

INTERNATIONAL PLANNING COMMITTEE

Co-Chairs

Ravindra Chitturi (rac2@lehigh.edu)
Associate Professor in Marketing
College of Business and Economics
Lehigh University

Enrique P. Becerra (eb25@txstate.edu)
Associate Professor of Marketing
McCoy College of Business Administration
Texas State University

Maria Cecilia Henríquez Daza (mchenriquez@javerianacali.edu.co)
Professor in Marketing
Faculty of Economics and Business Administration
Pontificia Universidad Javeriana Cali

International Planning Committee

Lisa Peñaloza (lisa.penaloz@kedgebs.com) – ACR member
Professor of Marketing
Kedge School of Business

Tom Meyvis (tmeyvis@stern.nyu.edu) – ACR member
Professor of Marketing, Coordinator. PhD Program in Marketing, and Peter Druker Faculty Fellow.
Stern School of Business
New York University

Giana M. Eckhardt (Giana.Eckhardt@rhul.ac.uk) – ACR member
Professor in Management (International Business)
School of Management – Centre for Research in Sustainability
Royal Holloway
University of London

Ana Valenzuela (ana.valenzuela@upf.edu) (ana.valenzuela@baruch.cuny.edu) – ACR member
Associate Professor of Marketing
Zicklin School of Business
Baruch College

David Luna (david.luna@baruch.cuny.edu) – ACR member
Associate Professor of Marketing
Zicklin School of Business
Baruch College

Salvador Ruiz de Maya (salvruiz@um.es) – ACR member
Professor – Comercialización e Investigación de Mercados
Universidad de Murcia

Eva M. Gonzalez (emgonzal@itesm.mx)
Marketing and Communications
EGADE Business School
Tecnológico de Monterrey

José Mauro da Costa Hernandez (jmhernandez@fei.edu.br) – ACR member
Professor of Marketing
Adminstracao do Centro Unviersitario de FEI

Daiane Scaraboto (dscaraboto@gmail.com)
Assistant Professor of Marketing
Pontificia Universidad Catolica de Chile

Sindy Chapa (Sindy.Chapa@cci.fsu.edu)
Assistant Professor in Communication and Director of Center for Hispanic Marketing
Communications (HMC).
Florida State University

Maria Petrescu (mpetresc@nova.edu) – ACR member
Assistant Professor of Marketing
Huizenga College of Business & Entrepreneurship
Nova Southeastern University

Claudia Acevedo (acevedocampanario@usp.br o claudiaaac@gmail.com)
Professor in Marketing
Centro Universitario das Faculdades Metropolitanas Unidas – PPGA/FMU
Universidade de Sao Paulo

Nuria Recuero Virto (nrecuero@pdi.ucm.es)
Professor in Marketing
Comercialización e Investigación de Mercados
Universidad Complutense de Madrid

Francis Blasco (fblasco@emp.ucm.es)
Professor in Marketing
Comercialización e Investigación de Mercados
Universidad Complutense de Madrid