



## Vice-Rector for Institutional Policy and Planning



Salvador Del Barrio García

### **Vice-Rector for Institutional Policy and Planning**

Salvador del Barrio García holds a Doctoral Degree in Economics and Business Studies from the University of Granada and is a Full Professor (Catedrático) at the UGR's Department of Marketing and Market Research. His areas of expertise include integrated marketing communications (IMC), cross-cultural communication, consumer behaviour, and tourism marketing.

He has 4 sexenios (six-year research periods) and 1 knowledge transfer period recognised 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 of 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, Director of the UGR Strategic Plan, Coordinator of the Master's Degree in Marketing and Consumer Behaviour, and Director for Strategic Planning at the UGR.

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