

José Rojas-Méndez

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EDUCATION

Ph. D in Marketing, University of Manchester, United Kingdom

Master in Business Administration, University of Ottawa, Canada

Bachelor in Accounting and Auditing, Universidad de Talca, Chile

PROFESSIONAL EXPERIENCE

Program Director, Sprott MBA en Bogotá, Colombia

Associate Editor, European Journal of Management and Business Economics

Professor, Sprott School of Business, Canada

Visiting Professor, ESPAE Graduate School of Management – ESPOL, Ecuador

INTELLECTUAL CONTRIBUTIONS

Peer-reviewed Articles

Rojas-Méndez, J.I. and Chapa, S. (2019), "X-Scale: a new scale to measure consumer xenocentrism", *Marketing Intelligence & Planning*, Vol. 38 No. 3, pp. 354-368.

Rojas-Méndez, J., Davies, G., Jamsawang, J., Sandoval Duque, J. L., Pipoli, G. (2019) "Explaining the mixed outcomes from hosting major sporting events in promoting tourism", *Tourism Management*, Volume 74,2019,Pages 300-309

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Rojas-Méndez, J.I., Hine, M. J., Rod, M. (2018) "Brand Personalities of Global Wine Exporters: A Collective Reputation Theory Perspective", *Journal of International Food & Agribusiness Marketing*, 30:1, 88-105

El Banna, A., Papadopoulos, N., Murphy, S.A., Rod, Rojas-Méndez, J.I., (2018) "Ethnic identity, consumer ethnocentrism, and purchase intentions among bi-cultural ethnic consumers: "Divided loyalties" or "dual allegiance"?", *Journal of Business Research*, Volume 82, 2018, Pages 310-319,

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Rojas-Méndez,J.I., Le Nestour, M., Rod, M. (2015) "Understanding Attitude and Behavior of Canadian Consumers Toward Organic Wine", *Journal of Food Products Marketing*, 21:4, 375-396

Rojas-Méndez, J.I., Papadopoulos, N. and Alwan, M. (2015) "Testing self-congruity theory in the context of nation brand personality", *Journal of Product & Brand Management*, Vol. 24 No. 1, pp. 18-27

Kaynak, E. and I. Rojas-Méndez, J. (2014), "Predicting tourism market potential of Chile by use of a qualitative forecasting technique", *International Journal of Commerce and Management*, Vol. 24 No. 2, pp. 167-179.

Rojas-Méndez, J. (2013), "The nation brand molecule", *Journal of Product & Brand Management*, Vol. 22 No. 7, pp. 462-472.

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Lülfes-Baden, F., Rojas-Méndez, J., Spiller, A. (2008) "Young Consumers' Evaluation of School Meals", *Journal of International Food & Agribusiness Marketing*, 20:4, pp. 25-57

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Rojas-Méndez, J. I., Davies, G., Omer O., Chetthamrongchai, P. , Madran, C. (2002) "A Time Attitude Scale for Cross Cultural Research", *Journal of Global Marketing*, 15:3-4, 117-147

Book and Books Presentations

Papadopoulos, N., Hamzaoui-Essoussi, L., Rojas-Méndez, J.I. (2016) "From nation to neighbourhood: branding and marketing places" En (Eds) Francesca Dall'Olmo Riley, Jaywant Singh, Charles Blankson (Eds) *The Routledge Companion to Contemporary Brand Management*, pp. 490-504

Conference Proceedings

Rojas-Méndez J.I., Chapa S. (2017) "Rescuing Xenocentrism: The Missing Construct in Consumer Behavior—An Abstract." En: Stieler M. (eds) *Creating Marketing Magic and Innovative Future Marketing Trends. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham

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Robertson C.J., Buitrago R., Lucianetti L., Pipoli G., Rojas-Mendez J. (2016) "Perceptions of Country Image and Product Marketing: A Study of Wine Brands from Chile and Argentina". En: Groza M., Ragland C. (eds) *Marketing Challenges in a Turbulent Business Environment. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham.

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