

Otto REGALADO-PEZÚA

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ACADEMIC POSITIONS

Since 02/2005	Marketing Professor ESAN Graduate School of Business (AACSB – AMBA) – Peru
Since 10/2010	Marketing Visiting Professor Tec de Monterrey – Guadalajara – Mexico
09/2000 – 12/2004	Marketing Professor Ceram Sophia Antipolis (SKEMA Business School) – France
1997 – 1998	Part-Time Marketing Professor Institute of San Ignacio de Loyola

PROFESSIONAL EXPERIENCE

11/2016 – 12/2019	Commercial Director – ESAN Graduate School of Business.
2007	Marketing and Image Manager – Commission for the Promotion of Peru (PromPerú).
2000	Head of Service Indicators – Banco Nuevo Mundo.
1996 – 1998	Business Officer – Banco Nuevo Mundo.
1993 – 1995	Head of Human Resources – Banco Nuevo Mundo.
1989 – 1992	Human Resources Assistant – Banco de Desarrollo.

EDUCATION

Doctor in Management Sciences (2005)

Dissertation: “The Impact of NTIC on the Distribution Channels of Tourism Services: Tourism Stakeholders in Peru.” Thesis Advisor: Professor André Boyer.

University of Nice-Sophia Antipolis (Université Côte d’Azur), Nice, France.

DEA in Management Sciences (2001)

University of Nice-Sophia Antipolis (Université Côte d’Azur), Nice, France.

DESS in Quantitative Marketing (1999)

ESA (IAE) of Grenoble, University of Pierre Mendes France, Grenoble, France.

Master in Business Administration – MBA (1996)

ESAN Graduate School of Business.

Bachelor in Administrative Sciences (1992)

University of Lima.

MOST RECENT PUBLICATIONS

Peer-Reviewed Journals

Palomino-Tamayo, W., Saksanian, C., & Regalado-Pezúa, O. (forthcoming). Psychological distance on diaspora marketing of nostalgic products: Venezuelan case. *RAE - Revista de Administração de Empresas*.

Alcaraz, J., Salamanca, E., & Regalado-Pezúa, O. (2020). Ethnic networks and multinational firms' location decisions. *Review of International Business and Strategy*, 30(2): 279-298. <https://doi.org/10.1108/RIBS-11-2019-0152>

Montoya, M.; Cervantes, C.; Lemus-Delgado, D., & Regalado-Pezúa, O. (2020). The other side of the Silk Road: Chinese investments in Latin American infrastructure. *Competition and Regulation in Network Industries*, 21(1): 3-5. <https://doi.org/10.1177/1783591720902922>

Regalado-Pezúa, O. & Toro, L. (2019). Diagnóstico de la educación técnica en Perú: alcances para el desarrollo de programas en gestión. *Revista Estudios En Educación*, 2 (2), 77-96. Universidad Miguel de Cervantes, Chile. <http://ojs.umc.cl/index.php/estudioseneducacion/article/view/15>

Regalado-Pezúa, O. & Zapata, G. (2019). Estrategias de internacionalización de empresas indias hacia Latinoamérica. *Multidisciplinary Business Review (Journal MBR)*. Revista Oficial de la Asociación de Directivos Superiores de Facultades de Administración, Negocios o Empresariales de Chile A.G. (ASFAE). http://www.asfae.cl/journalmbr/images/stories/MBR2019_1/art1.regalado_zapata.pdf

Regalado-Pezúa, O. & Zapata, G (2018). Estrategias de internacionalización de empresas chinas: casos de la industria automotriz en el mercado sudamericano. *Revista RAN*. Universidad de Concepción. Santiago de Chile. <file:///D:/Users/oregalado/Downloads/DiaInet-EstrategiasDeInternacionalizacionDeEmpresasChinas-6750260.pdf>

Regalado-Pezúa, O.; Guerrero, C.; Téllez, U. & Barrantes, C. (2017). Bases para la segmentación del mercado homosexual en la ciudad de Lima: Un enfoque para el sector de entretenimiento. *Revista Tec Empresarial*, 11(3): 7-16. <https://www.scielo.sa.cr/pdf/tec/v11n3/1659-3359-tec-11-03-00007.pdf>

Regalado-Pezúa, O.; Guerrero, C. & Montalvo, R. (2017). Una aplicación de la teoría del comportamiento planificado al segmento masculino latinoamericano de productos de cuidado personal. *Revista EAN*, 83. Universidad EAN, Colombia. <http://journal.universidadean.edu.co/index.php/Revista/article/view/1821>

Regalado-Pezúa, O. Guerrero, C; Alzamora, J. & Briceño, J. (2016). Influence of non-economic factors in the use of personal care products: The case of male Peruvian consumer. *Revista Universidad & Empresa*, 18(31): 121-138. Bogota. <http://revistas.urosario.edu.co/index.php/empresa/article/view/4381/3338>

Regalado-Pezúa, O. (2013). Brechas en la educación superior en turismo en el Perú. *Revista Oikos*. 16(33): 79-96. Escuela de Administración y Economía, Universidad Católica Silva Enríquez (UCSH), Santiago de Chile. <http://ediciones.ucsh.cl/ojs/index.php/Oikos/article/view/1043>

Regalado-Pezúa, O. & Montoya, M. (2012). Higher education in tourism and the real needs of the labour market: The case of the city of Guadalajara, Mexico. *International Journal of Hospitality & Tourism Systems – IJHTS*, 5(1).

Cases Studies

Urbina Rivera, C. & Regalado-Pezúa, O. (2020). Embotelladora DR: Redefiniendo el negocio de las bebidas. ESIC Editorial.

Urbina Rivera, C. & Regalado-Pezúa, O. (2020). Embotelladora DR: El fracaso de un plan comercial. ESIC Editorial.

Regalado-Pezúa, O. & Horna Saldaña, C. J. (2020). Implementación de un sistema de gestión empresarial (ERP) en una universidad peruana (Fase de anteproyecto). ESIC Editorial.

Urbina Rivera, C. & Regalado-Pezúa, O. (2019). Embotelladora DR: El desafío de reposicionar una marca. ESIC Editorial.

Book Chapters

Regalado-Pezúa, O. & Toro, L. (2021). The ENI Foundation: Innovation in the model of technical education in Colombia. In Nuno Arroteia & Safaa Sindi (Eds.), *Innovating in teaching enterprise, business and management*. Startup Finance, Ltd.

Regalado-Pezúa, O.; Toro, L. & Jamanca Ríos, G. (2021). Digital transformation of the commercial area of a business school in Peru. In Bryan Christiansen & John Branch (Eds.), *The marketisation of higher education: Policies, practices, and perspectives*. Palgrave Macmillan.

Regalado-Pezúa, O. & Lemus, D. (2021). Education for everyone. In Alvaro Cuervo-Cazurra & Miguel A. Montoya (Eds.), *Innovative for the middle of the pyramid in emerging countries*. Cambridge University Press.

Regalado-Pezúa, O. & Perdigones-Martínez, A.B. (2021). It is show time! In Alvaro Cuervo-Cazurra & Miguel A. Montoya (Eds.), *Innovative for the middle of the pyramid in emerging countries*. Cambridge University Press.

Regalado-Pezúa, O., Zapata, G. & Montoya M. (2020). Strategies for the construction and internationalization of Chinese brands aimed to the Latin American market. In *China and Latin America: Path to Overcoming the Middle-income Trap*. Fudan Development Institute. [Published in Mandarin Chinese].

Regalado-Pezúa, O. & Toro, L. (2020). Diagnóstico de la educación superior técnica en programas de Gestión: Los casos de Colombia y Perú. In Francisco Ubierna Gómez (Ed.), *Nuevos estudios en educación, artes y negocios en una sociedad diversa*. Editorial Fragua.

Regalado-Pezúa, O. & Toro, L. (2020). La iniciativa OBOR y las oportunidades de internacionalización de las empresas chinas en la Alianza del Pacífico. In Francisco Ubierna Gómez (Ed.), *Nuevos estudios en educación, artes y negocios en una sociedad diversa*. Editorial Fragua.

Hyder A. & Regalado-Pezúa, O. (2019). A web site engagement measurement for digital marketers. In Linda D. Hollebeek & David E. Sprott (Eds.), *Handbook of Research on Customer Engagement* Edward Elgar Publishing.

Regalado-Pezúa, O. & Perdignes-Martínez, A.B. (2019). Estudio de la educación terciaria dirigida a la clase media en Perú: Casos de éxito. In Francisco Ubierna Gómez (Ed.), *Nuevas visiones en educación y empresa para una nueva sociedad*. Editorial Fragua.

Regalado-Pezúa, O., Zapata, G. & Montoya M. (2019). Strategies for the construction and internationalization of Chinese brands aimed to the Latin American market. In *China and Latin America: Path to Overcoming the Middle-income Trap*. Fudan Development Institute.

Book

Regalado-Pezúa, O. et al. (2011). *La planificación estratégica sostenible en turismo: Conceptos, modelos y pautas para gestores turísticos*. Cengage Learning,

OTHER ACADEMIC ACTIVITIES

Courses taught:

- Marketing Management
- Strategic Marketing
- Integrated Marketing Plan
- Services Marketing and UX
- Tourism Marketing

Research lines:

- Higher education in social sciences & Smart Education. Innovation in education.
- Tourism management, Crisis & Disaster in Tourism. Country brands & Smart Cities. Sustainability.
- Services marketing, Services quality, Customer Experience Management, UX. Marketing Innovation.

Editorial committees:

- Harvard Deusto Business Research / Member of the scientific committee.
- Thunderbird Business Review / Reviewer.
- Revista AD-minister – Universidad EAFIT / Reviewer.
- Entrepreneurship and Sustainability Issues / Reviewer.
- Revista virtual Universidad Católica del Norte / Reviewer.
- Estudios de Administración - Business Department of the University of Chile / Reviewer.
- Revista de Administração de Empresas (RAE) – Fundação Getulio Vargas / Reviewer

Service activities:

Since 10/2018 Representative of the associate professors to the ESAN University General Assembly.

Since 05/2018	President of the Academic Committee of the Association of Advertisers of Peru (ANDA).
07/2016-10/2018	Representative of the associate professors to the Council of the ESAN Graduate School of Business.
Since 2014	Beta Gamma Sigma Member.
01/2014-10/2016	Member of the ESAN Admission Committee.
10/2013-10/2016	Representative of the associate professors to the ESAN University General Assembly.
Since 10/2009	Head of the ESAN Marketing Academic Area.
09/2011-03/2012	President of the ESAN University Electoral Committee.
03/2009-08/2012	Vice-President of the ESAN University Electoral Committee.
03/2009-12/2011	Member of the ESAN Admission Committee.

LANGUAGES

Spanish, native.

French, bilingual.

English, fluent.

Portuguese, good level.

March 18, 2021