias, P., Garcia, I., “Um olhar sobre a educacao movel e suas relacoes e percepcoes com os alumnos de Catalunia Espanha”. Revista e-escrita: Revista do Curso de Letras da UNIVEU, Vol. 2, n. 6, Brasil, 2011. ISSN 2177-6288

Garcia, I., “SMS: still an effective mobile marketing strategy”, Revista GEMINIS, Ano.2 (n.1), Brasil, 2011. ISSN: 2179-1465

Garcia, I. “Marketing digital multimedia: nuevos formatos y tendencias”, Revista GEMINIS, Ano.2 (n.2), Brasil, 2011. ISSN: 2179-1465

Scolari, C., Navarro, H., Pardo, H., García, I., Soriano, J., “Comunicación móvil: actores y producción de contenidos en Cataluña”, Comunicación y Sociedad, v. XXII, nº2, Navarra, 2009. ISSN: 0214-0039

Scolari, C., Navarro, H., Pardo, H., García I., “Marketing móvil en Cataluña: mapa de actores, contenidos y tendencias”, Pensar la Publicidad. Revista Internacional de Investigaciones Publicitarias, nº1 del volumen 3, Publicaciones Universidad Complutense de Madrid, 2009.1 ISSN: 887-85-98

Scolari, C., Navarro, H., García, I., Pardo, H., Soriano, J., “The Barcelona Mobile Cluster: Actors, Contents and Trends”, Internacional Journal of Interactive Mobile Technologies (IJIM), vol. 3, nº 3, 2009. ISSN: 1865-7923

Scolari, C., Navarro, H., García, I., Pardo, H., Soriano, J., “Comunicació i dispositius mòbils a Catalunya: actors, continguts i tendències”, Cuaderns del CAC, Barcelona, 2008. ISSN: 1138-9761

## **RECENT BOOKS**

Garcia, I., et al., “Sociedad digital, claves para sobrevivir al cambio y triunfar”, Barcelona, Spain, 2014, ISBN: 84-695-3790-3

Aguado, J.M., Baldoni, G., Contreras, R., Depaplo, A., Eguia, J.L., Foglia, E., Garcia, I., et al. “Mobile Communication 2012: Experiències i recerques sobre comunicacio mobil”, Grid publications., Barcelona 2012, ISBN: 978-84-695-3069-6

Garcia, I., “El diseno publicitario: una vision global”, EL DISEÑO: SIETE VISIONES TRANVERSALES. COLECCION APRENDIZAJE 21, Universidad de Leon/Universidad de Vic, .Espana, 2012. ISBN: 978-84695-3629-2

Navarro, H., Contreras, R., Garcia, I., Massana, E., “Premsa comarcal i el consum de noves pantalles”, Universidad de Vic, Barcelona, 2012. ISBN: 978-84-95757-82-1

Avanza, M., Contreras, R., Costa, M., Fonseca, P., Garcia, I. Et al. “M-Todos, tendencias y oportunidades de la movilidad digital”, Universidad de Vic, 2011. ISBN: 978-84-695-2071-0

García, I., “SOME, S.A., Internacionalitzar, una elecció o una obligació? Factors determinants per a la internacionalització, Estratègia competitiva a la petita i mitjana empresa, notes pedagògiques”, Bresca Editorial, Barcelona, 2010. ISBN: 978-84-92956-16-6

García, I., “SOME, S.A., Internacionalitzar, una elecció o una obligació? Factors determinants per a la internacionalització, Estratègia competitiva a la petita i mitjana empresa, 10 casos pràctics reals”, Bresca Editorial, Barcelona, 2010. ISBN: 978-84-96998-51-3

## **RECENT CONFERENCE PROCEEDINGS**

Correia, P., Garcia, I., Contreras, R. and Gonzalez, Z., “The role of Facebook as an interactive device for business”, International Conference on E-Commerce, E-Business and E-Services (EEE 2014), Hong Kong, 2014. ISBN: 078-1-138-02646-9

Correia, P. and Garcia, I., “Social media marketing communication: an advantage for companies.” INBAM Conference Annual Meeting, Lisbon, Portugal, 2013. ISBN: 978-84-695-7914-5.

Navarro, H., Contreras, R., Garcia, I., Massana, E., Gonzalez, Z., “Consumo y convergencia mediática de la prensa local en Cataluña. Congreso Internacional de Ciberperiodismo y Web 2.0”, Bilbao, 2012. ISBN: 978-84-9860-724-6

Contreras, R., Garcia, I., “Learning in digital media; the legacy of Mc Luhan and his impact on formal education”. Mc Luhan Galaxy, Barcelona, 2011. ISSN: 978-84-938802-1-7

Gonzalez, Z., Contreras, R., Garcia, i., “Nuevos medios de comunicacion empresarial: telefonos moviles y apps. IV Congreso Internacional sobre analisis filmicos”, Castellon, Spain, 2011. ISSN: 978-84-87510-57-1

Garcia, I., “M-marketing: factores que influenciam a efetividade da publicidade através do SMS”, M-Todos, Tendencias e oportunidades da mobilidade digital, Campinas, Brasil, 2010.

Garcia, I., “Mobile Marketing in Spain”. Improving life using mobile Technologies”, M-life 2010, Brighton, UK, 2010.

Contreras, R., Gonzales, Z., Garcia, I., Jimenez, M., “The influence of the media and advertising on eating disorders”, ICORIA 2010, Madrid, 2010. ISSN: 978-84-7356-705-3

García, I., “SMS: a powerful tool for Mobile Marketing Communication”, M-Life, Barcelona, 2009. ISSN: 0-9763341-3-5

García, I., Navarro, H., Attardi, O., “The new “new” media: the mobile phone”, M-Life 2008: Exploring the influence of mobile technology on life”, Antalya, Turkey, 2008.  
ISSN: 0-9763341-2-7

## **RECENT FUNDING AWARDED FOR R&D PROJECTS**

**Evolution of mobile media in Spain: Actors, contents, business models and users' perception**(Ref. CSO2009-07108). University of Murcia, University Pompeu Fabra, University of Vic, Politecnical University of Valencia and Politecnical University of Madrid (2010-2012).

6000 Euros

Member of the project.

**Advertising on TV amongst other sociocultural influences on eating disorders: An experimental study and panel of international experts.** Ministry of Education and Science. University Pompeu Fabra, University of Vic, University of Extremadura (2007/2011).

140.000 Euros

Member of the project.

**Screens, contents and users. The panorama of the digital media convergence, the contents and the consumption in Catalonia.** Consell de l'Audiovisual de Catalunya, (2011).

6.000 Euros

Member of the project.

**Digital media convergence, the consumption of contents and the use of new media by women in Catalonia.** Institut Català de les Dones, (2010-2011).

4.301 Euros

Member of the project.

**Mobile communication: scientific knowledge, trends and opportunities of the new media.** Financed by the Ministry of Education and Science, University of Vic and UNICAMP (Brasil), (2010).

8.260 Euros

Co-ordinator and director of the project.

## **INTERNATIONAL POSTDOCTORAL TRAINING**

Financed with fellowships of the European Union and the University of Vic (Barcelona, Spain):

**Marketing and Information Systems** (University of Nanyang, Singapur) 16-07-2007 to 19-08-2007

**International Marketing** (Mikkeli University of applied sciences, Finland) 21-24/05/2008

**Digital Communication** (Universidade Estadual de Campinas, Brasil) 10-07-2008 to 17-08-2008

**Mobile Marketing** (Shensu University, Tokio, Japan) 26-05-2010 to 30-06-2010

**Mobile Communication** (Mobile Consortium International in Brighton, Great Britain)

25-10-2010 to 29-10-2010

## **OTHER RELEVANT INFORMATION**

**Member of editorial committees of the Journals** “Aprendizaje 21” and “Obra Digital”.

**Member of the commission of admission to the doctorate program** in interactive digital communication at the University of Vic, Barcelona, Spain.

**Member of the international committee** of M-LIFE Conference and exhibitions, Mobile Government Consortium International (Brighton, UK) from 2008.

**Member of several tribunal of thesis** at the University of Madeira (Portugal) and at the University of Vic (Spain).

**Coordinator of the team for adaptation of communication and marketing subjects to the EEES** at the University of Vic (2009).

### **Director of doctoral thesis:**

1. Pedro A. Correia Pereira “The interactivity of digital communication of organizations and its effect on the competitiveness and the needs and desires of the people when they assume their role as consumers in the social media in Portugal. A marketing paradigm”. University of Vic, 13/09/2012.

2. Miriam Molina “Efficiency of advertising apps for mobile phones”. University of Vic 19/09/2014

3. David Roman Coy “How commercial promotions can benefit from mobile devices”. University of Vic, Present

4. Nilay Balkan “Critically Analysing the Role of Digital Market within Lifestyle Micro Firms”. Glasgow Caledonian University, Present

5. Zuzanna Cejmer. “Cross-national e-commerce communication”. Glasgow Caledonian University, Present

6. Giancarlo Fedeli. “The use of internet and communications technologies (I&CTs) in the tourism industry in Scotland., Glasgow Caledonian University, Present.

### **Director of several masters’ thesis, the most recent:**

1. Miriam Molina “Mobile marketing in Spain”, 2010.

2. David Roman Coy “Mobile devices and promotions”, 2012.

3. Hilda Omo-Diagi “The impact of customer expectation and satisfaction on repeat patronage in Nigerian fast food restaurants”, 2014

4. Weixiao Zhao “The impact of celebrity endorsement on luxury products purchasing among Chinese young consumers”, 2014

**“The Catalan Association of Comarcal Press Prize” for the best research project**

***carried out by a University in Catalonia (Spain) awarded for the project:*** The panorama of the digital media convergence, the contents and the consumption in Catalonia. Awarded 28/05/2011