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Ana Isabel got her Ph.D. in Economics and Business Sciences from the University of Castilla-la Mancha, Spain. Post-degree in Building Models in Ecology and Natural Resources Management from Politecnica University of Catalonia. Until 2002, she carried out her teaching and research activities in the Marketing Area of the University of Castilla la Mancha, and during short periods in East Anglia University, Brighton University (U.K) and Chapingo University (Mexico). From 2003 to 2006 she has been a co-director of the Master's Degree Programme in Marketing and Communication Management, and from 2006 to 2012 she was served as Programme Director of the Bachelor's Degree in Business Administration at UOC. As a researcher, her main areas of research interest concern product innovation, brand image and identity and marketing/e-learning interface. She is the author of several books and articles on these areas, that have been published in scholarly journals such as *Computer in Human Behaviour*, *European Journal of Marketing*, *Total Quality Management & Business Excellence*. She serves to serve as a reviewer and associated editor of several international journals in the marketing, innovation and entrepreneurship area.

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