

ENRIQUE ORTEGA

Biographical Sketch

Enrique Ortega is Professor of Marketing in the Faculty of Economics and Business Administration at the University Complutense of Madrid. He obtained his Technical Engineer degree in 1968, his Economics degree in 1973 and his Doctor of Economics and Business Administration degree in 1978.

Dr. Ortega teaches in the areas of marketing, advertising, marketing management, international marketing and tourism. His research interests are in the areas of marketing and business research, international business, communication, customer satisfaction, education and tourism. From 1998-2005 he obtained a Jean Monnet Permanent Action from the European Union to conduct a doctoral course on Euromarketing and European Integration. He also conducts another doctoral course on Tourism Marketing Research. He has served nine times as chairman of international forums held in Madrid. Recently, he directed an educational innovation project that enabled creating an instrument that locates academic and professional information through Internet (www.ucm.es/info/forumint/localizador.) This project is now being broadened. He also serves as Director of the Research, Creativity and Innovation in Management, Marketing, and Tourism, a research group at the Complutense University of Madrid. He holds the CFI Group Endowed Extraordinary Chair in Customer Satisfaction Management at the Complutense University of Madrid.

Dr. Ortega is the author of 15 books and is a co-author of five others. He has published more than 70 articles in diverse journals, including articles that have won awards from the Spanish Association for Opinion and Marketing Research. He has served on several editorial boards and he is currently on the editorial board of Journal of Marketing Communications and the Harvard Marketing Review (Spanish edition). Dr. Ortega is an active consultant and has conducted more than one hundred research projects in both the public and private sectors and led training courses for business executives on the topics of marketing research and strategy and tourism management. He is a Distinguished Fellow of the Spanish Association for Opinion and Marketing Research and a fellow of other marketing and management associations such as the Academy of Marketing Science, the European Marketing Academy, the World Association of Research Professionals (Esomar), the European Academy of Management and Business Economics, and the Spanish Association for Academic and Professional Marketing.