

Rossano Eusebio

Holds a PhD in Economic Sciences and Management from *Universitat Autònoma de Barcelona (UAB)*. He received two bachelor's degrees, one in Economic & Commerce from University of Turin (Italy), and the other one in Business Management from *Universitat Autònoma de Barcelona (UAB)*. Currently, is Associate Professor of Marketing in the Business Economics Department, and he was a Deputy Director of the master's Program in Marketing, Commerce and Distribution (UAB) for 20 years.

He has been Visiting Professor & Researcher at "L. Bocconi" from Milan (Italy) and Visiting Professor at the University of Turin (Italy), SGH Warsaw School of Economics (Poland), Dublin City University (Ireland), University of National and World Economics (Bulgaria), among others. In his professional trajectory he has participated in numerous research and consulting projects for many multinational companies that offer consumer service (Danone and General Electric, etc). It is worthy to highlight some of his accomplishments such as his participation in the launching of the hotel chain "Si Dorme", his research work for the City of Barberà del Vallès, the Chamber of Commerce and the industry of Terrassa/COPCA among others. He is the author of several publications in national and international JCR reviews focused on the internationalization process of Spanish and Italian sme's.