



Academic Degrees

- PhD in Business Management, University of the Basque Country, Spain.
- MBA in Finance, Universidad Rafael Landívar, Guatemala.
- Bachelor in Marketing, Universidad Rafael Landívar, Guatemala.

Managerial Background

- Vice dean School of Management, Universidad del Rosario, Bogotá, Colombia.
- Director of Marketing, Advertising and International Trade, Universidad Rafael Landívar, Guatemala.
- Consultant for organizations in Guatemala and Colombia.

Professional Activities

- Post-Doctoral stay, University of Extremadura, Spain.
- Associate professor of marketing and digital business, Universidad del Rosario.
- Professor of Executive MBA at Rosario GSB, Universidad del Rosario, Colombia.
- Guest professor at Universidad Rafael Landívar, Guatemala.
- Academic editor for marketing and sustainable consumption *PLOS ONE* journal.
- Former research associate at the University of the Basque Country, Spain.

Publications:

- Paredes, M. R., Apaolaza, V., Fernandez-Robin, C., Hartmann, P., & Yañez-Martinez, D. (2023). Influencer Worship and Self-Connection with the Promoted Brands on Social Media: Why Benign Envy and Trait Competitiveness Matter. *Cyberpsychology, Behavior, and Social Networking*, 26(2), 98-105.
- Paredes, M. R., Apaolaza, V., Hartmann, P., Marcos, A., & García-Merino, J. D. (2023). Can mask mandates boost nature-based tourism? The role of escapism and travel anxiety. *PLOS ONE*, 18(2), e0280489.
- Apaolaza, V., Hartmann, P., Paredes, M. R., Trujillo, A., & D'Souza, C. (2022). What motivates consumers to buy fashion pet clothing? The role of attachment, pet anthropomorphism, and self-expansion. *Journal of Business Research*, 141, 367-379.
- Apaolaza, V., Paredes, M. R., Hartmann, P., Barrutia, J. M., & Echebarria, C. (2022). How does mindfulness relate to proenvironmental behavior? The mediating influence of cognitive reappraisal and climate change awareness. *Journal of Cleaner Production*, 357, 131914.
- Apaolaza, V., Paredes, M. R., Hartmann, P., & D'Souza, C. (2021). How does restaurant's symbolic design affect photo-posting on instagram? The moderating role of community commitment and coolness. *Journal of Hospitality Marketing & Management*, 30(1), 21-37.
- Paredes, M. R. (2020). *Consumerología, por qué compramos*. LID Editorial, Colombia.

Awards:

- Distinguished profesor, Universidad del Rosario, Colombia.
- Extraordinary Doctorate Award, University of the Basque Country, Spain.

Areas of Interest

- Sustainable consumption
- Digital consumer behavior