



JUAN CARLOS SOSA VALERA

Dr. Juan Carlos Sosa Varela is Dean and Professor of International Business at the School of Business and Entrepreneurship of the Ana G. Méndez University, Gurabo Campus in Puerto Rico. In addition, he is an Associate Editor of the European Business Review. He has been visiting professor at the National University of Colombia, Universidad del Pacífico, University of Puerto Rico, School of Industrial Organization of Madrid and the Business School of the University of Colima in Mexico.

Dr. Sosa's research and consulting experience is in Global Marketing, Regional Marketing Strategies, and Marketing Strategies. His articles have been published in various academic and professional journals. He has also contributed to book chapters on International Marketing and Cluster Development and has given numerous presentations to academic and business groups around the world, including Mexico, France, Spain, the Netherlands, Norway, Costa Rica, Colombia, the Dominican Republic, Ecuador, Peru, Chile, Canada and the United States.

Dr. Sosa has provided consulting to companies such as Cemex, Pepsi, Mattel Brands, Diageo, Puerto Rico Credit Unions, Strategos, among others. Before joining academia, Dr. Sosa was a publicist at Leo Burnett and worked in a marketing division at Triple-S Inc., the largest health insurance company in Puerto Rico. As a publicist, he managed the accounts of McDonalds, Kellogg Caribbean, Keebler, Bacardi, Medalla Beer, Procter & Gamble, Shell, Philip Morris, among others.

Specialties: Research Interests: Relationship Marketing, Negative Service Encounters, Country of Origin Effect, Country Brand Effect, Cross-Cultural Studies, Global Marketing Strategy, International Consumer Behavior, Research Methodology, e-Marketing.

Professional Specialties: Strategic Marketing Planning, Marketing Competitive Positioning, Marketing Audits, Market Analysis