

Dña. María Altamira Garaizar

Máxima cualificación académica en 3 líneas

Doctorando en

"The role of home institutions in the development of marketing strategies of Chinese multinationals. Creating competitive advantages at home and abroad"
Warwick Business School, University of Warwick, United Kingdom

PostGrado

- MASTER, MASTER IN MARKETING MANAGEMENT
ESIC BUSINESS AND MARKETING SCHOOL. ESPAÑA, 2011.

Formación Universitaria

- EN ADMINISTRACION Y DIRECCION DE EMPRESAS
LA COMERCIAL, UNIVERSIDAD DE DEUSTO. ESPAÑA, 2007

Experiencia Profesional

- CHINA PROGRAMME MANAGER. ESIC BUSINESS AND MARKETING SCHOOL. DESDE 2011 HASTA ACTUALIDAD
- CONSULTORA ESTRATÉGICA EN MARKETING. ACCENTURE. DESDE 2007 HASTA 2010

Líneas de Investigación

- MARKETING. MARKETING INTERNACIONAL. MULTINACIONALES CHINAS. INSTITUCIONES

Artículos

- Altamira, M., & Fornes, G. 2013. China a la conquista internacional. *Cinco Dias*. 19/09/2013

Conferencias

- China Goes Global Conference. August 2014, Shanghai, China. Poster presented: *Innovation and marketing capabilities of Chinese multinationals and their role on the internationalisation process of the firm*
- Strategic Management Forum – The Internationalization Strategy of Chinese Firms Dialogue Between Scholars and Entrepreneurs. August 2013, Shanghai, China

Otros

- Altamira, M. 2013. The role of the domestic Chinese institutional framework in the definition of the value proposal of Chinese firms entering foreign markets. *Paper presented at the Strategic Management Forum 2013 –The Internationalization Strategy of Chinese Firms*, Shanghai.
- Fornes, G., & Altamira, M. 2014. Setting the scene for the development of differentiation strategies in emerging markets. The case of Chinese MNCs in Latin America. In B. Christiansen (Ed.), *Economic Growth and Technological Change in Latin America*.