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Dpt. of Business Management
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Education

PhD student in Marketing, Universitat Rovira i Virgili, department of business management (Reus, Tarragona, Spain), 2019 – Present.

PhD student in Marketing, Faculty of Economic Legal and Social Sciences (Kenitra, Morocco), 2016 – 2019.

Master in Marketing, University of Montesquieu Bordeaux IV, Institut d'Administration des Entreprises (IAE), (Bordeaux, France), 2011.

Postgraduate in Business, Faculty of Economic Legal and Social Sciences, Ecole Nationale de Commerce et de Gestion (ENCG) (Settat, Morocco), 2008.

Other activities

“Research Ethics” course. Annals of Tourism Research Bite-sized Sessions (Oxford, Great Britain, Online), 22/04/2021.

“Strategies for the optimization of the costs of Open Access Publication” course, Universitat Rovira I Virgili (Tarragona, Spain, Online), 23/03/2021.

“Open Access Publication: Politics, tools and visibility” course, Universitat Rovira I Virgili (Tarragona, Spain, Online), 09/03/2021.

“European Research Night (Nit Europea de La Recerca)” dissemination event, Universitat Rovira I Virgili (Tarragona, Spain), 27/11/2021.

PhD Internal Seminars series (Winter session), Universitat Rovira I Virgili (Reus, Tarragona, Spain), 25/11/2019.

“European Research Night (Nit Europea de La Recerca)” dissemination event, Universitat Rovira I Virgili (Tarragona, Spain), 18/11/2019.

“Diversity attracting diversity: the role of Gender diversity in bringing deep level diversity on boards” seminar, Universitat Rovira I Virgili (Reus, Tarragona, Spain), 25/11/2019.

“Get the most of your PhD to become an independent researcher” course, Universitat Rovira I Virgili (Tarragona, Spain), 21/02/2019.

“Theory Building” seminar, Universitat Rovira I Virgili (Reus, Tarragona, Spain), 22/01/2019.

“Valorization of Academic production” bridging courses (3 ETC), Universitat Rovira I Virgili (Reus, Tarragona, Spain), 16/01/2019 to 29/05/2019.

“Research Methods” bridging courses (3 ETC), Universitat Rovira I Virgili (Reus, Tarragona, Spain), 16/01/2019 to 29/05/2019.

“Qualitative Research Methods” bridging courses (3 ETC), Universitat Rovira I Virgili (Reus, Tarragona, Spain), 16/01/2019 to 29/05/2019.

Academic experience

Position	Center/Institution	Dates
Doctoral Student	Rovira i Virgili University	2019-pres

Research in progress

Positive waiting, waiting in services and waiting online (with Dr. G. Ryan Dr. M.M. Pàmies-Pallisé and Dr. Mireia Valverde)

Publications: Journal Articles

Aride O, Pàmies-Pallisé M.M. From Values to Behavior: Proposition of an Integrating Model. Sustainability. 2019; 11(21):6170. <https://doi.org/10.3390/su11216170>

Conference contributions

Ryan, G.; Valverde, M.; Aride, O. (2019). Positive waiting: A counterintuitive approach. The Academy of Marketing Conference. Regent's University, London.

Scholarships and

2019-2022: European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No. 713679 and Universitat Rovira i Virgili (URV).

Teaching

Undergraduate

Introduction to Marketing (Fonaments de Marketing)