

CURRICULUM VITAE

Juan Carlos Jordán Sánchez

Universidad Mayor de San Simón
Faculty of Economics
Post Graduate Department of Economics
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EDUCATION

July 2006 – December 2010

Ph.D. in Economics with a major in Business Administration

Universidad Mayor de San Simón, Bolivia

Dissertation: Market orientation, innovation and performance in the Bolivian pharmaceutical industry

February 2002 – January 2004

Master in Business Administration with a major in Marketing

Universidad de Santiago de Chile

Universidad Privada Boliviana

February 2001 – January 2003

Master in Business Administration with a major in Marketing

Universidad de Santiago de Chile

Universidad Privada Boliviana

September 2010 – May 2011

Diploma in Applied Econometrics

Universidad Mayor de San Simón, Bolivia

January 2006 – July 2006

Diploma in Cooperative Learning and Educational Technology

Universidad Salesiana de Bolivia

January 1990 – June 1996

BS in Computer Science

Universidad Mayor de San Simón, Bolivia

Thesis: Temporal database for the SELADIS's laboratory of immunology

LANGUAGES

Spanish fluently, English fluently, French medium

HONORS AND AWARDS

2009 Universidad Mayor de San Simón, 1200USD PhD scholarship

CONFERENCE PRESENTATIONS

Jordan J.C. & Coca M. (May 2007). *Market Orientation: A Theoretical Review*. Paper to be presented at the XI Congreso Internacional de Investigación en Ciencias Administrativas ACACIA. Jalisco. México.

Jordan J.C. (July 2008). *Market Orientation and Innovation*. Paper presented at the Congreso Internacional de Administración de Empresas. Cochabamba. Bolivia

Jordan J.C. & Coca M. (2009). Market Orientation: A Theoretical Review. *Journal Búsqueda*. Universidad Mayor de San Simón.

Jordán J.C. (November 2009). *Market Orientation and Innovation in the Bolivian Pharmaceutical Industry*. Paper presented at the Doctoral Colloquium in the XXIII Congreso Internacional CLADEA. Universidad del Pacífico. Guayaquil. Ecuador.

Jordán J.C. (May 2010). *Market Orientation and Innovation in the Bolivian Pharmaceutical Industry*. Paper presented at the XIV Congreso Internacional de Investigación en Ciencias Administrativas ACACIA. Monterrey. México.

Jordán J.C. (December 2010). *Market Orientation, Innovation and Performance in the Bolivian Pharmaceutical Industry*. Doctoral Dissertation. Universidad Mayor de San Simón.

Jordan J.C. (May 2011). Innovation: A theoretical review from the marketing perspective. *Journal Perspectivas*. Universidad Católica Boliviana "San Pablo".

Jordan J.C. (2012). *Market Orientation and Innovation in the Bolivian Pharmaceutical Industry*. *Scielo. Perspectivas Journal, Volume 15, Issue 29, First Semester 2012, pp. 95-127*. <http://www.scielo.org.bo/pdf/rp/n29/n29a05.pdf>

REVIEWING ACTIVITIES

XIV Congreso Internacional de Investigación en Ciencias Administrativas
ACACIA 2010 conference papers

XV Congreso Internacional de Investigación en Ciencias Administrativas
ACACIA 2011 conference papers

WORK EXPERIENCE

2014 – Currently
Universidad Privada Boliviana
Head of Business Administration Career

2008 – 2013
Universidad Mayor de San Simón
Coordinator of Final Research Projects

January 2005 – June 2005
Consultores Asociados Multidisciplinarios (CONAM S.R.L.)
Consultant
Monitoring, supervision and control of environmental quality system project (Prefectura de Cochabamba - Dirección de Recursos Naturales y Medio Ambiente)

January 2005 – November 2005

Informatics consultant, nourishing security survey project (Ministerio de Asuntos Campesinos y Agropecuarios - SINSAAT)

November 2002 – May 2003

Consultores Asociados Multidisciplinarios (CONAM S.R.L.)

Consultant

Design and Administration of maps to locate shallow areas for solids disposal for the local governments of Tarija, Yacuiba, Bermejo and Villamontes as well as Cochabamba

June 2002 - Currently

Natureza S.R.L.

Chief Marketing Officer's

October 1999 – July 2002

Duralit Industries

Chief Information Officer's Assistant

August 1996 – July 1998

Banco Santa Cruz S.A.

Chief Information Officer's Assistant

TEACHING EXPERIENCE

February 2003 – December 2004

Teacher, Universidad De Aquino Bolivia UDABOL

Courses: Networking Lab, Communications Technology, Computer Networks

February 2006 – December 2009

Teacher, Universidad Salesiana de Bolivia

Courses: Introduction to computers, Introduction to programming, Data structures.

June 2007 – June 2011

Teacher, Universidad Privada del Valle

Courses: Descriptive statistics, Inferential Statistics, Sampling Theory.

June 2010 – July 2010

Teacher, Universidad Mayor de San Simón, Postgraduate Department of Economics

Course: Research Methods

February 2011 – 2013

Teacher, Universidad Católica San Pablo

Course: Marketing Research

Course: Research methods

March 2011

Teacher, Universidad Mayor de San Simón, Postgraduate Department of Economics

Course: Applied Statistical Foundations to Finance

September 2011 – October 2011

Teacher, Universidad Mayor de San Simón, Postgraduate Department of Economics

Course: Market Research: Applications of multivariate methods

May 2016 – July 2016

Teacher, Universidad Gabriel René Moreno,

Postgraduate Department of Science and Technology

Ph.D. Course: Multivariate Statistics Methods.

November 2012 – Currently

Teacher, Universidad Privada Boliviana

Courses: Statistics I, Statistics II, Research Methods, Business, Final Project.