



MARISOL Alonso-Vazquez, PhD

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Encouraging people to discover new knowledge and apply it to improve theirs or others' lives are definitely my passion.

EDUCATION

Doctor of Philosophy, - Business School, University of Queensland, Australia, 2011 – 2015

Master in Marketing, - Faculty of Economics, Autonomous University of Madrid, Spain, 2002 – 2003

Bachelor in Foreign Trade, - Faculty of Economics, Autonomous University of San Luis Potosi, Mexico
1995 – 2000

EXPERIENCE SUMMARY BY YEAR

Role	Institution	Year
Head of department	JMC Academy	Jun 2018 – Present
Lecturer & independent consultant	JMC Academy/ Griffith University	Feb 2016 – Dec 2017
Senior research officer	University of New South Wales	
Senior research assistant	University of Queensland	Sep 2015 – Sep 2016
Doctoral candidate, tutor & research assistant	University of Queensland	Jan 2011 – Mar 2015/ Sep 2011 – Sep 2015/ Aug 2011 – Dec 2014
Data & text analyst	SPSS Predictive, Data/Text Mining Software Mexico	Aug 2007 – Aug 2010
Lecturer & researcher	Polytechnique University of San Luis Potosi	Sep 2003 – Jun 2007
Market research trainee	Mexican Trade Commission in Spain/	Oct 2002 – July 2003
Tourism promoter	Mexican Tourism Commission in Spain/	May 2003
Master candidate	Autonomous University of Madrid	
Consultancy sales representative	Micro and Small Entrepreneurs Centre –non-profit organisation	Sep 2001 – Sep 2002
Marketing coordinator	Economic Development Department, Government of San Luis Potosi	Sep 1998 – Aug 2001
Export & import trainee	General Electric Transportation Systems	1998

PROFESSIONAL EXPERIENCE BY YEAR

Since June 2018

Head of Department

Brisbane and Melbourne Campuses

JMC Academy

I am in charge of the management for the Bachelor and diploma of Entertainment (Business Management). My activities include; a) monitoring and counselling students; b) recruitment, induction and supervision of lecturers; c) development and reaccreditation of curricula; d) networking with current stakeholders and development of potential new industry relationships; e) being part of the learning and teaching committee; f) lecturing; g) marketing activities to promote the bachelor internally and externally; h) participating in scholarly activities to maintain professional development; i) lobbying internships volunteering positions for students; and j) conducting and disseminating research.

Achievements as a manager

- ✓ The students' satisfaction at our Academy was 96% according to the QILT 2018- Quality Indicators for Learning and Teaching Australia
- ✓ Build-up a learning community among lecturers and students
- ✓ Increase the opportunities for my students to collaborate and network with music, audio, film, games, animation and television departments.
- ✓ Update and roll-out 50 % of the current curricula units to maintain innovation in learning and teaching within the entertainment business management discipline
- ✓ Design and evaluate with internal and external stakeholders the current curricula for reaccreditation in 2020
- ✓ Mentoring industry people to become better teachers to increase students' learning outcomes
- ✓ Increase the attraction to study entertainment business management during open days
- ✓ Participate in professional development and maintain research collaboration with other universities

Achievements as a lecturer

- ✓ I was awarded by the International teaching organisation of Higher Education Academy Fellowship as an Associate Fellow.
- ✓ Lecturing New Business Models and Project Management in the Master program of Creative Industries supervising a Master Thesis in creating musical theatre scripts for unique niche markets.

Achievements as a Researcher

- ✓ Research grant COALAR, Council on Australia Latin America Relations for the Project "Empowering entrepreneurs women in via digital competencies" in Collaboration with Griffith University and The University of Guayaquil in Ecuador.
- ✓ Training women in digital marketing in Mexico sponsored by the COALAR project
- ✓ Publication of articles, book chapters and review articles for prestige peer review Journals. - Details at the end of CV.

Aug-Dec 2017

University of New South Wales (UNSW)

Senior research officer

I worked as a casual **senior research officer** for the marketing department of the University of New South Wales in remote basis. My responsibility was to manage a project related to **Tourism Operators Digital Uptake** aligned with my previous knowledge of data and text analysis.

Jan-Dec 2017

Lecturer/ Bachelor of Business Management/ JMC Creative Industries Academy

Tutor / Griffith University & UQ

I worked as a lecturer for the bachelor of entertainment business management at JMC Academy. Teaching the units of Marketing, Business Management, Online Management Systems and Entrepreneurship

I worked during this year as a tutor in sustainable tourism management and event marketing at Griffith University and University of Queensland.

Achievements

- ✓ My **constructivism** approach to learning has been really useful in teaching my students how to enhance creativity and how to easily learn unfamiliar theoretical concepts. For example, I explore my students' pre-existing conceptions about my lecture topic, before starting with the lesson via asking questions. Based on their responses, I guide an activity that enables them to experience the topic in a practical way, which serves at the same time to build the new knowledge based on the reflections made as a group. I have been awarded by the International Organization of Higher Education Academy as an Associate Fellow as a recognition of my credentials as a high standard higher education educator.

Aug 2015 – Dec 2016

Tutor/ facilitator/ senior research assistant

The University of Queensland

As a tutor, I taught **industry research and consultancy as well as marketing and communication channels** in the tourism and events **postgraduate program**. As facilitator, I assisted students to elaborate their projects related to tourism **destination marketing** in a face-to-face basis. As a research collaborator, I was in charge of quantitative instrument designs, data collection and development of literature reviews.

Achievements

- ✓ Publications on topics such as **adoption of technology by tourism operators in Australia and Brazil** within an Institutional theory perspective; **sentiment analysis** and a review of the challenges in **developing sustainable brands** were achieved.
- ✓ Student evaluations above the average. The research collaboration contributed to advance knowledge in social media for travel, tourism and hospitality and institutional theory

Feb 2016 - present

Sole trader /independent consultant

Alternative to my academic commitments, I am freelancer giving statistical and methodological advice. My main clients were higher education students and academic staff.

Jan 2011 – Dec 2015

Doctoral candidate/ tutor / research assistant

The University of Queensland

My PhD focused on behavioural sciences investigating factors that influence on-site **pro-environmental behaviours at music festivals¹ using the community-based social marketing as a framework**.

I taught the subjects of **research methods** and **industry research** whilst completing my PhD.

I also worked as a research assistant during non-teaching periods and my responsibilities were conducting **statistical analysis** (factor, discriminant, regression, SEM) due to my previous experience working at SPSS and doing work related to data collection.

Achievements

- ✓ I was awarded two scholarships for tuition fees and living expenses. One was granted by the University of Queensland equivalent to AUD \$24,300.00 and the other was granted by the Mexican government equivalent to AUD\$165,584.93. My research assistant work contributed to identifying the

¹ *If you wish to read further on my thesis, you can access it via the link below: Thesis link:*

<https://espace.library.uq.edu.au/view/UQ:353246>

dimensions of food tourists' involvement in traveling for food reasons; identifying factors of retention of employees in the hospitality industry; identifying visitors' perceptions of museum exhibitions; and identifying visitors' perceptions of conservation messages displayed in zoos as well as tourism expenditure in Queensland.

- ✓ Publications on topics such as predictors of on-site environmentally responsible behaviours at music events and key characteristics of green festivals were achieved.

Aug 2007 – Sep 2010

Data and text analyst

SPSS Mexico, acquired by IBM SPSS Inc

As a coach and data/text analyst, I wore two hats working in two different worlds based on my clients' industry and strategic directions:

One was the predictive world, where I worked on a range of complex solutions in marketing and customer analytics such as customer acquisition, churn, retention, behavioural predictions and segmentation.

The second was the data and text mining world, where I was involved in projects related to strengthening customer loyalty and retention; churn, minimize and mitigating fraud and drive revenue growth and profitability.

Achievements

- ✓ I contributed to managing accounts and close business opportunities, not only for the sales of software, but also for training, outsourcing, and implementing research projects. Thanks to this, our team of SPSS Mexico was considered by SPSS Inc. as the leader in the Latin American Market Research Industry. The price ranges of our software products were from \$2,000 to \$35,000 USA Dollars, approximately. (This information is public and available on the Internet).
- ✓ I performed in boutique and massive public talks to demonstrate, with practical examples, how predictive and data/text mining software could be beneficial for analysts. Thanks to these efforts the company closed several business opportunities, not only in Mexico, but in the South American market.
- ✓ I was recognized for effectively training researchers from diverse industries such as hospitality, health, education, agriculture, business, government, finance and retail. In particular my clients liked my highlights about how to maximize their technology assets to drive revenue.

Sep 2003 – Jun 2007

Full time lecturer / Researcher

Polytechnique University of San Luis Potosi

Coordination of the bachelor of Marketing and Teaching

- **Participation in the recruitment of lecturers** for the department of marketing
- **Initiate and develop course materials** as the University was in a process of changing the curricula.
- **Coordination of sessional lecturers** and

Research

- Assisting with the development and implementation of processes for research and data collection activities.
- Data analysis and analytical advise for projects
- **Develop and maintain high quality**

provide assistance with their subjects as necessary **research**

- **Consult with students**
- Design of curricula based on **competency-based learning**
- Teach **marketing and advanced statistics** related courses in the undergraduate program as required

Achievements

- ✓ This public institution started in 2000 to serve the local community and its current economic needs. Therefore, one of my main achievements was to initiate a change on teachers' approach in focusing the lessons in their student learning rather than the lecturer's knowledge.
- ✓ My achievement as part of my full-time lecture position was to encourage lecturers under my supervision to apply this competency-based learning model into their lectures.
- ✓ The published output of the research contributed to academic publication and generating research fund into my research fund. Publications on the topics of corporate social marketing; students' perceptions about science in higher education levels; social marketing as a tactic of differentiation for retail products; marketing with a cause in non-profit organisations; corporate social marketing as a brand development tool were achieved.

2002 – 2003

Market research trainee /tourism promoter/ master candidate

Mexican Trade Commission in Spain/Mexican Tourism Commission in Spain/ Autonomous University of Madrid

In my role as a trainee, I conducted feasibility studies of exporting and commercializing Mexican products into the Spanish and Portuguese markets. As a tourism promoter, I promoted Mexico as a tourism destination in an international tourism fair in Madrid Spain.

2001 – 2002

Consultancy sales representative

Micro and small entrepreneurs Centre, non-profit organization

I helped more than 84 small and medium Mexican enterprises to improve their productivity, offering them consultancy services. I also delivered public talks in business associations to promote consultancy services offered by the government to increase their competitiveness.

Sep 1998 – Aug 2001

Marketing coordinator

Economic Development, Mexican Government

I worked for the Industrial Promotion Team to promote San Luis Potosi as a destination of an industrial corridor for automotive distribution centres. My event management skills were developed in this job as I represented my State in international industrial fairs. I used to organise and deliver all the promotional material to key places that showcased my State as the best option to start-up an industrial business in Mexico.

Achievements

- ✓ Companies such as General Motors and Mercedes Benz, set up shop in this region of Mexico thanks to this promotion effort. My main responsibility was to gather and provide socio-economic information to potential foreign industrial prospects who wanted to invest directly in Mexico.

ACADEMIC AND INDUSTRY SERVICE - VOLUNTARY WORK

Member of Latin American Social Marketing Association –LAMSO -present
Membership in progress iSMA
Member of Sydney Institute of Music and Sound Research 2018 – present;
Member and reviewer of the Council for Australian Universities Tourism and Hospitality Education since 2014

Reviewer of International Journal of Event and Festival Management, August 2019 – present;
Reviewer of Annals of Tourism Research, Jan 2016 – present;
Reviewer of International Journal of Tourism Cities, Jan 2017 – present;
Reviewer of Journal of Social Marketing, Jun 2017 – present;

Opera Queensland, May 2017
Brisbane Dance Theatre , Dec 2016-2019

TECHNICAL OVERVIEW

- Predictive modelling and Business Intelligence tools
- IBM SPSS, Data mining: Modeller (certificates were granted by SPSS Inc in USA Florida, 2007 and Las Vegas, 2008), advanced level
- IBM SPSS Text Analysis for Surveys and Text Mining Modeller. (Certificate IBM SPSS Inc. USA, Florida, 2007; Las Vegas, 2008 and Chicago, 2009), advanced level
- AtlasTi Leximancer, and NVivo (UQ, 2011), competent level
- Social entrepreneurship MOOC, (Coursera, Copenhagen University, 2015)
- Netnographic research
- Creation of blogs
- Online survey tools such as: Qualtrics (UQ, 2013) and Survey Monkey
- Understanding of smart tourism gadgets which include iBacon, virtual reality devices, apps and big data.

PROFESSIONAL DEVELOPMENT

- Social marketing Change conference, 2019 – Griffith/JMC
- Implementing courses, 2017 -Griffith
- Curriculum Design, 2017 -UQ
- Managing a tutorial, 2016 -UQ
- Improving communication, 2016 -UQ
- Time management at classroom, 2016 UQ
- Engaging diverse perspectives, 2016 -UQ
- Blackboard, Moodle, Plato and Turnitin, 2016 -UQ
- BIGSOUND, 2018,2019 JMC Academy
- Mental health in the creative industries, 2018/JMC
- Design of evaluation instruments, 2017 -Griffith
- Providing feedback, 2017 -Griffith
- Writing applications for teaching grants, 2017 -Griffith
- Seven tutor's training courses at UQ
- Evaluating courses, 2017 –Griffith
- Design of evaluation instruments, 2017 –Griffith

Graduate Teaching Program –courses accomplished, Graduation ceremony was 28th of September 2017 -UQ

- Flipped classes, blended and active learning, Code of conduct in higher education, Mentoring, Lesson planning
- Learning taxonomies
- Writing a lesson plan and tutorial techniques
- Face to Face engagement (face-to-face engagement techniques, active learning tools and group dynamics and group management)
Online engagement (blended learning tools, social media for teaching and learning and developing online communities)

Master classes, 2017 – UQ

- Integrating an authentic large-scale undergraduate research experience into your course
- Student transformation in an uncertain world
- Teaching writing
- Making short and sweet videos for use in the classroom

ACADEMIC PUBLICATIONS BY YEAR

Alonso-Vazquez, M (2020) Conjoint Analysis An SPSS Guide for Tourism, Hospitality and Events Researchers" Editors: Rahul Pratap Singh Kaurav, Dogan Gursoy and Nimit Chowdhary. In Press. Routledge

Alonso-Vazquez, M, Packer, J, Fairley, S and Hughes, K (2019). The role of place attachment and festival attachment in influencing attendees' environmentally responsible behaviours at music festivals. **Tourism Recreation Research** 44 (1) 1-12. <https://doi.org/10.1080/02508281.2018.1545393>

Alonso Vázquez, M. (2019). Entertainment Marketing. Marketing fundamentals. Editors: Cerda Suarez, L International University of La Rioja, Spain. Publisher: Spain: Editorial Sinderesis.

Alonso-Vazquez, M; Pastor-Perez, M.P. & Alonso-Castanon, M.A. (2018) Management and Business Plan. The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality: Skills for Successful Ventures. Editor Professor Marios Sotiriadis, University of South Australia. Publisher: UK: Emerald Publishing Limited. DOI: 10.1108/978-1-78743-529-220181020

Alonso-Vazquez, M., Sigala, M., & Phi, G. (2018). Individuals' interactions in non-profit sharing economies: A social exchange theory approach. In T. Young, G. McGinnis & P. Stolk (Eds.). Get smart: Paradoxes and Possibilities in Tourism, Hospitality and Events Education and Research. Proceedings of the 28th Annual CAUTHE2018 (pp. 504-510). Newcastle, New South Wales, 5-8 February 2018.

Ge, J., **Alonso-Vazquez, M.**, & Gretzel, U. (2017) **Sentiment Analysis: A review.** In Sigala, M. & Gretzel, U. (Eds.). Advances in Social Media for Travel, Tourism and Hospitality: New Perspectives, Practice and Cases. Ashgate Publishing.

Gretzel, U., Filho, L., **Alonso-Vazquez, M.**, Lobianco, M. & Mistilis, N., (2016) **Technology Adoption by Tourism Operators in Australia and Brazil: An Institutional Theory Perspective**, 8 (1) e-Review of Tourism Research

Alonso Vázquez, M.² (2016) Challenges in developing sustainable brands, Argentinian Institute of Social Corporate Responsibility. EVOLUCION, Magazine. 18-20, N° 45 https://issuu.com/iarseevolucion/docs/evolucion_iarse_n_45_-_edicion

Alonso-Vazquez, M (2015). Factors that influence engagement in on-site environmentally responsible behaviours at music festivals. PhD Thesis, School of Business, The University of Queensland. <https://doi.org/10.14264/uql.2015.398>

Alonso-Vazquez, M., Packer, J., Hughes, K. & Fairley, S., (2014) Place attachment, festival attachment, and behavioural intentions as predictors of on-site environmentally responsible behaviours at music events. In: P. Monica Chien, Tourism and Hospitality in the Contemporary World: Trends, Changes & Complexity Proceedings of the 24th Annual Conference CAUTHE 2014. CAUTHE Conference 2014, Brisbane, Australia, (736- 739). 10-13 February 2014.

Alonso-Vazquez, M., Lee, T. J. & Tkaczynski, A. (2012) Key characteristics of green festivals: A critical review of the music and arts festivals. In: 2nd International Tourism Conference, St Augustine, Trinidad & Tobago, 8-21 January 2012

Alonso Vázquez, M. (2006) Corporate social marketing. EUMED University of Malaga, Spain www.eumed.net/libros/2006/mav/

Jasso Villarreal, H.A., Hernandez Sustaita, M. & **Alonso Vázquez, M. (2007) Higher education students' perceptions about science;** National Congress of Physics XXII, Mexican society of physics, ISSN 0187-4713, ART 3MB16

Hernandez Sustaita, M., **Alonso Vázquez, M.**, & Jasso Villarreal, H.A. (2007) **Experiences of disclosure of science in a new model of higher education**, Pedagogical Congress 2007, Habana Cuba, ESU 091.

² My publications in Spanish are under the name of Alonso Vázquez, M

Alonso Vázquez, M. (2006) **Applying social marketing as a tactic of differentiation for retail products in San Luis Potosí, México** ITSO, Technological Institute of Sonora, Sonora's Congress, Sonora, México

Alonso Vázquez M., Herrera E., & Mendoza H., (2006) **Marketing with a cause in non-profit organizations: A Win-Win Approach** 12th Summer Science Centre Zone, Autonomous University of San Luis Potosí, México

Alonso Vázquez M., Herrera E., & Mendoza H., (2006) **Corporative Social Marketing: A brand development perspective**, 12th Summer Science Centre Zone, Autonomous University of San Luis Potosí, México

RESARCH AND WORK IN PROGRESS

- History of Social Marketing in Latino America,
- Music festival behaviours as active places of encouraging sustainability

- Female entrepreneurs and technology competence the case of Mexico and Ecuador
- Big data ethical approaches
- Tourism Operators Digital Uptake in Australia, Research in Progress
- Barriers of adoption of technology in tourism operators, Research in progress

REFEREES

Available on request