



## FACULTY PROFILE

PERSONAL INFORMATION	
Name and Surname(s)	CABEZA RAMÍREZ, Luis Javier
Category	Assistant Professor
Degree(s)	Bachelor's Degree in Business Administration and Management
Department	Department of Statistics, Econometrics, Operations Research, Business Management, and Applied Economics
Área de conocimiento	Business Management
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Research Profile (ORCID Code; Researcher ID)	<a href="https://orcid.org/0000-0002-5603-2365">https://orcid.org/0000-0002-5603-2365</a> AAF-5286-2020
TEACHING EXPERIENCE IN UNDERGRADUATE AND POSTGRADUATE PROGRAMMES	
Courses Taught (maximum of 10)	<ul style="list-style-type: none"><li>- Introduction to Business Organisation, Business Economics, Strategic Management, Business Creation, and courses in the Master's in Foreign Trade and Business Internationalisation (International Market Analysis, Models of Business Internationalisation, Internship Course)</li></ul>

RESEARCH EXPERIENCE	
Research Lines (maximum of 3)	<ul style="list-style-type: none"> <li>- Consumer Behaviour</li> <li>- Video Games</li> <li>- Social Networks</li> </ul>
Publications (maximum of 3)	<ul style="list-style-type: none"> <li>- Sánchez-Cañizares, S.M. / Cabeza-Ramírez, L.J. / Muñoz-Fernández, G. / Fuentes-García, F.J., “Impact of the perceived risk from Covid-19 on intention to travel”, in: <i>Current Issues in Tourism</i> 24/7 (2021), pp. 970-984</li> <li>- Cabeza-Ramírez, L.J. / Sánchez-Cañizares, S.M. / Santos-Roldán, L.M. / Fuentes-García, F.J., “Impact of the perceived risk in influencers’ product recommendations on their followers’ purchase attitudes and intention”, in: <i>Technological Forecasting and Social Change</i> 184 (2022), 121997</li> <li>- Cabeza-Ramírez, L.J. / Sánchez-Cañizares, S.M. / Fuentes-García, F. J. / Santos-Roldan, L.M., “Exploring the connection between playing video games and watching video game streaming: Relationships with potential problematic uses”, in: <i>Computers in Human Behavior</i> 128 (2022), 107130</li> </ul>
Research Projects (last 5 years, maximum of 3)	<ul style="list-style-type: none"> <li>- Research Projects in the Field of Entrepreneurship</li> </ul>

**MAXIMUM NUMBER OF WORDS PER DOCUMENT: 440**