



Vice-Rector for Ceuta and Melilla Campuses, Strategic Planning and Communications



Salvador Del Barrio García

Born in Las Gabias (Granada), Salvador del Barrio García holds a Doctoral Degree in Economics and Business Studies from the University of Granada and is a Professor (Catedrático) at the University. Since 1994 he has been lecturing on undergraduate and postgraduate degrees at the Department of Marketing and Market Research at the Faculty of Economics and Business. His areas of expertise include integrated marketing communications (IMC), cross-cultural communication, consumer behaviour, tourism marketing and university marketing.

He has obtained recognition for 5 sexenios (six-year research periods), consisting of 1 knowledge transfer period and 4 research periods, accredited by the National Commission for the Evaluation of Research Activity (CNEAI). He is the author of more than 60 publications in high-impact journals in his field, as well as several books and book chapters with prestigious national and international publishers. As a Principal Investigator, he has participated in and directed several competitive projects funded by the Spanish National Plan for Scientific and Technical Research and Innovation (PEICTI) and the Regional Government of Andalusia.

He has carried out research and teaching stays at the University of Texas at Austin

(USA), Burgundy School of Business (Dijon, France), Austral University of Chile, and University of San Andrés (Argentina), among others.

He has held several management positions, including Academic Secretary of the Department of Business Administration and Marketing (2002-2004), Director of the UGR Strategic Plan (2004-2008), Coordinator of the Master's Degree in Marketing and Consumer Behaviour of the University of Granada and University of Jaén (2010-2015), Director for Strategic Planning at the UGR (July 2019-August 2022) and Vice-Rector for Institutional Policy and Planning (September 2022-May 2023).