

Associate Professor in Marketing  
 Accredited Full Professor, ANECA, Madrid.  
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### Education

**Phd** in the Knowledge & Information Society, Universitat Oberta de Catalunya, Barcelona, Spain, 2004.

**Masters** in Knowledge and Information Society, Universitat Oberta de Catalunya, Barcelona, Spain, 2003.

**Postgraduate Diploma** in Advanced Studies in Research Methods, Universitat Oberta de Catalunya, 2002.

**PhD Foundation course**, Cranfield School of Management (Cranfield, UK), 1996.

**MBS**: Research Masters in Business Studies, University of Limerick, Ireland, 1994.

**B.COMM.** Bachelor of Commerce, University College Cork, Ireland, 1992.

### Current & Previous Employment

|                                                                  |                                          |                 |
|------------------------------------------------------------------|------------------------------------------|-----------------|
| Associate Professor                                              | Universitat Rovira i Virgili             | 2009 to present |
| Assistant Professor                                              | Universitat Rovira i Virgili             | 2007 to 2009    |
| Lecturer in Marketing                                            | Universitat Rovira i Virgili             | 2004 to 2007    |
| Lecturer & Head of Department of International Relations         | EUM Universitat Pompeu Fabra, Barcelona, | 2001 to 2003    |
| Lecturer & Consultant in International Projects                  | EUM Universitat Pompeu Fabra, Barcelona, | 1997 to 2000    |
| Visiting Professor                                               | ESADE, Barcelona                         | 1997 to 2007    |
| Lecturer in Marketing with Tenure & Director of Masters Program. | Middlesex University, London.            | 1995 to 1997    |
| Part-Time Lecturer                                               | University of North London               | 1996 to 1997    |
| Part-Time Lecturer                                               | Royal College of Nursing, London         | 1995 to 1997    |
| Teaching Assistant                                               | University of Limerick                   | 1994 to 1995    |
| Part-Time Lecturer                                               | Limerick RTC, Ireland.                   | 1993 to 1994    |
| Part-Time Lecturer                                               | Waterford RTC, Ireland.                  | 1993 to 1994    |
| Part-time Lecturer                                               | Mid West Business Institute              | 1992 to 1994    |
| Part-Time Teaching Assistant                                     | University of Limerick                   | 1992 to 1994    |

### Publications: Journal Articles

- Papaoikonomou, E., Cascon-Pereira, R., Ryan, G. (2016) Constructing and communicating an ethical consumer identity: A Social Identity Approach. *Journal of Consumer Culture*, 16 (1), 209-231. JCR
- Ustrov, Y.; Valverde, M.; Ryan, G. (2016, forthcoming). Insights into emotional contagion and its effects at the hotel front desk. *International Journal of Contemporary Hospitality Management*, 28 (11). JCR.
- Pàmies, M.M.; Ryan, G.; Valverde, M. (2016, forthcoming) Uncovering the silent language of waiting. *Journal of Services Marketing*. JCR.
- Hernández-Maskivker, G.; Ryan, G.; Pàmies, M.M. (forthcoming) Waiting time at theme parkes: how managers interpret waiting. *TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism*.
- Bondarouk, T.; Trullen, J.; Valverde, M. (2016) Special Issue of International Journal of Human Resource Management: Conceptual and empirical discoveries in successful HRM implementation. *The International Journal of Human Resource Management*. 27 (8), 906-908. JCR.
- Chicu, D.; Ryan, G.; Valverde, M. (forthcoming) The Service-Profit Chain in call centre services. *Journal of Service Theory and Practice*. JCR.
- Chicu, D.; Ryan, G.; Valverde, M. (forthcoming) Determinants of customer satisfaction in call centres. *European Accounting and Management Review*.
- Pàmies, M.M.; Ryan, G.; Valverde, M. (2015) What is going on when nothing is going on? Exploring the role of the consumer in shaping waiting situations. *International Journal of Consumers Studies*, 40 (2), 211-219. JCR.
- Ryan, G.; Pàmies, M.M.; Valverde, M. (2015). WWW= Wait, Wait, Wait: Emotional reactions to waiting on the Internet. *Journal of Electronic Commerce Research*, 16 (4), 261-275. JCR.
- Valverde, M.; Scullion, H.; Ryan, G.** (2013) Talent management in Spanish medium sized organisations. *The International Journal of Human Resource Management*, Vol. 24, n°3, pp.1832-1852. JCR
- Ryan, G.; Valverde, M. (2013) First Things First: The Path Into Qualitative Research in Management. *Cuadernos de Economía y Dirección de la Empresa*, 16 (3), 218-220. JCR.
- Papaoikonomou E., Ryan G., Valverde, M.** (2012). “Articulating the meanings of collective experiences of ethical consumption. *Journal of Business Ethics*. Vol. 110 (1), 15-32.

- Papaoikonomou E., Ryan G., Valverde, M.** (2011). "Mapping ethical consumer behaviour Integrating the Empirical Research and Identifying Future Directions", *Ethics & Behavior*, Vol. 21 (3), 97-221. JCR.
- Papaoikonomou E., Ryan G., Ginieis, M.** (2011). "Towards a holistic approach of the attitude behaviour gap in ethical consumer behaviours: empirical evidence from Spain", *International Advances in Economic Research*.
- Gorjup, M.T.; Valverde, M.; Ryan, G.** (2009). "In search of job quality in call centers", *Personnel Review*, 38 (3) pp.253-269. JCR.
- Gorjup, M.T., Valverde, R., Ryan, G.** (2008). "Promotion in call centres: opportunities and determinants", *Journal of European Industrial Training*, Vol. 32 (1) pp.45-62.
- Valverde, M., Ryan, G., Gorjup M.T.** (2007). "An examination of the quality of jobs in the call center industry", *International Advances in Economic Research*, Vol. 13 (2), pp.146-156.
- Cascon-Pereira, R., Valverde, M. Ryan, G.** (2006). "Mapping out devolution: an exploration of the realities of devolution", *Journal of European Industrial Training*, Vol.20 (2), pp.129-151.
- Ryan, G., Valverde, M.** (2006). "Waiting in line for online services: a qualitative study of the user's perspective", *Information Systems Journal*, Vol.16 (2), pp.181-211. JCR.
- Valverde, M., Ryan, G., Soler, S.** (2006). "Distributing HRM responsibilities: a classification of organisations", *Personnel Review*, Vol.35 (6), pp.618-636. JCR.
- Ryan, G., Valverde, M.** (2005). "Waiting for service on the Internet. Defining the phenomenon and identifying the situations", *Internet Research-Electronic Networking Applications and Policy*, Vol.15 (2), pp.220-240. JCR.
- Ryan, G., Valverde, M.** (2003). "Waiting online: a review and research agenda", *Internet Research-Electronic Networking Applications and Policy*, Vol. 13 (3), pp. 195-205. JCR.
- Ryan, G., Valverde, M., Rodríguez-Ardura, I.** (2001). "Marketing education, distance learning and hypermedia: teaching 'Current Issues in Marketing' in a virtual campus", *Marketing Education Review*, Vol.11 (3), pp.41-53.
- Ryan, G.; Rodríguez-Ardura, I.** (2001). "Let's go shopping! A personal introspective approach to the examination of international consumer attitudes towards shopping", *International Advances in Economic Research*, Vol.7 (2), pp.259-266.
- Rodríguez-Ardura, I., Ryan, G.** (2001). "Integración de materiales didácticos hipermedia en entornos virtuales: retos y oportunidades", *Revista Iberoamericana de Educación*, Vol.25 (Enero-Abril), pp.174-203.
- Rodríguez-Ardura, I., Ryan, G.** (2000). "Educación universitaria y nuevas tecnologías. Implicaciones del uso de materiales didácticos hipermedia", *Tabanque: Revista Pedagógica*, Vol.15, pp.287-302.
- Ryan, G.; Gubern, M., Rodríguez-Ardura, I.** (2000). "Recruitment advertising: the HRM-Marketing interface", *International Advances in Economic Research*, Vol.6 (2), pp.354-364.
- Rodríguez-Ardura, I., Ryan, G.** (2000). "The World Wide Web in the food and beverage sector in Spain", *International Advances in Economic Research*, Vol.6 (4), pp.699-709.

## Books

- Ryan, G.** (Ed.) (2011). *El procés de marketing*, Publicacions URV. Col·lecció EINA.
- Rodríguez, I., Idefonso, G., Ryan, G.** (2005). *Temas actuales de marketing* (2nd Edition), FUOC. Barcelona. [Translated into Catalan, 2005]
- Rodríguez, I., Idefonso, G., Ryan, G.** (2002). *Temas actuales de marketing* (1st Edition), FUOC. Barcelona. [Translated into Catalan, 2002]
- Rodríguez, I., Subira, E., Calomarde, J., Ryan, G., Martínez, G.** (1999). *Temas actuals de direcció comercial* (1st Edition), FUOC. Barcelona. [Translated into Spanish, 2000]
- Baines, P., Chansarkar, B., Ryan, G.** (1999). "Introduction to marketing research", Middlesex University Press. London.

## Book chapters

- Pàmies, M.M.; Ryan, G. (2015) La comunicación en las organizaciones en el siglo XXI, en González Rodríguez, T.; Tapia García, O. (eds.) *Dirección. Aspectos Fundamentales*. Universidad Veracruzana, Veracruz, México. ISBN: 978-607-8445-22-6.
- Ryan, G.; Pàmies, M.M. (2011). La espera en los servicios. Un enfoque de marketing. Construyendo mejores empresas, en Salgado Beltrán, L.; Burgos Flores, B. (coord.) *Construyendo mejores empresas*. Universidad de Sonora, Sonora, México. ISBN: 978-607-8158-38-6.
- Ryan, G.** (2011). "Introducció al marketing". In *El procés de màrqueting*, Publicacions URV. Col·lecció EINA.
- Ryan G., Papoikonomou, E., Ryan, G.** (2011). "El comportament del consumidor". In *El procés de màrqueting*, Publicacions URV. Col·lecció EINA.
- Valverde, M., Gorjup, M.T., Marti, N., Ryan, G., Vidal, A., Villarroya, M.** (2007). *El sector de los call centers en España: funcionamiento, estrategias y prácticas de Recursos Humanos*, Universidad Rovira i Virgili.
- Valverde, M., Gorjup, M.T., Marti, N., Ryan, G., Vidal, A., Villarroya, M.** (2006). "Els call-centers a nivell internacional: factors diferencials de Catalunya en l'àmbit dels centres d'atenció telefònica", *Col·lecció de Documents de Treball*. Servei d'Estudis i Publicacions del CIDEM. Generalitat De Catalunya.
- Ryan, G.** (2005). "Marketing postmoderno". In *Temas actuales de marketing* (2nd Edition), FUOC. Barcelona. [Translated into Catalan, 2005]
- Ryan, G.** (2002). "Nous horitzons en marketing". In *Temas actuals de marketing* (1st Edition), FUOC. Barcelona. [Translated into Catalan, 2005]
- Ryan G.** (1999). "Nuevos horizontes en marketing". In *Temas actuals de direcció comercial*, FUOC. Barcelona.
- Baines, P., Ryan, G.** (1999). "Marketing research design and process". In Baines, Chansarkar & Ryan (Eds.), *Introduction to Marketing Research*, Middlesex University Press. London. pp.12-28.

- Ryan, G.** (1999). "Qualitative research methods". In Baines, P., Chansarkar, B., Ryan, G. (Eds.), *Introduction to Marketing Research*, Middlesex University Press. London. pp.53-68.
- Ryan, G., Baines, P.** (1999). "Survey and questionnaire design". In Baines, P., Chansarkar, B., Ryan, G. (Eds.), *Introduction to marketing research*, Middlesex University Press. London. pp.69-90.

#### Funded Research Projects

- 2014-2017: 14/KA2HE/2367. *International Social Innovation Competition for Students and Adult Learners (I-SICS)*. European Union. ERASMUS+ (KA2: Cooperation for innovation and the exchange of good practices). Principal researcher.
- 2014-2016: 2014 SGR 265. *Human Factor, Organisations and Markets. Research groups map of the Catalan Government*. AGAUR, Catalan Government. Principal researcher.
- 2014-2016: 7001010021. *Créixer com a consumidors intel·ligents i responsables*. Consell Social URV – ICE/URV. Principal researcher.
- 2011-2013: Senior Researcher: ECO2010-17638. *Satisfacción en la provisión del servicio (service encounter): un análisis de la relación entre la satisfacción de empleados y clientes en contact centers*. SERENSAT.
- 2009-2010: Senior Researcher: *La eficacia de técnicas de simulación basadas en las tics para el desarrollo de competencias en el ámbito de la gestión de empresa*. Instituto de Ciencias de la Educación, Universidad Rovira i Virgili.
- 2008-2009: Principal Researcher: 2008TURISMO-01. *Evaluación del conocimiento actual y la búsqueda sobre la respuesta de los modelos turísticos consolidados ante el cambio global: agenda de I+D+I*.
- 2007-2008: Principal Researcher: 2007TURISMO-05. *Cambio climático y sector turístico: cómo afectan las nuevas realidades a los modelos turísticos consolidados? Revisión del estado actual y agenda de investigación*.
- 2005-2006: Senior Researcher: 2005AIRE/01. *El sector emergente de los call centers: influencias empresariales e institucionales en la calidad de los puestos de trabajo*.

#### Funded Teaching Innovation Projects

- 2013-2104: A28/13. *Implicacions dels MOOCs (Massive Open Online Courses) per a la docència universitària presencial i virtual*. ICE-URV. Researcher.
- 2012-2013: A02. *Projecte integrat d'aplicació de la Web 2.0 en la docència universitària*. ICE-URV. Researcher.
- 2011-12: Principal Researcher: *Un estudi de la implantació d'estratègies de prevenció, detecció i gestió del plagi en el context universitari: El cas de la URV (B01)*. Convocatòria de Xarxes d'Innovació i Investigació Docent, ICE, URV).
- 2010-2011: Principal Researcher: *Xarxa interdisciplinària sobre la problemàtica del plagio en la educació universitària. Benchmarking por la detección del plagio*. Instituto de Ciencias de la Educación, Universidad Rovira i Virgili.
- 2010-2011: Principal Researcher: *Movilidad dentro de los másteres oficiales. Ayudas para la movilidad del profesorado*. MEDU Organismo: MCIN - Ministerio de Ciencia e Innovación.

- 2010-2011: Senior Research: *La adquisición de competencias y el rol del profesor utilizando herramientas de e-learning: un análisis comparativo a nivel internacional*. Instituto de Ciencias de la Educación, Universidad Rovira i Virgili
- 2008-2009: Principal Researcher: *Movilidad dentro de los másteres oficiales. Ayudas para la movilidad del profesorado*. MEDU Organismo: MCIN - Ministerio de Ciencia e Innovación.
- 2008-2009: Senior Researcher: *Nuevas metodologías docentes a través de la simulación de prácticas y decisiones empresariales*. Instituto de Ciencias de la Educación, Universidad Rovira i Virgili.
- 2007-2008: Principal Researcher: *Movilidad dentro de los másteres oficiales. Ayudas para la movilidad del profesorado*. MEDU Organismo: MEDU - Ministerio de Educación y Ciencia.
- 2007-2008: Principal Researcher: *Proyecto integrado de aplicación de las TIC en el ámbito de la evaluación de competencias y aprendizajes (Parte II)*.
- 2005-2006: Principal Researcher: *Proyecto integrado de aplicación de las TIC en el ámbito de la evaluación de competencias y aprendizajes (Parte I)* Instituto de Ciencias de la Educación, Universidad Rovira i Virgili

## Teaching

### *Undergraduate*

Consumer Behaviour, Advertising & Promotion, International Commerce, International Marketing, Introduction to Marketing, Sales Management, Tourism Marketing, Communication Techniques, Organisational Psychology, Marketing Research, Current Issues in Marketing, Consumer Psychology, Logistics Marketing, Marketing Management, New Product and Pricing, Sales, Meta- Marketing.

### *Masters*

Consumer Behaviour, International Marketing, Marketing for MBAs, Managing from Global Headquarters, Marketing Research, Advanced Techniques in Marketing Research, E-Marketing.

### *PhD*

Qualitative research methods, Evaluating research productivity, Research Techniques.

## **Summary Bio**

Gerard Ryan is a senior lecturer (Associate Professor) in marketing at the Rovira and Virgili University, with almost twenty years experience in teaching, research and management in university education in three European countries (1992 to 2012). A native of Ireland, Gerard was a full-time tenured lecturer and Head of the Masters Program in Marketing at Middlesex University Business School in London (1995-1997) before joining the EUM of the Universitat Pompeu Fabra in Barcelona where he was an International Consultant before becoming Head of the Department of International Relations and Coordinator of Studies in Business Logistics (1997-2003). He joined the Rovira i Virgili University in 2003 where he was a founding member of FHOM, which is part of the Catalan government's map of official research groups.

Gerard has also collaborated on a continuous basis with the following institutions and universities: University of Limerick, Waterford IT, Limerick IT, University of North London, Royal College of Nursing of the UK, The Open University of Catalonia, ESADE Barcelona and Madrid, University of Barcelona, Polytechnic University of Catalonia, the University of Castellon and the National University of the South of Argentina.

Gerard is principal researcher of the group FHOM (Human Factor, Organizations and Markets), recognised by the Catalan Government. He is a member of the Editorial Board of the journal *Revista Escritos Contables y de Administración*, which is currently present in Latindex. He is also a regular reviewer for top ranking journals such as *MIS Quarterly*, *New Media & Society* and the *European Journal of Industrial Training*. He was recipient of the "Highly Commended Award" by Emerald Group Publishing Limited in 2006 for one of his articles. He has also been awarded prizes by the Chartered Institute of Marketing of the UK, The UK Academy of Marketing, the Irish American Partnership and the Irish Government Agency Eolas.

He has authored 5 books, 3 of which have been published in two languages and which are currently in their third edition. He has also authored many journal articles in international journals and has participated in more than 30 international conferences on his subject.