

## Carolina Luis-Bassa

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### EDUCATION:

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2009-2011 **PHD IN BUSINESS ADMINISTRATION**. Thesis: “*Models for the analysis of client-centric attributes in a relationship-marketing strategy*”. University of Barcelona, Spain. *Suma Cum Laude*



2008-2009 **RESEARCH MASTER IN BUSINESS ADMINISTRATION, FINANCE, AND INSURANCE**. University of Barcelona, Spain The student has passed all the master courses achieving a weighted average grade of 8.8, with 4 above average and 5 excellent course grades.



2001-2003 **MBA MASTER IN BUSINESS ADMINISTRATION** Instituto de Estudios de Administración IESA. Caracas, Venezuela.



1976-1982 **COMPUTER SCIENCE ENGINEER**. *Simón Bolívar* University Caracas, Venezuela.

### SCIENTIFIC ACTIVITIES

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1. Scientific researcher in “Relationship Marketing” subjects, “Social and Corporate Responsibility” and “Fuzzy Logic”; with contribution to various international congresses, books, and articles in European, Latin American and Asian scientific publications.
2. Member of scientific congress organizing committees.
3. Lecturer in Business Administration congresses and seminars.
4. Thesis advisor in Pre and Post Degrees.

### PUBLICATIONS AND SUBMITTED ARTICLES

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#### SCIENTIFIC JOURNAL ARTICLES

1. GIL LAFUENTE, A.M.; LUIS-BASSA, C. “Information Technology as a catalyzing factor of Relationship Marketing in a globalized context of uncertainty”. *African Journal of Business Management.*; Vol.8(22), pp. 1066-1081, November 2014, ISSN: 1993-8233
2. GIL LAFUENTE, A.M.; LUIS-BASSA, C. “The forgotten effects model in a CRM strategy”. *Fuzzy Economic Review*. Volume XVI, Number 1, pag. 107-127, May 2011 Spain.
3. GIL LAFUENTE, A.M.; LUIS-BASSA, C. “Client-centric innovation using the Inference model in a CRM strategy”. *European Research on Management and Business Economics*. Vol. 17, Nº 2, May - August 2011, pp. 015 – 032. Spain 2011. ISSN 1135-2523.
4. GIL LAFUENTE, A.M.; LUIS-BASSA, C. “Using fuzzy models to migrate from customer relationship management (CRM) to customer experience management (CEM)”. *Far East Journal of Psychology and Business*. Vol 2 No 3, pag:1-22 March 2011. Hong Kong, 2011. (Published article). Print ISSN: 2219 5440 and online ISSN: 2221 8017. NAMED ARTICLE OF THE MONTH

- GIL LAFUENTE, A.M.; LUIS-BASSA, C. "Identification of the Client-Centric Attributes in a CRM Strategy using the Forgotten Effect Model". Cimbage Notebooks. Number 13, Argentina, 2011. ISSN 1669-1830. (Published August 2011).

#### **INTERNATIONAL CONGRESS ARTICLES**

- LUIS-BASSA, C.; GIL LAFUENTE, A.M.; "The Hungarian Algorithm for Specific Customer Needs". *Soft Computing in Management and Business Economics*, Vol 1, pa 363-379, Springer, 2012.
- LUIS-BASSA, C.; "Digital Social Networks as intangible business assets"; Presented at the IV Accounting and Management Congress (ACCID), Barcelona, Spain, May 26 and 27 of 2011.
- GIL LAFUENTE, A.M.; LUIS-BASSA, C. "The use of expertons for complaint handling in a CRM strategy". *Proceeding of International Conference on Modeling and Simulation in Engineering, Economics and Management (AMSE)*, Barcelona, Spain, 15-17 July, 2010, Vol.3. ISBN: 978-981-4324-43-4 / 981-4324-43-4. World Scientific Publishing Co. Inc. New York.
- GIL LAFUENTE, A.M.; LUIS-BASSA, C. "The use of expertones for the treatment of complaints and suggestions management in a CRM strategy". *Proceedings of the XXIV Annual Congress of the European Research on Management and Business Economics (AEDEM)*, Santiago de Compostela, Spain, June 9, 10 and 11 of 2010.
- GIL LAFUENTE, A.M.; LUIS-BASSA, C. "Identification Process of Client-Centric Attributes in a CRM Strategy". *Economic and Financial Crisis: "New challenges and Perspectives"*. *Proceeding of XV Congress of International Association for Fuzzy-Set Management and Economy (SIGEF)*, pag 532-546, Lugo, Spain, 29-31 October 2009.

#### **BOOKS AND BOOK CHAPTERS**

- SCHNARCH, A., LUIS-BASSA, C.(Collaborator); *New product development, creativity, innovation and marketing; Case study*, Pag- 364-374, McGrawHill 2014; ISBN: 978-958-41-0432-8.
- GIL LAFUENTE, A.M.; LUIS BASSA, C. "The hungarian algorithm for specific customer needs". *Soft computing in management and business economics*. 286,pp. 363 - 380.(Alemania): Springer-Verlag Berlin Heidelberg, 2012.ISBN 978-3-642-30456-9
- CRESPÁN-ECHEGOYEN, J, LUIS-BASSA, C.; *Marketing for the new times; Chapter 11 Marketing and Social Networks*. pag 147-160 McGrawHill,2011; ISBN: 978-84-481-7989-2
- GIL LAFUENTE, A.M.; LUIS BASSA, C. "The use of expertons for complaint handling in a CRM strategy". *Computational Intelligence in Business and Economics - Eds. A.M. Gil Lafuente, J.M. Merigó*.3,pp. 375 - 383.(Singapur): World Scientific Publishing,2010.ISBN 978-981-4324-43-4
- GIL LAFUENTE, A.M.; LUIS BASSA, C. "El uso de los expertones para el tratamiento de la gestión de reclamos y sugerencias en una estrategia CRM". *Creando clientes en mercados globales*. pp. 233 - 234.(España): ESIC,2010.ISBN 978-84-7356-702-2
- GIL LAFUENTE, A.M.; LUIS BASSA, C. "Proceso de identificación de los atributos contemplados por los clientes en una estrategia CRM". *Economic and Financial Crisis: New Challenges and Perspectives*. pp. 408 - 421.(España): SIGEF-FEGI ,2009.ISBN 978-84-613-5575-4
- MENENDEZ J., LUIS-BASSA, C "MULTIFARMACIA: EN BUSCA DE UNA MEDICINA". *Casos Docentes*. pp. 1-17 Ediciones IESA ,2009.
- GOMEZ-SAMPER, H., LUIS-BASSA, C.; "Social initiative as a competitive strategy: A practical guide"; IESA Editions, 2005, ISBN 980-217-282-0

#### **STUDY CASES**

- MENENDEZ, J; LUIS-BASSA, C., " Multifarmacia: in search of a drug ", Academic Study Case IESA, Available in ECCH code E512-095-1 & E512-095-8.

#### **JOURNAL ARTICLES**

- MENENDEZ, J; LUIS-BASSA, C.; "Multifarmacia: in search of a drug", *IESA Debates*, • Volume XIII, Number 3, 2008.

## ACADEMIC ACTIVITIES

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2020 – Present	Director of the Chair of Circular Economy Mercadona/UPF-BSM
2020 - Present	<b>BSM Universidad Pompeu Fabra,</b> Barcelona, España Director of the Business and Management Strategy Department
2016 - Present	<b>BSM Universidad Pompeu Fabra,</b> Barcelona, España Head of Academic Marketing Area
2016 - 2019	<b>BSM Universidad Pompeu Fabra,</b> Barcelona, España Vice Dean
2009- Present	<b>UPF Barcelona School of Management, Pompeu Fabra University,</b> Barcelona, Spain Professor and Researcher, Director of the BSM Summer School, Director of the Master of Science in Marketing, Director of the Master of Science in Strategic IT (Until 2016)
2009- Present	<b>UPF Pompeu Fabra University,</b> Barcelona, Spain Department of Economics & Business, Associate Professor
2011- 2016	<b>ESCSI-UPF School of Social Sciences and Business - Universitat Pompeu Fabra,</b> Mataró, Spain Responsible of Continuing Education, Professor of Marketing, Director of the Master in Entrepreneurship and Innovation (2014-2015), Marketing Coordinator Grau i Comunitats Digitals, (2012-2013)
2010- 2012	<b>UB University of Barcelona,</b> Barcelona, Spain Department of Economics & Business, Associate Professor
2005- 2008	<b>IESA Institute for Higher Education in Management,</b> Caracas, Venezuela Associate Professor
1993- 2008	<b>Freelance Professor,</b> Caracas, Venezuela

## OTHER RESEARCH WORK

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- July 2009 Models for the analysis of attributes of a client-centric CRM strategy (Customer Relationship Management). Thesis submitted for the Research Master's degree in Business Administration, Finance and Insurance of the University of Barcelona.
- April 2008 Evolution in the past 10 years of the organizational structures of marketing and sales departments from the strategic perspective of four consumer goods enterprises in Venezuela. Thesis coordinator for Maria Cristina Giusti and Marguin Elena Paradas, IESA
- April 2008 Analysis of the relationship between supermarkets and the consumer goods and liquor companies in Venezuela: Channel CRM. Thesis coordinator for Luis Carballo and Guillermo Brea, IESA
- April 2008 Qualitative research for the launch of new HUMANITIES Education services in private elementary schools and high schools for the A, B and C+ segments of the city of Caracas. Thesis coordinator for Vanessa de Almeida and Javier José León, IESA
- June 2007 The application of CRM (Customer Relationship Management) strategies in Venezuelan family-owned businesses. Thesis coordinator for Adriana Daboin, IESA
- August 2005 Research Assistant in IESA's Institutional History project, which covered aspects, such as tuition behavior through the years, changes in post-graduate curricula, evolution of executive formation programs, overview of research activities, overview of consulting activities, and the personalities involved in IESA's changes. This investigation resulted in a book about IESA's first 40 years.
- August 2003 - June 2005 With financing from the Andean Development Corporation, research was carried out to identify, through case studies, those Latin American companies with high-performance social enterprising. The result from this research was a report, which was published to disseminate among the general public and the business community in particular, the subject of social enterprising and its impact on competitiveness; as well as the importance of proper accounting of the value that social enterprise initiatives bring to the company's economic performance.
- August 2003 Research of best practices in the management of weak products in Venezuelan companies. Thesis submitted for the Master's in Business Administration from the Institute for Higher Education in Management IESA

## PROFESSIONAL EXPERIENCE

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### 2017- Present    **EXPERT EVALUATOR OF THE European Union's H2020 PROJECT**

The European Commission has established the Executive Agency for Small and Medium-sized Enterprises (EASME) to administer several EU programs on its behalf.

As an EASME expert, I help in evaluating proposals, monitoring actions, preparing, implementing or evaluating programs and policy design.

### **AS ENTREPRENEUR**

2012 – 20181    Owner and CEO of SP LASER PROJECTS, a business consulting, training and event organization company specialized in developing business solutions.

1987 - 2011    Owner and CEO of STACK POINTER CA, a consulting firm to assist companies in designing technology strategic plans, transition plans, marketing, training, assessment of organizational solutions and recommendations.

### **AS PROJECT MANAGER**

IESA: Project Manager for the implementation of a CRM (Customer Relationship Management) strategy.

HIDROEX (Training and Consultancy Services company in the Oil Business ): Project Manager for the implementation of a CRM strategy.

### **AS BUSINESS CONSULTANT**

2002 - 2003    Business Consultant in Marketing and Technology  
NCG, NETWORK CONSULTING GROUP (Formerly Ernst & Young Consulting)  
Director of Marketing and Sales consulting services focused on SAP R / 3, CRM and e-Business.  
Caracas, Venezuela.

1997 - 2001    EDS ELECTRONIC DATA SYSTEMS Andean Region  
Business Development Consultant for the Andean Region, Caracas, Venezuela

1987 - 1991    BANCO UNION (Currently Banesco International Bank), Caracas, Venezuela  
Help Desk Director, Software Development Manager.

1983-1987    SEGUROS CANAIMA, C. A. (Currently Seguros Mercantil) Caracas, Venezuela  
System Manager; System Analyst.

## CONGRESSES

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November 2019 International Workshop “Innovation, Complexity and Uncertainty in Economics and Business”.  
REDCID, Barcelona (Spain)

March 2017    Guest Lecturer at the XVI Meeting of the University Network of Postgraduate and Permanent Education, held in Palma de Mallorca, Spain on 29, 30 and 31 March 2017

May 2011    Guest Lecturer at the IV Accounting and Management Congress (ACCID), Barcelona, Spain, May 26 and 27 of 2011.

October 2010    Member of the organizing committee and lecturer at the *Conference on Modeling and Simulation in Engineering, Economics and Management 2010*, Barcelona, Spain, July 15, 16 and 17.

October 2009    Guest lecturer at the XV *Conference of the International Association for Fuzzy-Set Management and Economy (SIGEF)*, Lugo (Spain), October 29 and 30 of 2009.

## MEMBERSHIPS

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**ACCID**, Catalanian Association of Accounting and Management. Member since May 2011

**TERMCAT** (Catalan Terminology Center). Member of the advising committee and collaborator 2011

**IESA Business School**, member of the Spain alumni committee (2012)

**CMB** (Barcelona Marketing Club) Member of the Academic Committee and collaborator 2015

**Universidad Simón Bolívar (USB)** member of the Alumni executive committee chapter Spain

## HONORS AND AWARDS

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1. **HEINZ Award 2003**, Marketing Mention, “To the most prominent student of the 2003 IESA promotion” as determined by the Institute’s Faculty Committee
2. **IESA Award** “Integrating Case 2003”
3. **EDS Award** “*The Best of the Best 2000*”: **Team oriented**

4. **EDS Award** “*The Best of the Best 2000*”: **Knowledge communicator**

**CERTIFICATIONS**

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- Product Specialist MCP ID 372285 – Windows 95 MICROSOFT, Caracas, Venezuela
- ANECA certified

**SELECTED COMPLETED COURSES**

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*CRM Fundamentals in SAP* (G.S.G. SAP Partner CCS-Venezuela 2008), *SAP001* (Sap Venezuela 2008), *Customer Relationship Management* (IESA CCS-Venezuela 2005), *Strategic Retail Management* (IESA CCS-Venezuela 2003), *Business English* (Nova SE University, Plantation-USA 2000), *IT Strategic Planning* (IESA CCS-Venezuela 1999) , *Strategic Value Selling* (EDS CCS-Venezuela 1998), *Project Management* (EDS Venezuela 1998)

**LANGUAGES**

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- Spanish Native
- English social, business and academic.
- Catalan social, business and academic
- Italian Basic

References available upon request