

Johnny Burgos Mendoza Ph.Dc.



Academic Background:

- **Doctoral Candidate in Business Administration** at Universidad Privada Boliviana (UPB).
- **Master of Business Administration (MBA)** from UPB, Cochabamba, Bolivia, graduated *Cum Laude*.
- **Master of Science in Management**, specializing in International Activities Research, from Université Jean Moulin Lyon 3, Lyon, France.
- **Bachelor's Degree in Business Engineering** from Universidad Católica de Valparaíso, Chile.

Professional Achievements:

- **2014:** Facilitated UPB's inclusion in *América Economía's* MBA Ranking, achieving 25th place among the top 40 Business Schools in Latin America for UPB's Full-Time MBA program, where he served as National Academic Director.
- **2000:** Established the Business Engineering program at UPB.
- **1999:** Redesigned the Marketing program at UPB.
- **Pioneered** the implementation of UPB's first virtual courses in Marketing I and Services Marketing.

Publications:

- Co-authored a paper in *Cogent Education*: "Assessing student-perceived impact of using artificial intelligence tools: Construction of a synthetic index of application in higher education" (December 2023).
- Co-authored a paper in *Cogent Education*: "Adopting artificial intelligence in the arts classroom: Understanding students' perceptions and emotional reactions to AI tools" (July 2024).
- Authored a chapter in the book "Baking in the 21st Century: The Case of Bolivia" – UPB Editions, 2022.
- Co-authored a chapter in "Agriculture in the 21st Century: The Tomato Experience" – UPB Editions, 2022.
- Authored a case study on quinoa in "Agriculture in the 21st Century: The Quinoa Experience" – UPB Editions, 2023.
- Editor and case author in "Strategic Business Management: Case Studies on Bolivian Companies" – UPB Editions, 2023.

Consultancy and Expertise:

- Specialist and Consultant in Marketing at UPB's Consulting Unit.

- Contributed to the first book of Bolivian Case Studies published by UPB. Authored a case study on the Oregano and Spices Program as part of UPB's consultancy for MAPA – USAID.

Board Memberships:

- Former Board Member of ECO JET S.A., chaired the Marketing Commission (2014–2017).
- Former Vice President of the Board (2008–2009) at Productos Ecológicos Naturaleza S.A. (Frutté).

Academic and Administrative Roles at UPB:

- **Since August 2024:** Academic Director of Graduate Programs.
- **2022–2024:** Academic Advisor to the Presidency.
- **2011–2022:** National Academic Director of the Full-Time MBA program.
- **2009–2011:** Academic Director of the Master in Business Administration and Management (MADE) nationwide; Principal Advisor for Institutional Marketing; Academic Director of the Full-Time MBA.
- **2000–2009:** Head of Business Engineering.
- **1999–2001:** Head of Business Administration.
- **1997–1999:** Head of Marketing.
- **Since 2018:** Academic Director of MADE in Cochabamba, Santa Cruz, Sucre, Oruro, Tarija, and Cobija.

Industry Experience:

- **1995–1996:** Manager at Distribuidora Cochabamba of Industrias Vascal S.A.
- **1990–1994:** Accountant and Sales Supervisor at Vascal S.A. (Coca-Cola bottler in Bolivia).
- **1989:** Corporate Banking Credit Officer at Banco Popular del Perú.

Teaching Experience:

- **Graduate Level:**
 - Full-Time MBA: Marketing II and Market Research.
 - MADE: International Marketing, Relationship Marketing, Market Research.
 - Master's in Marketing: Analysis and Development of Pricing Strategies.
 - Master's in Finance: International Marketing.
- **Undergraduate Level:**
 - Strategy and Pricing Policy.
 - Distribution Channel Management.
 - Sales Management.
 - International Marketing.

Honors and Recognitions:

- Awarded *Docente Búho UPB* in the Full-Time MBA (2022), postgraduate (2017 and 2006), and undergraduate (2009) programs.
- Recognized for 10, 20, and 25 years of service at UPB.

International Experience:

- Lived in Chile and France.

Languages:

- Spanish, English, and French.